



The mission of the University of Mount Union is to prepare students for fulfilling lives, meaningful work, and responsible citizenship.

Department of Business College of Applied and Social Sciences

Course Number: MKT220 (Marketing Principles)
Summer Session I 2021
3/4 Credit Hours

INSTRUCTOR INFORMATION:

- Mark W. McConnell
- Campus Phone; 330-823-3173
- Cell Phone; 330-565-3602
- Email; mconnmw@mountunion.edu
- Instructor Virtual Office Hours
 - MWF; 8:30am to 10:00am
 - Tu-Th; 3:30pm to 4:30pm

COURSE DESCRIPTION:

This course introduces marketing theory and its application by examining marketing functions as they relate to pricing, product decisions, distribution, promotion, consumer behavior and market research.

COURSE PURPOSE:

Walt Disney, Co-Founder of The Walt Disney Company once said, "Do what you do so well that they will want to see it again and bring their friends." This course is about finding or creating what makes **your** brand *different and better*, and then finding ways to communicate that *different and better* to an audience that seeks just such a *different and better*.

REQUIRED COURSE MATERIALS:

- Lamb, Hair & McDaniel (2019), MKTG12, 12th edition, MSRP \$34-126 (approximate)
ISBN13: 9780357685891 (students will not need access to the publisher's web site)
- Management by the Numbers (MBTN) on-line exercises, \$9.95 for entire session
 - Purchase 1-3 module license
 - Watch for email in week two from *management-by-the-numbers.com*.
 - Follow instructions in email. Pay with debit/credit card.
 - Purchase before first MBTN assignment is due (exact date to be announced).

All course materials comply with copyright/fair use policies.

COURSE DELIVERY:

This course is delivered Online Asynchronously. Your instructor will provide materials for you in our learning management system (D2L). Some of the materials will be readings, lectures for viewing, assignments for completing, and exams for evaluation. You can access and satisfy these requirements on your own schedule, so long as you meet the expected deadlines. Some of the methods we employ for asynchronous online learning include pre-recorded video content, lecture notes, and online discussion boards.

This course is organized in alignment with Mount Union University's online course template. Each weekly lesson contains an overview and objectives, readings, and related materials, learning activities and assessments, as well as supplemental resources.

PROGRAM LEARNING GOALS AND OBJECTIVES:

Program Learning Goal	Program Learning Objective
Our graduates will demonstrate a knowledge of fundamental and technical concepts associated with their major field of study.	<ul style="list-style-type: none"> • Students will successfully complete the accounting Senior Culminating Experience (SCE) at the end of their degree program. • Students will successfully complete the Major Field Test (MFT) at the end of their degree program with a minimum score of XXXXXX. • Eighty-five (85) percent of students will pass each class required for the major with a minimum score of seventy (70) percent.
Our graduates will demonstrate effective communication skills	<ul style="list-style-type: none"> • Students will demonstrate the ability to write in a professionally appropriate manner. • Students will demonstrate the ability give presentations that are professionally appropriate for their major field of study.
Our graduates will demonstrate a capacity for service.	<ul style="list-style-type: none"> • Students will participate in at least one service learning/experiential exercise tied to their major field of study.

COURSE LEARNING OBJECTIVES:

After successful completion of this course students will be able to:

- understand basic marketing vocabulary.
- apply course concepts to current events.
- understand the respective roles of all elements of the marketing mix.
- demonstrate an understanding of the processes of planning, pricing, promoting, and distributing products, services, ideas, people, and places.
- demonstrate the ability to make data-driven decisions.

MEASUREMENT OF LEARNING OBJECTIVES:

Each of the course learning objectives are aligned with weekly learning objectives. Each week students will be given resources, lectures, and activities to complete that align with the weekly learning objectives. After reviewing the resources and participating in the weekly activities, the student will be assessed to see if they have achieved the knowledge or skills described in the learning objectives.

TECHNOLOGY REQUIREMENTS FOR ONLINE COURSES:

Technology access will therefore be critically important to your success in this course. The lecture presentations, links to articles, assignments, quizzes, and rubrics are located on the D2L site for the course. To participate in learning activities and complete assignments, you will need:

- Access to a working computer that has a current operating system with updates installed, plus speakers or headphones to hear lecture presentations.
- Access to a video/web camera.
- Reliable Internet access and a Mount Union email account.
- A current Internet browser that is compatible with D2L.
- Microsoft Word as your word processing program.
- Reliable data storage for your work, such as a USB drive or Office365 OneDrive cloud storage.

Please contact the IT Help Desk at (330) 829-8726 or Helpdesk@mountunion.edu if you need assistance with obtaining or using a device, any necessary software, or internet access at any time during this semester.

ASSIGNMENTS:

All course written requirements should be submitted via the Assignments tool in D2L. Lessons will run Monday-Sunday of each course week. Lessons will open on the Friday prior to the start of a lesson. All assignments, other than discussion forum posts, should be completed and submitted by the last day of the lesson week (Sunday) at 11:59 p.m. Because of the way the course is structured, students must stay on track with assignment dates and cannot complete assignments from previous weeks once the due date is passed.

