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.

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