MKTG 310 (Hybrid)
Principles of Marketing

Winter Session 14/13 January 12-March 7, 2015

Course Description

Survey of principles for choosing target markets, assessing their needs, developing products and services and delivering them at a value to the customer and a profit to the company.

Prerequisite: Junior standing

Proctored Exams: None

Class Day, Time: Monday Evenings, 5:30-8:30pm

This is a hybrid course which is defined as an online course supported by a weekly in-seat class. Our class will consist both in-seat and online instruction through various resources, discussion and homework. Please note that we will meet every week, unless otherwise noted.

You are expected to attend every class. If you know prior to the beginning of the session that you will miss more than one in-seat class, it is strongly recommended that you wait to take this course at another time.

The online portion of our course is located in D2L. You will access the course through CougarTrack.

Textbooks


Textbooks for the course may be ordered from MBS Direct:
  • online at http://direct.mbsbooks.com/columbia.htm
  • by phone at 800-325-3252

For additional information about the bookstore, visit http://www.mbsbooks.com.

Course Overview
This course is designed to help students learn about and apply the basic concepts and practices of modern marketing as they are used in a wide variety of settings: product and service firms, consumer and business markets, profit and nonprofit organizations, domestic and global companies, and small and large businesses.

**Technology Requirements**

Participation in this course will require the same basic technology for all online classes at Columbia College:

- A computer with reliable Internet access,
- a web browser,
- Acrobat Reader,
- Microsoft Office or another word processor such as Open Office.

You can find more details about standard technical requirements for our courses on our site.

**Course Objectives**

- To recognize the major decisions faced by a marketing manager and develop an understanding as to how these decisions are made.
- To handle material covered in advanced marketing courses.
- To understand the broad range of marketing skills necessary to build profitable relationships with customers.

**Measurable Learning Outcomes**

- Explain the field of marketing.
- Describe and explain the elements of the marketing mix.
- Explain the selection of target markets.
- Analyze the different marketing environments.
- Identify the objectives of various pricing policies and strategies.
- Explain the different elements of the promotion mix.
- Examine different pricing strategies available to marketers.
- Examine and compare the different distribution channels available to marketers.
- Draw and label the product life cycle. Describe how the marketing mix elements change with changes in the product life cycle.
- Differentiate among the components of consumer markets and consumer buyer behavior.
- Differentiate among the components of business markets and business buyer behavior.
- Develop competitive strategies that will build lasting positive relationships.
- Identify the factors necessary to build positive social relationships and marketing ethics.

**Grading**
Grading Scale

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Schedule of Due Dates

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Assignment Overview

Participation (in class)
Each week during our in-seat meeting time we will cover topics through various activities which may include class discussion, active (hands-on) learning, group work, videos or PowerPoints. Student
participation is essential and regular attendance is expected. Your in class preparation and participation helps to better facilitate discussions and activities and you and your fellow classmates benefit from your ideas and experiences.

**Discussions (online)**

Each week there is one online discussion/activity. Weekly online discussions officially open at 12:01 a.m. Monday morning. You are expected to respond to the initial question and submit at least 3 responses on different days to your classmates or instructor within each discussion. All posts, including the responses are due Friday at midnight. Responses should be “significant,” defined as those posts which engage the other student’s ideas, rather than merely affirming someone else’s post (“great post,” “I agree,” et cetera).

Students are strongly encouraged to respond to the discussion assignments early each week so more students can read and benefit from your experiences/ideas. Late postings are not accepted.

**Format:** All assignments (dropout and discussion postings) are to include the question that was asked, followed immediately by the answer.

Example: In the appropriate discussion, respond to these questions:

**Question:** Define marketing. Provide specific support through online research, such as sites you discover and those listed on the reference page.

**Answer:** Marketing is...

Answers are not to be submitted as attachments. Discussion postings submitted as attachments will receive a “0.”

To reserve a topic, put the topic in the subject line of the appropriate discussion. If a brand, product or industry example is to be used in the answer, put the name of the product or industry in the subject line. A brand, product, or industry may be used only one time for each question. Students selecting duplicate brands, products, or industries will receive a 0 for the assignment.