DISCUSSION FORUM PARTICIPATION:

Participation in discussion forums is critical for maximizing students' learning experiences and is required for the online delivery of this course. Each student is required to be part of an online community who interact, through discussion, to enhance and support the professional development of the group.

Active participation in discussion topics is defined as making at least one (1) original posting per week for each discussion topic and at least one (1) response to colleagues' postings. This will result in a minimum total of two (2) postings each week, per topic.

The course discussion rubric provides specific guidelines on how discussion contributions will be graded and what is considered a substantive response. Some characteristics that are a part of excellent discussion contributions are outlined below. The instructor will consider these characteristics when assessing students' quality and level of participation.

- Each student should submit his/her initial post(s) early in the session and your subsequent responses to the posts of other learners at timely intervals within the duration of the session. Keep in mind the goal is to have a dynamic discussion that lasts throughout the entire session.
- Discussions occur when there is dialogue. Build upon the posts and responses of other learners to create discussion threads. Revisit the discussion forum and respond (if necessary) to what other learners have posted to initial responses.
- Postings should be substantive and will be evaluated on their quality and the degree to which they promote discussion among classmates.
- For a posting to be considered substantive, it should meet the following criteria:
 - It ties personal experience and practice to the concepts that are being discussed.
 - It avoids repeating or rehashing points made by others.
 - It demonstrates understanding and integration of course readings and provides relevant citations.
 - It incorporates ideas shared by others and the instructor to create a clearer and more comprehensive presentation of the concept under review.
 - It poses real-life questions or challenges that spring from the discussion material and attempts to shape informed conclusions.

COURSE GRADING:

Grades will be based on depth of personal insight, critical thinking, and application of theoretical concepts to scenarios being analyzed. Specific guidelines and grading criteria will be provided with each assignment.

The following activities will be evaluated, and the relative weight of that evaluation is noted:

Activities and Assessments

ACTIVITY	DETAILS	POINTS
Tests	4 @ 130 points each , drop lowest score	390
Individual written assignment	1 @ 100 points	100
MBTN modules	3 @ 50 points each	150
Chapter quizzes	11 @ 20 points each, drop lowest score	200
Discussion group posts	5 @ 16 points each	80
Discussion group replies	5 @ 7 points each	35
Participation	see policy under "Participation" heading	45
TOTAL		1000

Grading Scale

94-100%	A	77-79%	C+
90-93%	A-	74-76%	C
87-89%	B+	70-73%	C-
84-86%	B	67-69%	D+
80-83%	B-	64-66%	D
		60-63%	D-
		59% or less	F

COURSE FLEXIBILITY:

This syllabus is designed to assist you in planning your studies and course work and will be followed as closely as possible. Nevertheless, every course syllabus is subject to change at the discretion of the instructor. It is important to remember that your Mount Union email account is the official method of communication and will be used by University faculty and officials to communicate any notices, updates, or changes regarding your courses.

COURSE COMMUNICATION:

Students are expected to check their Mount Union email account frequently for important course information. If you are having trouble understanding any aspect of the course, please contact me.

I will be communicating with you regarding grades and assignments. If you need to get in touch with me, the best method is via email. I am here to help and will do my best to respond to inquiries in a timely manner. Generally, I will reply to emails within one business day. Feedback on assignments will be posted within one week after the due date, unless otherwise noted.

LATE WORK POLICY:

The instructor will lower the earned grade for any assignment by 20 points for each day (24-hour period) it is late.

ACADEMIC INTEGRITY:

Academic Integrity is at the heart of the mission and values of the University and is an expectation of all students. Maintaining academic integrity reflects your character and a means to ensuring that you are achieving the outcomes of this course and that your grades accurately reflect your learning and understanding of the course material. Cutting corners or cheating in this class will result in cheating yourself out of learning.

Academic integrity is a partnership between me, as the instructor, and you, as the student. My role, as instructor of this course, is to facilitate learning and to provide you with clear guidelines and feedback to help you maintain your academic integrity. Your role in this course is to take responsibility for your learning and to complete all assignments in an honest manner and to ask for clarification from me if you are unsure of how to do so.

Students who are found responsible for committing academic dishonesty will receive a zero for the assignment. The academic dishonesty issue will also be brought to the Department Chair and the Office of Academic Affairs who may impose additional sanctions as provided in the University policy regarding Academic Honesty.

ONLINE LEARNING:

Attendance for an online or hybrid course is defined as an online presence demonstrated by active participation and engagement in all learning activities as required by the instructor. Failure to fulfill requirements within the parameters of each session will be construed as absence.

