

Marketing 220—Basic Marketing Concepts Online

Fall 2018

Professor: Dr. Joanna (Phillips) Melancon

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Office Hours:
Monday: 9:00-2:30
Tuesday/Thursday: 9:00-9:35, 2:05-2:35
Or by appointment

It is imperative that you read and understand every word of the syllabus. You are responsible for understanding all requirements listed within this syllabus. You are welcome and encouraged to ask for clarification on anything BEFORE deadlines/due dates.

Course Description: Introduction to the functional activities of marketing including product distribution, promotion, and pricing decisions; the importance of a consumer orientation; and strategic marketing plan including implementation and control marketing activities.

Prerequisites: Sophomore Standing
Hours of credit: 3 semester hours

Course Objectives:

1. Students will develop an adequate understanding of the key elements of marketing management and strategy including topics such as market segmentation, positioning, branding, consumer research, pricing, marketing communications, and new product development. Students should be able to identify, explain, and apply the important concepts of marketing.
2. Students will have a general understanding of the role of ethics in a marketing context.
3. Students will have a greater awareness and understanding of the global business environment.

Course Book and Mindtap Access (Required):

William Pride and O.C. Ferrell (2018). *Marketing*: South-Western, Cengage Learning. 19th Edition

This electronic textbook comes bundled with software called Mindtap to access your textbook and most assignments. The purchase of your book includes access to Mindtap. You may also wish to get a loose-leaf version of the textbook in addition to the e-copy, though that is not required. Below are the ISBN numbers for both the e-book/Mindtap only package, and the e-book/Mindtap + loose-leaf option. Either is perfectly fine

depending on how you like to read and study. The bookstore should have both options for you.

Option 1: e-book only and Mindtap Marketing only (no looseleaf text):

Pride/Ferrell - MindTap Marketing, 1 term (6 months) Printed Access Card for
Pride/Ferrell's Marketing 2018
ISBN: 9781337090971

OR:

Option 2: If you would like a loose-leaf copy of the text, then you would use the following:
Bundle: Marketing 2018, Loose-Leaf Version, 19th + MindTap Marketing, 1 term (6 months) Printed Access Card
ISBN: 9781337537551

About this Course:

You cannot attempt this course without the book and Mindtap. You must have access to Blackboard throughout the semester to complete the requirements of this course. You must also be willing to do quite a bit of reading and study on your own in order to do well in the course. You also cannot complete the course requirements within the last week of this course. Please do not attempt that either.

Please do not make the mistake of thinking that this web version of the class is “less work” than an in-class course; it is a more flexible version of a course that is just as rigorous as an in-class course. You must budget an equivalent (or greater) amount of time into your schedules as you would for a regular course, as you have all the responsibility of reading the material and asking any questions you have for clarification. You will not do well unless you are prepared to contribute the same amount of effort and time put into any other course.

Exams:

Format: There will be four exams over the course of the semester. All Exams will be given in multiple choice format. Each exam will consist of approximately 50 multiple choice questions. Exams are open book/open note, but please understand that given the time constraints on the test if you choose not to prepare by reading the material beforehand, you will not be able to successfully complete the exam within the time limit and you will most likely not be pleased with your grade. I suggest reading through chapters at least twice and taking notes, as well as answering questions at the end of each chapter to be sure you understand material well. Mindtap offers practice tests at the end of each chapter. These test prep exercises are adaptive in nature, meaning that Mindtap will automatically

serve you more questions for the areas where you struggle. These are extremely beneficial to students, but not required for a grade.

Please note that exams will be randomly generated from the course test bank from a large block of questions. No two exams will contain the same questions in order to eliminate academic dishonesty/cheating and to insure a fair learning environment for all students.

Content: Exams will draw material from the chapters and additional readings/media for the course assigned by me.

Exam Procedure: All exams will be available at the start of the course. You may take them at your own pace. I will post a *suggested* exam schedule, but it is up to you when you wish to take the exam. I strongly urge you to keep up a reasonable schedule and not try to take the exams in the last weeks of class. Students that have tried this in the past have consistently failed the course. All exams must be completed by Wednesday, December 12, at noon. You also need to leave yourself enough time for me to reset an exam for you should something happen and you to still finish by the exam deadline, as getting locked out of a test will not be an acceptable excuse for missing this deadline. I would personally suggest planning on being done with all exams the last week of regular classes.

