

**Marketing 220 – Basic Marketing Concepts – Western Kentucky University**  
**Web Course    Fall 2018**

**Instructor: Megan Ormon**

Email: [megan.ormon@wku.edu](mailto:megan.ormon@wku.edu)

*Please allow 48 hours for responses to email inquiries. Plan accordingly. Immediate responses are not always available.*

**Required Textbook:**

**Marketing 2018**, Pride and Ferrell, Cengage, 19th edition

Textbook Options (Choose 1 option):

**a) Marketing 2018** (Looseleaf textbook, with Mindtap), ISBN: 9781337537551, New \$134.00

**b) Marketing 2018** (Electronic textbook, with Mindtap), ISBN: 9781337090971, \$100 access code

**\*\*THIS SYLLABUS AND ITS' CONTENTS ARE SUBJECT TO CHANGE AT ANY TIME THROUGHOUT THE SEMESTER\*\*** Updates to the syllabus will be posted on our Blackboard site in the Announcements section.

**COURSE OBJECTIVES**

This course is designed to provide students with knowledge of marketing. It will familiarize the student with the marketing process and look at the development of a marketing plan and strategy. We will discuss, in depth, the 4 basic components of marketing, and how to understand the marketing environment, keeping social and ethical responsibility in mind. An understanding of marketing will allow students to become better consumers, as well as more successful in business.

**STUDENT RESPONSIBILITIES**

Students are responsible for checking Blackboard on a regular basis, staying on top of classroom communication and reading assigned materials. It is important to understand since this course is website only, checking our class Blackboard site for updates and information multiple times a week is required. Assignments, exams and the final project will cover text materials as well as PowerPoints and any class discussions through our class Blackboard page.

**ASSIGNMENTS (150 points)**

Assignments during the semester will be discussed on our Blackboard site. **ASSIGNMENT DUE DATES WILL BE POSTED WITH EACH INSTRUCTIONS.** There will be NO late assignments accepted. As a web course, it is your responsibility to make sure you have access to the internet to complete assignments throughout the semester.

**FINAL PROJECT (90 points)**

An individual project to be turned in on the final week of classes will result in a large portion of your grade. More details will be given on this project through our Blackboard site.

**EXAMS (180 points)**

There will be three exams, throughout the class, each worth 50 points. The exams will be over chapter readings and PowerPoint slides and can include multiple choice, short answer and short essay questions. Exams WILL NOT be made up unless approved prior to the exam by the instructor.

### **MAKE-UP ASSIGNMENTS AND/OR EXAMS:**

ONLY University-excused absences will be accepted and they are listed below:

- Death in the family – obituary or funeral notice is required.
- Illness – Doctor's note is required.
- Other University Excused Absence – emergency school closure, student athlete participating in their event, other class trips/events (required memo/letter/note from trip sponsor or professor.)

In all cases, **discussion with me PRIOR to missing assignments or exams and proper documentation will allow for late submissions.**

### **GRADING SCALE**

There will be a total of 500 points available. The breakdown of the points are as follows:

Exams (3 @60 pts. each)	=	180 points
Assignments	=	150 points
Weekly Discussion Board Posts (8 @10 pts. ea)	=	80 points
Final Project	=	<u>90 points</u>
<b>Total available points</b>	=	<b>500 points</b>

The grading scale will be -

448-500pts (90%-100%)	= A
398-447pts (80%-89%)	= B
348-397pts (70%-79%)	= C
298-347pts (60%-69%)	= D
297pts (59%) and below	= F

\*Any updates to the grading scale will be at the instructor's discretion and discussed in class\*

### **CHEATING**

Cheating will NOT be tolerated in this course. No exceptions. Students found cheating will fail the course.

### **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.*

**ADA Accommodation Statement**

*In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at [sarc.connect@wku.edu](mailto:sarc.connect@wku.edu) . Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.*