

Basic Marketing - MKT 220.M70 - Western Kentucky University

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YOU ARE RESPONSIBLE FOR READING AND UNDERSTANDING THIS SYLLABUS. PLEASE FEEL FREE TO ASK IF THERE IS SOMETHING THAT YOU DO NOT UNDERSTAND. IT IS CRITICAL THAT YOU READ ALL OF IT.

Required Textbook

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

Textbook Options (Choose 1 option):

- a) ***Marketing 2018*** (Looseleaf textbook, with MindTap), ISBN: 9781337537551, \$134.00
 - b) ***Marketing 2018*** (Electronic textbook, with MindTap), ISBN: 9781337090971, \$100 access code
- (Prices listed are for the WKU Store. [If you have any issues with the electronic textbook, please contact Cengage Technical Support at 1-800-423-0563.](#))

The textbook with MindTap access is **required**. You will need the textbook to prepare for class exams as ALL questions on the 4 exams in the course will come directly from the textbook. The best way to study for exams is reading and outlining the textbook chapters. There is no better method to prepare for exams than reading the textbook chapters. Each textbook chapter is available in the electronic textbook in MindTap. If you select the electronic textbook option, it will be available in the “Content” section of Blackboard under the link “MKT220.750 Summer 2020”. You will also need access to the MindTap electronic materials as there will be 5 video quizzes (50 points) required in the class that are only available through the MindTap component of the textbook.

General Class Objectives

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. Students will have a general understanding of the role of ethics in a marketing context, and greater awareness and understanding of global business environments. This course will utilize Blackboard (<https://wku.blackboard.com/>) to allow interaction between students and the professor. You will be required to utilize this component of the university’s website to obtain the required exams and video quizzes. **You MUST be adept at using Blackboard in this course.**

Cheating/Misconduct

It is the policy in this classroom that cheating and class misconduct will not be tolerated. Any student caught cheating will receive a score of **0** for the assigned work.

Software and Browser Recommendations For Use With Blackboard

Please visit the section entitled “Software” on the Blackboard website. This will help insure that the browser you are using to complete this class is acceptable. **This will be important when you take exams.** Additionally, the MindTap component of the textbook works best with Firefox, Chrome, or Safari. Microsoft Edge and Internet Explorer are not recommended for use with any component of this course.

Prerequisites

Students must have 30 hours of credit, which indicates Sophomore standing, to participate in this course.

Course Evaluation - Your performance will be evaluated based on the following:

Exams – You will have 4 required exams during the course. Each of the exams will be worth 100 points. Each exam will consist of 40 multiple choice questions. Exams will cover any material covered in class, including the chapter readings and the Powerpoint presentations. As seen later in this syllabus, each exam will cover four chapters from the textbook.

Exam guidelines (READ THESE RULES!!!)

- A.** Each exam can be taken at any point in the course. You can take them in any order and at any time within the timeframe of the course. All 4 exams will be available to students by 8:00 a.m. central time, Monday, May 18. All 4 exams will remain available to students until 11:59 p.m. central time, Friday, June 5. Access to all exams will end at 11:59 p.m. Friday, June 5.
- B.** Students will have 60 minutes to complete each exam. If you choose to take longer than 60 minutes to complete the exam, you will be penalized 1 point for every minute beyond 60 minutes that you utilize to take the exam. The time is monitored in Blackboard and easily accessible to the student during the exam, and to me after the exam is completed.
- C.** Students will not be allowed to re-take exams. **You will get one chance for each exam.**
- D.** Once the exam starts, you are required to take the exam at that time. You are not allowed to take an individual exam at multiple times.
- E.** Each exam will be provided to you under the “Tests and Quizzes” section of Blackboard.
- F.** Each exam will consist of 40 multiple choice questions worth 2.5 points each.
- G.** Your exam results are recorded in the Gradebook on Blackboard and accessible to you.
- H.** **Make sure you have a reliable Internet connection before you start any Exam. Losing your Internet connection during an exam is NOT a valid excuse to re-take the exam. I recommend that you do NOT utilize a wireless connection, or your smartphone, to take an exam as this type of connection is often unreliable and causes Internet disruptions.** If this occurs during an exam, you lose access to the exam and it will be automatically submitted to be graded before you have a chance to complete the exam, which often results in a 0 for your exam score.
- I.** **I recommend that you close other windows on your laptop while taking each exam.** Switching between open windows on a laptop while you take an exam often logs you out of an online exam.
- J.** **Any exam that must be reset due to computer difficulties will result in a 10-point reduction in that exam's score.**