Missing an Exam: Should you fail to take any exam before the deadline, you will receive a zero for that exam. There are no exceptions to this policy and no extensions at the end of the course. I have built flexibility into this course for your convenience. There is no reason you should miss an exam. Be sure that you pay close attention to the suggested exam dates before the term begins.

Time Constraints: Once you begin the exam, you will have 60 minutes to complete the entire exam. Blackboard will track your time taking the exam. If you go over the allotted 60 minutes, you will be penalized 1 point for every minute beyond 60.

Attempts/Penalties: You will only be allowed to start the exam once. That means you cannot begin taking the exam, stop, and come back to finish the exam later. You only get one attempt at each exam. Please note that if you take the exam on a wireless connection, you stand a good chance of getting kicked out of Blackboard if that connection falters. Taking the exam on mobile devices and wireless connections is not advised.

Should you get locked out of an exam at any point, there may be a 15 point deduction for me to reset the exam for you. Please keep in mind that I may not be available to immediately reset the exam the moment you get kicked out. I will send you an email informing you when your exam is reset and what point deductions have taken place. Also note that I cannot let you “back in” to an exam you have started and get kicked out of. Blackboard actually does not allow it, even if I did. You will receive an entirely new exam with new questions if you must have an exam reset.

Should you have any issues with technology, you should contact the WKU Helpdesk (745-7000), or Cengage Technical Support (linked on Blackboard in

the content folder) as they are much more prepared and able to help you with your technology-related questions than I am.

Exams will be available in the Course Content section of Blackboard in a “Tests” Folder. Should there be any issues with tests releasing correctly, I will deal with those as they arise and work with students to arrive at a fair solution. Your grades will be immediately available through the Blackboard Gradebook feature, unless you go over your allotted time. If you go over 60 minutes, I will have to calculate and submit your score at a later time. If you have submitted an exam over the time limit and do not see an updated score posted by me within 24 hours, please feel free to contact me via email as it is possible that I overlooked your submission.

Extra Help with Exams: The best way to prepare for exams is through reading and completing the assignments of the course. However, there are multiple additional tools you can and should use. In Mindtap, you have the option to highlight and take notes in the chapters, as well as study flashcards prepared for each chapter. There are practice concept tests that will ask you about material you have just read. Finally, I have created practice quizzes at the end of every chapter. These are optional, and not for points, but they are one of the best ways to test your knowledge of the material. You can take practice quizzes as many times as you like. The questions are not the same as the test questions, but they will be similar in content and style. These practice quizzes are adaptive as well, meaning you will get served more questions about material you are not grasping. All concepts tests and quizzes are marked “practice” and do not count against your grade, but may be very helpful in studying the material.

Course Assignments:

Every student will be required to complete and submit assignments through Mindtap over the course of the semester corresponding to relevant topics in the course. Assignments are designed to help you apply the material you are learning. Assignments will be available through the Mindtap folder. You can get them through the main Mindtap folder, or find shortcuts to each assignment through the Graded Assignment Folder in Blackboard.

Unlike the exams, these have due dates that correspond to the weekly assigned readings, so you must pay attention to deadlines here. Most weeks you will have at least one chapter assignment due. **Late assignments will not be accepted.** You may, however, turn in assignments as early as you’d like. They are all available at the start of the course.

Video Assignments: Some assignments are video cases that ask questions about topics in the book as they pertain to real-life company issues. Video cases are worth 10 points each.

You Make the Decision Assignments: Other assignments are hypothetical decision-making cases that require you to choose between options for an optimal business outcome. Decision cases are worth 15 points each.

Due dates for each week's assignments are listed on the class schedule at the end of the syllabus. Late submissions will not be accepted, so plan accordingly.

