Course Details

Format
- 15 week course
- Not self-paced: Assignments have specific weekly deadlines
- Students login independently but will interact with classmates

Orientation
Before Class Begins
- New students must complete an online student orientation in Blackboard BEFORE the class begins.
- Students will be emailed a login link.
- Allow 2-3 hours to complete the orientation course.

Email
- Students should daily check their Concordia email for announcements and reminders.

Attendance
- Attendance is recorded when a discussion or assignment is posted.
- Login at least 5 times per week.

Payment
- Students will be emailed a bill after the course begins
- Payments are made online

Success Advisor / Coach
jessica.valdes@cuw.edu
Jessica Valdes is the dual credit success advisor. She can help with:
- Enrollment questions
- If you are struggling in a class
- Questions you don’t want to ask your instructor

Course Description: Principles of Marketing studies the basics of marketing’s roles in society and within the firm. This covers marketing history, the present day practices, and future projections. 3 credit hours.

Grading
- Review Questions 7%
- Discussions 10%
- Quizzes 19%
- Marketing Project 43%
- Exams 21%

Project
A major portion of the overall grade will be determined by a project completed through several weeks of the course. In the project, students will apply concepts learned in the readings and videos from the course.
- Market Analysis of competitors (Week 4)
- Conduct a customer survey (Week 5)
- Propose a new product design (Week 8)
- A product distribution plan (Week 10)
- Develop a print ad (Week 13)

The final project (submitted week 15) is a PowerPoint including
- Description of the target market
- Results of the competitor study
- Findings of the market research
- Description of the product
- Description of the distribution plan
- Description of the pricing strategy
- Measurement of success

Textbook: Free ebook: Principles of Marketing, v. 1.0 by John F. Tanner Jr. and Mary Anne Raymond

Counts as... MKTG 131 is part of the Undergraduate Business Core major.

Drop Policy
- After a course begins, the student will pay for a course, even if dropped.
- The student pays based on the number of weeks completed.
  - Week 1-5: A percent refund
  - Week 6-10: 0% and ‘W’ grade
  - Week 11-16: 0% and ‘F’ grade
- “W” Withdraw does not count in GPA
- “F” Counts as a 0.0 in GPA

Technology
- Blackboard learn is Concordia’s web based learning system.
- Blackboard contains all course content, videos, links, and course calendar.
- It runs best in Firefox or Chrome.
- Assignments are posted using the Drop Box feature in Blackboard.
<table>
<thead>
<tr>
<th>Week</th>
<th>Readings, Videos, etc.</th>
<th>Graded Assignments</th>
</tr>
</thead>
</table>
| 1    | Welcome to Marketing  
     | Chapter 1: What is Marketing? | 1.1 discussion  
     |                     | Section 1.1, 1.2, 1.3, 1.4 review questions  
     |                     | Week 1 objectives quiz |
| 2    | Chapter 2: Strategic Planning | 2.1 discussion  
     |                     | Section 2.1, 2.2, 2.3, 2.4, 2.5, 2.6 review questions  
     |                     | Week 2 objectives quiz  
     |                     | Exam 1 |
| 3    | Welcome to Your Marketing Project  
     | Chapter 5: Market Segmenting, Targeting and Positioning | Project: Proposal and Competitors  
     |                     | 3.1 discussion  
     |                     | Section 5.1, 5.2, 5.3, 5.4 review questions  
     |                     | Week 3 objectives quiz |
| 4    | Chapter 3: Consumer Behavior: How People Make Buying Decisions  
     | How to Perform Your Competitor Analysis | Project: Competitor Analysis  
     |                     | Section 3.1, 3.2, 3.3, 3.4, 3.5 review questions  
     |                     | Week 4 objectives quiz |
| 5    | Chapter 10: Gathering and Using Information: Market Research  
     | Conducting Market Research for Your Project | 5.1 discussion  
     |                     | Project: Survey Questions  
     |                     | Section 10.1, 10.2 review questions  
     |                     | Week 5 objectives quiz |
| 6    | Reporting and Interpreting Your Survey Data | Project: Market Research  
     |                     | Week 6 objectives quiz  
     |                     | Exam 2 |
| 7    | Chapter 6: Creating Offerings | 7.1 discussion  
     |                     | Section 6.1, 6.2, 6.3, 6.4, 6.5 review questions  
     |                     | Week 7 objectives quiz |
| 8    | Identifying Your Product  
     | Chapter 7: Developing and Managing Offerings | Section 7.1, 7.2 review questions  
     |                     | Project: New Product Creation  
     |                     | Week 8 objectives quiz |
| 9    | Chapter 8: Using Marketing Channels to Create Value | 9.1 discussion  
     |                     | Section 8.1, 8.2, 8.3, 8.4, 8.5, 8.6 review questions  
     |                     | Week 9 objectives quiz |
| 10   | Chapter 9: Using Supply Chains to Create Value  
     | The Distribution Plan | Section 9.1, 9.2, 9.3, 9.4 review questions  
     |                     | Project: Distribution Plan  
     |                     | Week 10 objectives quiz  
     |                     | Exam 3 |
| 11   | Chapter 11: Advertising, Marketing Communications, and Changing Media  
     | Communication Appeals and Tactics | 11.1 discussion  
     |                     | Section 11.1, 11.2, 11.3, 11.4, 11.5 review questions  
     |                     | Week 11 objectives quiz |
| 12   | Chapter 12: Public Relations and Sales Promotions  
     | Media and Public Relations: A Primer | 12.1 discussion  
     |                     | Section 12.1, 12.2 review questions  
     |                     | Week 12 objectives quiz |
| 13   | Chapter 13: Professional Selling  
     | Creating a Print Ad | Project: Print Ad  
     |                     | Section 13.1, 13.2, 13.2, 13.4, 13.5, 13.6 rev.questions  
     |                     | Week 13 objectives quiz |
| 14   | Ch. 15: Price, the Only Revenue Generator  
     | Presenting your marketing plan | Section 15.1, 15.2, 15.3 review questions  
     |                     | Project: Pricing Assignment  
     |                     | Week 14 objectives quiz |
| 15   | None | Project: Presentation  
     |                     | Exam 4 |