

## MKT220 Basic Marketing Concepts

3-week Web Course Summer 2018

Instructor: Lukas Forbes, Ph.D.

Instructor Contact: [Lukas.Forbes@wku.edu](mailto:Lukas.Forbes@wku.edu)

### **How to contact instructor:**

I would prefer that all communication for this course be conducted via email at: [Lukas.Forbes@wku.edu](mailto:Lukas.Forbes@wku.edu) . I will typically respond within 24 hours. You do not need to send multiple emails within the same 24 hour period if you haven't heard from me.

Also, if you have a technical issue during an exam, please email. It may take me time to respond, especially if you are taking the exam at 11pm at night.

### **Textbook:**

All students must use and purchase the 17<sup>th</sup> Edition of “Marketing” by Pride and Ferrell. This is the 2014 copyright edition of the book, ISBN 13: 978-1-133-93925-2. This is the only edition of the book allowed for this course

### **Course Description and Learning outcomes:**

Basic Marketing is a foundation course within the business discipline. This course will teach you the basic elements of learning within the field of marketing to include:

- Coverage of marketing strategies and concepts
- Coverage of important marketing areas to include social responsibility, ethics, environmental responsibility, sustainability, globalization, entrepreneurship, sales, and other important marketing areas.
- Introduction and extensive examples of material in the emerging marketing areas of social networking and digital marketing

### **How do I successfully complete this class?**

1. First, read this syllabus.
2. This course is broken into 3 sections, with each section containing 2 quizzes. Chapters 1-7 (Section 1), Chapters 8-14 (Section 2), Chapters 15-21 (Section 3).
3. Begin work on section 1, starting with chapter 1. Each chapter will have the following elements all available on blackboard in their respective three sections:
  - a. Chapter Audiotape: This is an audio file that will be a recording of me talking about key elements of each powerpoint packet. This is a shortened version of a class lecture, in which I will focus on key points in each chapter

- b. Chapter Powerpoint Slides: You should read each packet of slides twice. Once before hearing the audiotape, and once after hearing the audiotape. The link to the class powerpoint slides is found in each chapter's audiotape URL.
  - c. Book chapter: You should read each chapter in your book two times
  - d. Note card: Each student should develop "flip cards" for each chapter's key terms, with the term on one side and the definition on the other.
  - e. For success in this class, you should plan to do all of the above activities
4. Quiz and Exams can be found in the "tests and quizzes" section on blackboard.
    - a. After you have concluded reading Chapters 1 through 7 and doing all of the elements described above, you should take the quiz on blackboard for Chapters 1 through 4 (quiz 1) and chapters 5-7 (quiz 2) on the dates indicated
    - b. After you have concluded reading Chapters 8 through 14 and doing all of the elements described above, you should take the quiz on blackboard for chapters 8 through 11 (quiz 3) and 12-14 (quiz 4) on the dates indicated.
    - c. After you have conclude reading Chapters 15 through 21 and the elements described above, you should take the quiz for chapters 15-18 (quiz 5) and 19-21 (quiz 6) on the dates indicated
    - d. Your final exam will be the last day of the course, and will be comprehensive (all chapters)
    - e. Exam dates are listed on the last page of this syllabus. You will take the exam on the date listed for this course.
  5. Each of the 6 quizzes in this course are set up in the same manner. You will be scored on a scale of 0 to 100 points. Each quiz will have a total of 50 questions taken from a test pool for each section's chapters. You have 1 hour to complete the quiz. Every minute that you go over one hour will result in a 5 point reduction.
  6. The final exam will cover all 21 chapters. It is also 50 questions, but you have 90 minutes to complete it. Every minute you go over results in a 5 point deduction
  7. All tests are conducted individually, and you may use all course notes/material to take the tests
    - a. However---please remember you are taking a 50 question test in 60 minutes. If you just plan to search up each answer during the 1 hour test, you will definitely run out of time.

**Audiotape:**

The audiotapes are set up as a way to hear me go over key points, in a lecture format, as I might do in a classroom setting.

**Course Points:**

Quiz 1 through 6	600 points (100 points each)
Final Exam	100 points
Total Class points	700 Points

A: 90% or higher

B: 80% or higher

C: 70% or higher

D: 60% or higher

F: Below 59.5%

Note: I will round up any grade from .5% or higher. So, if you get an 89.50, I will round that up to a 90 % (A). If you get an 89.49, you will receive a B in the class

**Cheating and Plagiarism:**

This class will adhere to the standards outlined by University Policy. Simply stated, any form of cheating is not tolerated and the student will receive an F for this course.

**Technical/Software Requirements:**

You need to have the ability to download and listed to windows media player on WKU's blackboard system. You need to be able to download Microsoft office based programs (word and PowerPoint). You need to have a computer with the capability to take blackboard based exams.

**Makeup/Make Ahead/Extra Credit**

There are no make up exams, no make ahead exams, and there is no extra credit in this course. If you miss an exam for any reason, you can not make it up. If you have a technical issue with an exam after you have started it (eg., your internet reloaded after 15 minutes), I will allow you to re-take it (it must show that you have started it).

**The following statements are required on all WKU syllabi**

**Student Disability Statement:**

TAKEN FROM UNIVERSITY COMPLIANCE: In compliance with university policy, students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Office for Student Disability Services in DUC A-200 of the Student Success Center in Downing University Center. The phone number is 745 5004. Please do not request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.

**Title IX Misconduct/Assault Statement**

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/Assault Policy (#0.2070) at

<https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and

**Discrimination and Harassment Policy** (#0.2040) at

[https://wku.edu/policies/hr\\_policies/2040\\_discrimination\\_harassment\\_policy.pdf](https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf).

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and **MUST** report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.

## **COURSE SCHEDULE**

Sections 1: July 9-13. Do chapters 1-7. Take Quiz 1 on Wednesday July 11. Take Quiz 2 on Friday July 13

Section 2: July 16-20 Do Chapters 8-14. Take Quiz 3 on Wednesday July 18. Take Quiz 4 on Friday July 20

Section 3: July 23-27. Do Chapters 15-21. Take Quiz 5 on Tuesday, July 24. Take Quiz 6 on Thursday July 26.

Final Exam is Friday July 27