Your online class participation helps to facilitate discussions, ideas and experiences and is a valuable learning component for all students.

For specific criteria for grading of discussions, reference the discussion grade rubric at the end of the syllabus.

**Dropbox Assignments**

There are 2 dropout assignments. Dropbox Assignment 1 – Research Paper is due in Week 4 and Dropbox Assignment 2 – New Product is due in Week 7 along with a brief in class oral presentation.

All assignments need to include:

- the student’s name,
- reference number for the class, the date of the assignment, the assignment label.

This information needs to be on the first page of the assignment and not just on the dropout or file posting. If this information is not on the assignment, you will lose 5% of the points for the assignment. Assignments may be either 1.5 or double spaced. They should be placed in the course dropout. Details for each assignment are outlined in both the syllabus and in the online portion of the class.
Plagiarism Tutorial and Quiz (online)
The dropbox access for both assignments will not appear until after both the Plagiarism Tutorial and Quiz have been successfully completed. The tutorial is located in the Content area of the course and the quiz is available in the Quiz area of the course. There is no access restriction for the quiz. It may be taken multiple times as a grade of 90% or better must be earned. Once a grade of 90% or better has been attained both dropboxes will be available.

Quizzes (in class)
Each week, except for Week 7, before the end of the in-seat class a written short-answer or essay quiz will be given. The question will cover classroom discussion and/or chapter material for the week and will be worth 5 points. No make-ups will be allowed for missed in class quiz questions.

Exams (online)
Each week you will be required to complete a timed online exam. The exams consist of multiple choice questions that cover the major learning objectives for assigned chapters. There are no midterm or final exams.

Course Schedule

Week 1 – Introduction and Developing Marketing Strategies and Ethics

Readings
Grewal & Levy: Chapters 1, 2, and 3

Discussion 1
Introduction: In our online discussion area meet, greet and interact with the class: tell us a little bit about yourself. See the online discussion for full details. Be sure to review and respond to classmates. Due Thursday.

Participation 1
For this in class activity, we will cover the definition of marketing, not just from the text, but in an overall class discussion. Be prepared to come to class with your thoughts about what marketing is and one positive and one negative characteristic of marketing – from your point of view.

Quizzes & Exams o Syllabus Quiz. The online syllabus quiz is available the first day of the college session and until midnight Sunday of Week 1. The quiz covers topics and points from the syllabus. You will have 15 minutes to complete the 10 question quiz. Due Sunday.

 o Exam 1. This online exam covers chapters 1-3. It will be available from noon on Friday until midnight on Sunday. You will have 60 minutes (40 questions) from the time you begin the exam until you need to submit the exam. Due Sunday.

 o Quiz 1. The in class quiz will cover classroom discussion and/or chapter material for the week and will be worth 5 points. No make-ups for missed in class quiz.

Week 2 – Marketing Environment and Consumer Behavior

Readings
Grewal & Levy: Chapters 4, 5, and 6

Discussion 2
Changes in the marketing environment mean that marketers must meet new consumers’ needs that may be different from those of the past. As an example visit Mattel’s Barbie doll website and read about
the changes that have taken place with Barbie in the years since she was introduced. Then in our online discussion:

- Select a product (not previously reserved by a classmate) that was basically unknown or underutilized by consumers 25 years ago.
- Identify two environmental forces that enabled the introduction and development of this product.
- How has this product changed our culture?

Then give a separate example of a gender-sensitive product that has evolved over time, from being a typical male purchase to one also purchased by females (or vice versa). Please try to give an example not previously selected by a classmate. Due Friday.

**Participation 2**

Participation activities vary and will be announced by your instructor. Come prepared having read the assigned chapters for the week.

**Quizzes & Exams**  
- **Exam 2**: This exam covers chapters 4-6. The quiz will be available from noon on Friday until midnight on Sunday. You will have 60 minutes (40 questions) from the time you begin the exam until you need to submit the exam.
- **Quiz 2**: The in class quiz will cover classroom discussion and/or chapter material for the week and will be worth 5 points. **No make-ups for missed in class quiz**.