Video Quizzes

- A.** There are **5 required video quizzes** that must be completed. **Each video quiz is worth 10 points.** The video quizzes are available under the “Content” link on Blackboard. The 5 required video quizzes cover the following chapters: **1, 3, 7, 15, and 19.**
- B.** You can take the video quizzes up to 3 times. Your highest grade on your attempts will be recorded and used as your grade for each quiz.
- C.** The video quizzes are available for the length of the course and can be taken (or re-taken) at any time. **All 5 video quizzes will be available to students at 8:00 a.m. central time, Monday, May 18. All 5 video quizzes will remain available to students until 11:59 p.m. central time, Friday, June 5. Access to all video quizzes will end at 11:59 p.m. central time, Friday, June 5.**

Grading

Task

4 exams at 100 points each
5 video quizzes at 10 points each
Total Possible Points

Points

400
50
450

Grade Cutoffs:

90-100% = A
80-89% = B
70-79% = C
60-69% = D
<60 = F

Powerpoint Presentations

For each chapter, you will be able to view a Powerpoint presentation. These presentations will be provided with your MindTap access code, and available at the textbook and MindTap link in the "Content" section of Blackboard. You will be free to see and study them at any time during the course. These slides should be helpful to you in studying for the exams.

NO Make-up Exams or Quizzes will be given

Make-up Exams and Make-up Video Quizzes will not be given. If a student fails to take any exam or quiz, the student will receive a score of **0** for that exam or quiz. **All Exams and Video Quizzes are available to students from 8:00 a.m. central time, Monday, May 18 until 11:59 p.m. central time, Friday, June 5.**

Exams to be completed

Exam #1

Chapter 1 An Overview of Strategic Marketing
Chapter 3 The Marketing Environment
Chapter 6 Target Markets: Segmentation and Evaluation
Chapter 7 Consumer Buying Behavior

Exam #2

Chapter 10 Digital Marketing and Social Networking
Chapter 11 Product Concepts, Branding, and Packaging
Chapter 12 Developing and Managing Products
Chapter 13 Services Marketing

Exam #3

Chapter 14 Marketing Channels and Supply-Chain Management
Chapter 15 Retailing, Direct Marketing, and Wholesaling
Chapter 19 Pricing Concepts
Chapter 20 Setting Prices

Exam #4

Chapter 5 Marketing Research and Information Systems
Chapter 16 Integrated Marketing Communications
Chapter 17 Advertising and Public Relations
Chapter 18 Personal Selling and Sales Promotion

Exams can be completed in any order.

ADA Accommodations

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, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at 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.

Title IX/ Discrimination & Harassment

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's [Title IX Sexual Misconduct/Assault Policy](#) (#0.2070) and [Discrimination and Harassment Policy](#) (#0.2040). 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

WKU Counseling and Testing Center

We know that students are often overwhelmed and/or dealing with situations and stresses that may inhibit their ability to be successful in the classroom. With that in mind, our GFCB Administrative Council asks that you also add the following to your course syllabi.

The university experience should be challenging, but not overwhelming. To this end, the WKU Counseling Center provides a variety of services to help strengthen students' capacity to tolerate distress, form healthy relationships, and seek healthy expressions of their ideals and values. If you would like to speak with someone, you may contact WKU's [Counseling and Testing Center](#) at 270-745-3159 or use their Here To Help service at <https://www.wku.edu/heretohelp/heretohelpemail.php>. If you need immediate help, please visit the Counseling Center in 409 Potter Hall or call the 24-hour emergency help line at 270-843-4357.