Powerpoint Presentations, Flash Cards, and Practice Tests:

Every chapter has a corresponding Powerpoint Presentation. You should use this presentation as a guide for your own note-taking and study, but not in place of note-taking. All Powerpoint slides will be available at the beginning of the course in the Mindtap area under "Study Materials" for each chapter. This is also where the flash cards and practice tests for each chapter will be located. Practice tests are optional, but a great tool for testing your knowledge before taking exams.

Academic Dishonesty/Plagiarism Policy

It is expected that in all cases, students will do their own work. Cases of either plagiarism or cheating will result in failure in the course and reporting the incident to the university. **As a college student, there is no excuse for not understanding what constitutes plagiarism/cheating, and that excuse will not be acceptable in this class.** If you are taking credit for or copying someone else's work without giving them full and correct credit for their ideas or words, it is plagiarism/cheating. This includes not using quotation marks when appropriate, not citing sources, or not citing sources correctly, within your writing assignments. Your assignments and tests will be screened for cheating/plagiarism. Your work may be checked using plagiarism detection software.

Grading Criteria:

Your final grade will be calculated the following way:

4 Exams:	100 points each, 400 points total
Chapter Assignments:	11 @ 10-15 points each (as noted on schedule) , 140 points total

Total	540 points
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Grading Scale: A = 89.5 % or higher; B = 79.5%-89.4%; C = 69.5%-79.4%; D = 59.5%-69.4%; F = below 59.4%.

Asking for Exceptions in Grades, Due Dates, or other Course Policies:

Rounding Figures are fixed/non-negotiable. Assuming there is no error in calculations on my part, (and if you feel there is you should certainly bring it to my attention) my posted grades are final and not open to discussion/negotiation.

Grades are non-negotiable. You will receive the grade you *earn* in my class. I do not "give" grades. I will not listen to any lobbying for grade changes based on irrational reasons. These arguments are unprofessional and inappropriate, and I will not even respond to these sorts of communications. Irrational reasons for me to change your grade include, but are not limited to, the following, and I DO NOT want to hear them:

- o “This is my last semester” or “I am graduating this semester.”
- “I am only x # of points from an (A/B/C)”
- o “I will not graduate if I don’t get a C (or whatever) in this class.”
- o “I will lose my scholarship/place on ___ team if I don’t get a better grade.”
- o “It is a financial burden to have to retake the course” or “I paid a lot of money to take this class.”
- o “I took x number of credits this semester.”
- o “I work x number of hours each week on top of school.”
- o “I commute x number of minutes/hours to campus.”
- o “I have gotten an A (or whatever other passing grade) in x other class or classes.”
- o “I have never gotten such a low score before”
- o “I did not have internet access for a while because (insert any reason).”
- o “I did not know that was plagiarism” or “I’ve done this in other papers,” or “I meant to put the citations in later.”
- o “I meant to work harder in this course.”

Student Disability Services

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. Please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.

Student Civility:

This is rarely an issue in either off or online classes and as a rule, I never expect to have trouble, but I have had some cases of students behaving in a rude/belligerent/ unprofessional manner in online courses via email. I am not sure if it is the lack of face-to-face interaction or the lack of tone/context from which emails are coming, but I will not tolerate any rude/unprofessional behavior in any form. Please word your emails accordingly and remember that they are coming to a professional, not to mention an actual person, behind the screen. I am willing to work with students to insure fairness so long as there is respect and kindness on both sides. I will absolutely refuse to respond to rude behavior in any way, other than in extreme cases when I feel it necessary to have such individuals removed from my course.

Class Reading/Exam Schedule Follows.

Class Reading/Exam Schedule:

This is only a tentative schedule that may change during the semester. If changes in exam procedure, exam data, exam coverage and the like are announced on Blackboard or through email, you are responsible for knowing this information. There are no exceptions.