**Week 3– Global Marketing, Segmentation, Targeting, and Positioning**

**Readings**
Grewal & Levy: Chapters 7 and 8

**Discussion 3**

In the online discussion area respond to the following topics:

1. Compare and contrast segmentation with stereotyping. Explain and support your explanation.
2. Select a marketer and identify the different market segments targeted by this marketer with different products. Use the major segmentations variables listed in the text – for example: an automobile marketer know the age, income and benefits his customer desires. Due Friday.

**Participation 3**

Participation activities vary and will be announced by your instructor. Come prepared having read the assigned chapters for the week.

**Quizzes & Exams**  
- **Exam 3**: This exam covers chapters 7-8. The quiz will be available from noon on Friday until midnight on Sunday. You will have 38 minutes (25 questions) to complete the exam.
- **Quiz 3**: This in class quiz will cover classroom discussion and/or chapter material for the week and will be worth 5 points. **No make-ups for missed in class quiz**.

**Week 4– Marketing Research; Product, Branding and Packaging Decisions**

**Readings**
Grewal & Levy: Chapters 9 and 10
Discussion 4

Perform the following activities and respond to the questions:

Visit the Procter & Gamble website to review the different product categories under the P&G umbrella (as an example note the different laundry products offered, 7+) Now identify other marketers (other than P&G) that does the following types of branding (list the products too):

- Multi-branding with an example
- Private branding with an example
- Co-branding with an example

Briefly discuss the effectiveness of the above listed marketers use of the brand methods chosen. Due Friday.

Participation 4

Participation activities vary and will be announced by your instructor. Come prepared having read the assigned chapters for the week.

Quizzes and Exams

- Exam 4: This exam covers chapters 9-10. The exam will be available from noon on Friday until midnight on Sunday. You will have 38 minutes (25 questions) to complete it.
  - Quiz 4: This in class quiz will cover classroom discussion and/or chapter material for the week and will be worth 5 points. No make-ups for missed in class quiz.
  - Plagiarism Tutorial and Quiz: The dropbox access will not appear until after both the Plagiarism Tutorial and Quiz have been successfully completed. The tutorial is located in the Content Section and the quiz is available in the online Quiz Section of the class. A grade of 90% or better must be achieved, this quiz can be taken multiple times.

Dropbox Assignment 1: Minority Report Research Paper

The Internet provides a wonderful opportunity for doing marketing research and learning about various consumer markets. For this assignment you are to prepare a report on the size, location, purchasing power, and market potential for the three largest minority target markets in the country—Hispanic Americans, African Americans, and Asian Americans.

Not all information on each market will come from just one source. You may need to access more than one website for each data point or target market for the assignment. All of the information below needs to be included in each report. Be sure to cite all information that is not common knowledge and provide a bibliography at the end of the paper. The assignment should be completed with data points presented in a bullet format, along with opening and closing narrative format summaries. See the Content area for more details and a template outline.

Description of the Market 91 points total 66 points from the following:

- Total numbers in the U.S.
- Percent of the total U. S. population
- Rate of growth
- Average household size
- Average age
- % with college degrees
- Average or median income levels
• Geographic location(s) – metro, states, etc.
• Brands that have higher than average purchase for each group
• Identify specific products which have above average usage for each group
• Best media to use to target each group

15 points from the following:

☐ In a minimum of 2, but no more than 4 paragraphs, evaluate and summarize the overall business potential of “each” minority market.

10 points from the following:

☐ Appropriate use of citations 5 points ☐ Bibliography 5 points

The assignment is due by midnight Sunday.

IMPORTANT!

Plagiarism Tutorial and Quiz: Dropbox 1 will not appear until after both the Plagiarism Tutorial and Quiz have been successfully completed. Instructors will not accept emailed assignments.

Week 5– New Products and Services

Readings
Grewal & Levy: Chapters 11 and 12

Discussion 5
In managing a product’s life-cycle (PLC), changes can be made in the product itself or in the target market. Product modifications approaches include changes in the quality, performance, or appearance. Market modifications approaches entail increasing a product’s use among existing customers, creating new use situation, or finding new users. Due Friday.

