

# Dual Credit: What to Expect

## MKTG 131 Principles of Marketing

This is a general course preview. The actual course syllabus may change each term.

### 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.

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#### Payment

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

**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.



#### Success Advisor / Coach

[jessica.valdes@cuw.edu](mailto: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



#### 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

## Course Schedule

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