

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 (Electronic textbook, with MindTap), ISBN 9781337090964, \$125 access code (at the WKU Store)

The textbook with MindTap access is **required**. 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. Each textbook chapter is available in the electronic textbook in MindTap. You will also need access to the MindTap electronic materials as there will be 5 video quizzes required in the class that are only available through the MindTap component of the textbook.

The link to the electronic textbook is available under the “Content” area on Blackboard under the link “MKT220.M70 Summer 2022”. If you have any issues with the electronic textbook, please contact Cengage Technical Support at 1-800-354-9706 (specific help line for students), or 1-800-423-0563 (general help line, likely longer wait). **Below are specific instructions to guide you through the process of accessing the electronic textbook and class materials.**

To register and gain access to the electronic textbook and video quizzes:

- 1. Log in to Blackboard*
- 2. Select your MKT 220.M70 course.*
- 3. On your MKT 220.M70 course site, click on the “Content” link.*
- 4. Under Content, click on the “MKT 220.M70 Summer 2022” link.*
- 5. Register for a Cengage account using your WKU email address.*
- 6. Cengage will send an email to your WKU email account that you will use to validate your registration.*
- 7. Once you have validated your account through your WKU email, enter the access code you purchased to gain access to the electronic textbook and video quizzes.*

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. Students will complete all exams and class requirements using the "Blackboard" option on the Western Kentucky University website (<https://wku.blackboard.com>). **You MUST be adept at using Blackboard.**

Cheating/Misconduct

Any student caught cheating will receive a score of **0** for the assigned work.

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 9. All 4 exams will remain available to students until 11:59 p.m. central time, Friday, May 27. Access to all exams will end at 11:59 p.m. central time, May 27.
- 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 will be available under the “Content” link on Blackboard after you register your access code. 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.** There are questions throughout each video quiz. If you skip to the end of the video, you will miss the opportunity to answer some of the video quiz questions.
- D.** 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 9. All 5 video quizzes will remain available to students until 11:59 p.m. central time, Friday, May 27. Access to all video quizzes will end at 11:59 p.m. central time, May 27.

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 Quizzes are available to students from 8:00 a.m. central time, Monday, May 9, until 11:59 p.m. central time, Friday, May 27.**

Grading

<u>Task</u>	<u>Points</u>	<u>Grade Cutoffs:</u>
4 exams at 100 points each	400	90-100% = A
5 video quizzes at 10 points each	<u>50</u>	80-89% = B
Total Possible Points	450	70-79% = C
		60-69% = D
		<60 = F

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.

Powerpoint Presentations

For each chapter, you will be able to view a PowerPoint presentation. These presentations will be available at the textbook and MindTap link in the “**Content**” section of Blackboard. When you get to the MindTap website, go through the following procedure to get the PowerPoint Slides. (I will use chapter 1 in my example below, but the procedure is the same for all chapters.)

Click on “Part 1: Marketing Strategy and Customer...”

Click on “Chapter 1: An Overview of Strategic Marketing”

Click on “Study Tools”

Click on “PowerPoint Slides”

Study Tools

The only required and graded components of this course are the 4 exams and the 5 video quizzes.

However, you have access to many additional study tools and practice materials in the MindTap course supplement, including test preps, assignments, concept checks, and other options. Important: None of the aforementioned study tools listed as “practice” in MindTap count toward your grade in the course. Again, the only required and graded components of this course are the 4 exams and the 5 video quizzes.

Exams to be completed - Exams can be completed in any order.

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

Video Quizzes to be completed - Video Quizzes can be completed in any order

Video Quizzes from Chapters 1, 3, 7, 15, and 19.

All 4 exams and all 5 video quizzes will remain available on Blackboard until **11:59 p.m. central time, Friday, May 27. Access to all exams and video quizzes will end at 11:59 p.m. central time, Friday, May 27.**

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 [Sex and Gender-Based Discrimination, Harassment, and Retaliation](#) (#0.070) 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 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

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.