- For online quizzes, students can use notes and/or the textbook, but no group work is permitted in any way.
- Online tests are not open-book or open-note. Tests will be administered using Respondus Monitor (which requires a computer must have a functioning webcam and microphone. A broadband connection is also required.
- If you violate one of the standards in the University Academic Honesty statement, it will result in a zero for that assignment, and I am required to report it to the Office of Academic Affairs.
- While group studying and sharing of ideas is encouraged, you may not consult with other students about papers or other assignments in this course.

ONLINE CONDUCT:

Professionalism is always expected. Because the virtual classroom is a place designed for the free exchange of ideas, we must show respect for one another in all circumstances. We will show respect for one another by exhibiting patience and courtesy in our exchanges. Appropriate language and restraint from attacking those whose perspectives differ from your own is a minimum requirement. Bullying will not be tolerated. Courtesy and kindness are the norm for those who participate in my class. Think before you type or communicate. Remember, typing in all CAPS is the same as yelling, and sarcasm comes across differently when written.

INTELLECTUAL PROPERTY:

As a learning community, the University of Mount Union embraces the entrepreneurial mindset, creativity, and innovation. To support innovation, the University has an Intellectual Property Policy to help identify, protect, communicate, and commercialize innovation resulting in possible monetary rewards for the innovator at UMU. The University strongly encourages innovators to have an open discussion with the Office of Academic Affairs to discuss any innovations. The complete UMU Intellectual Property Policy is available on iRaider under "Policies -> Institutional Policies".

STUDENT RIGHTS AND GRIEVANCES:

Students have a right to equitable access for their course instruction, materials, and facility. Students also have a right to respectfully express their views and opinions in class discussion boards as well as in their writing and speaking assignments, without fear of ridicule or retribution. In addition, students have a right to safety and privacy during their course instruction that prohibits discrimination and harassment of any type by any person. Students also have a right to fairness in grading and learning objective assessment, as well as timely communication from the instructor. Any student who may feel that their rights have been violated may file a grievance regarding Title IX, civil rights, conduct, discrimination, or harassment using the appropriate grievance procedure in the University's student handbook available on the Mount Union website. Academic complaints, such as disputes over a grade, should be filed in accordance with the procedures laid out in the University Catalogue available on the Mount Union website.

UMU DIVERSITY AND INCLUSION STATEMENT:

At the University of Mount Union, we continuously strive to welcome, accept, and respect all people. We believe that through the union of disparate perspectives, we strengthen our community, facilitate global enlightenment, and enable collective self-discovery. As such, we embrace diversity and inclusiveness to facilitate the development of ideas, the advancement of global perspectives, and to create a greater understanding and acceptance of all people. We actively promote a diverse and inclusive environment that obliges mutual respect and positive engagement to effectively enrich learning and living for our students, faculty, staff, administration, and community.

As members of the University of Mount Union community, we pledge to:

- Acknowledge, respect, honor, and celebrate diversity.
- Work together to create an environment that is both diverse and inclusive.
- Take these inclusive attitudes with us as we continue our life journeys.

OTHER RESOURCES AND POLICIES

Other UMU resources and Policies can be found on the [UMU Common Syllabus Elements](#) page. Elements found on this page are:

- Academic Integrity
- Accessibility
- Resources for Student Success
- Student Rights and Grievances
- Technology Support

ASSIGNMENTS AND COURSE SCHEDULE

COURSE SCHEDULE SUBJECT TO CHANGE BY THE INSTRUCTOR BASED UPON STUDENT NEEDS

Week #	Topics	Activity	Due Date & Time
1	Overview		
	Strategic Planning	Discussion Group Prompt #1 Reply	Wednesday 11:59pm
	Marketing Environment	Chapter Quiz #1	Sunday @ 11:59pm
	Global Vision	Discussion Group Prompt #1 Comment	Sunday @ 11:59pm
2	Consumer Behavior	Chapter Quiz #2	Wednesday 11:59pm
	B2B Marketing	Discussion Group Prompt #2 Reply	Wednesday 11:59pm
	Segmentation & Targeting	MBTN Module 1	Sunday @ 11:59pm
	Marketing Research	Test #1	Sunday @ 11:59pm
3	Product Concepts	Discussion Group Prompt #2 Comment	Wednesday 11:59pm
	New Products	Test #2	Sunday @ 11:59pm
	Services and Nonprofits	MBTN Module 2	Sunday @ 11:59pm
4	Marketing Channels	Discussion Group Prompt #3 Reply	Wednesday 11:59pm
	Retailing	Chapter Quiz #3	Sunday @ 11:59pm
5	Marketing Communications	Test #3	Wednesday 11:59pm
	Advertising, PR & Sales Promotion	Discussion Group Prompt #3 Comment	Sunday @ 11:59pm
	Selling & Sales Management	Chapter Quiz #4	Sunday @ 11:59pm
	Social Media and Marketing	MBTN Module 3	Sunday @ 11:59pm
6	Pricing Concepts	Chapter Quiz #4	Wednesday 11:59pm
		Test #4	Sunday @ 11:59pm