Week: Dates	Topics and Assignment Details	Chapters/ Due Dates
Week 1: August 27	Familiarize yourself with the syllabus, Blackboard, and Mindtap site for the Course. Read Chapter 1: Overview of Strategic Marketing	1
Week 2: September 3	Chapter 2: Planning, Implementing, and Evaluating Marketing Strategies Due: Part 1: You Make the Decision, Worth 15 points. Due by 9/9 at 11 p.m.	2 Assignment Due, Sept 9 by 11 p.m.
Week 3: September 10	Chapter 3: The Marketing Environment Chapter 3 Video Quiz, Apple vs. Samsung, Worth 10 points. Due 9/13 by 11 p.m.	3 Assignment Due 9/13 by 11 p.m.
Week 4: September 17	Chapter 4: Social Responsibility and Ethics Due: Part 2: You Make the Decision, Worth 15 points, Due by September 23 by 11 p.m. Suggested Exam 1 Window, Covers Chapters 1-4	4 Assignment Due 9/23 by 11 p.m.
Week 5: September 24	Chapter 6: Target Markets: Segmentation and Evaluation	6
Week 6: October 1	Chapter 7: Consumer Buying Behavior Chapter 7 Video Quiz, Ford, Worth 10 points, Due by October 7 at 11 p.m.	7 Assignment Due 10/7 by 11 p.m.
Week 7: October 8	Chapter 10: Digital Marketing and Social Networking Due: Chapter 10 Video Quiz, Zappos, Worth 10 points, Due Oct 14 by 11 p.m. Suggested Exam 2 Window, Covers Chapters 6, 7, & 10	10 Assignment Due 10/14 by 11 p.m.

Week: Dates	Topics and Assignment Details	Chapters/ Due Dates
Week 8: October 15	Chapter 11: Product Concepts, Branding and Packaging Chapter 12: Developing and Managing Products Due: Chapter 12: Video Quiz, Sriracha, Worth 10 points, Due Oct 21 by 11 p.m. Due: Part 5: You Make the Decisions, Worth 15 points, Due October 21 by 11 p.m.	11& 12 TWO ASSIGNMENTS DUE by 10/21 at 11 p.m.
Week 9: October 22	Chapter 14: Marketing Channels and Supply-Chain Management	14
Week 10: October 29	Chapter 15: Retailing, Direct Marketing and Wholesaling Due: Part 6: You Make the Decision, Worth 15 points, Due November 4 by 11 p.m. Suggested Exam 3 Window, Chapters 11, 12, 14, 15	15 Assignment Due 11/4 by 11 p.m.
Week 11: November 5	Chapter 16: Integrated Marketing Communications	16
Week 12: November 12	Chapter 17: Advertising and Public Relations Due: Video Quiz, Scripps, Worth 10 points, Due Nov 18 by 11 p.m.	17 Assignment Due 11/18 by 11 p.m.
Week 13: November 19	Chapter 18: Personal Selling and Sales Promotion Due: Part 7 You Make the Decision, Worth 15 points, Due November 25 by 11 p.m.	18 Assignment Due 11/25 by 11 p.m.
Week 14: November 26	Chapter 19: Pricing Concepts	19
Week 15: December 3	Chapter 20: Setting Prices Due: Part 8 You Make the Decision, Worth 15 points, Due December 9 by 11 p.m.	20 Assignment Due 12/9 by 11 p.m.
FINALS December 10	Suggested Exam 4 Window, Covers Chapters 16-20 ABSOLUTE DEADLINE FOR ALL EXAMS IS WEDNESDAY, 12/12 by noon.	ALL

<i>Date</i>	<i>Summary Schedule of Assignment Deadlines</i>	<i>Points</i>
9/9	Part One: You Make the Decision	15
9/13	Chapter 3 Video Quiz, Apple vs. Samsung	10
9/23	Part 2: You Make the Decision	15
9/23	Suggested Schedule for Exam 1	100
10/7	Chapter 7 Video Quiz, Ford	10
10/14	Chapter 10 Video Quiz, Zappos	10
10/14	Suggested Schedule for Exam 2	100
10/21	Chapter 12 Video Quiz, Sriacha	10
10/21	Part 5: You Make the Decision	15
11/4	Part 6: You Make the Decision	15
11/4	Suggested Schedule Exam 3	100
11/18	Chapter 17 Video Quiz, Scripps	10
11/25	Part 7: You Make the Decision	15
12/9	Part 8: You Make the Decision	15
12/9	Suggested Exam 4 Window	100
FINAL	ALL EXAMS MUST BE SUBMITTED, NO EXCEPTIONS, by Noon, December 12	