1. In our online weekly discussion, select an industry not previously selected by a classmate.
2. Then select a product within this industry that has had product modifications to keep the product from going to the decline stage of the PLC. Give a short background on the modifications.
3. Include your thoughts on whether this has successfully kept the product from the decline stage. Note: sometimes we learn more from products that have failed than from those that have been successful.

Participation 5
Participation activities vary and will be announced by your instructor. Come prepared having read the assigned chapters for the week.

Quizzes & Exams
Exam 5. This exam covers chapters 11-12. The exam will be available from noon on Friday until midnight on Sunday. You will have 38 minutes (25 questions) to complete it.

Quiz 5. The in class quiz will cover classroom discussion and/or chapter material for the week and will be worth 5 points. No make-ups for missed in class quiz.
Evaluations

You will have an opportunity to evaluate the course near the end of the session. Course evaluations will open on Sunday of Week 5 and will remain open until Thursday of Week 7. A link will be sent to your CougarMail that will allow you to access the evaluation. Be assured that the evaluations are anonymous and that your instructor will not be able to see them until after final grades are submitted.

Week 6– Pricing Concepts and Strategy

Readings
Grewal & Levy: Chapters 13 and 14

Discussion 6
For this online discussion find examples for each of the following pricing strategies; please try not to repeat classmate examples. Due Friday.

1. Product line pricing
2. Optional product pricing
3. Captive product pricing
4. By-product pricing
5. Product bundling pricing
Participation 6
Participation activities vary and will be announced by your instructor. Come prepared having read the assigned chapters for the week.

Quizzes & Exams
- **Exam 6.** This exam covers chapters 13-14. The exam will be available from noon on Friday until midnight on Sunday. You will have 38 minutes (25 questions) to complete it.
  - **Quiz 6.** This in class quiz will cover classroom discussion and/or chapter material for the week and will be worth 5 points. **No make-ups for missed in class quiz.**

Week 7 – Supply Chain Management and Retailing
Readings
Grewal & Levy: Chapters 15 and 16.

Discussion 7
Select a national or regional retail store. Visit the store’s website then answer the following questions:
- What is the retailer’s product line classification?
- Which level of service is offered by this retailer?
- How has this retailer position itself in the marketplace based on:
  - Product assortment
  - Price level (pricing above, with, or below the market)
Due Friday.

Participation 7
Your activity this week will be to peer review your classmate’s New Product Presentations. The New Product Paper Presentation Evaluation Form (available in the week 7 Content area) will be filled out, delivered to the instructor the day of the presentation, and then returned to the presenter in week 8. Student evaluations will not impact your presentation grade, but you may benefit from your peer’s comments. In your review, please be thoughtful and offer constructive feedback. **Print our sufficient copies of the Evaluation Form and bring them to class this week.**

Dropbox Assignment 2 – New Product
Identify a new product/service you think could be successful on the market and set an introductory price for it. The product or service should be something that is not currently on the market. Use the following questions to structure your written analysis.

a. What is the product name? Describe the product. 2 pts.
b. Identify and explain which market segmentation variable you are using. 4 pts.
c. Why did you choose this method of customer segmentation? Be specific. 4 pts.
d. Who is the target market? **Be specific.** Use demographics, psychographics (lifestyle), etc. to identify your customer. It is important to identify the characteristics of your target market--whatever is appropriate. Most marketers are able to specifically describe their target customer. For example, a 35-45 year old white collar male who lives in the suburbs with a wife and 1 child and makes $85,000 per year. When reading the explanation of the target market, one should be able to draw a picture in their mind of your customer. 10 pts.
e. What are your product’s benefits to the target market? 2 pts.
f. At what price will your product be introduced? Why? 4 pts

g. What new product pricing strategy are you using? Why? 4 pts.

h. What objectives will be accomplished by using this strategy? Be specific. 4 pts.

i. Why is the product worth this price? 2 pts.

j. Identify and explain what prices you should charge at each stage of the PLC? 5 pts.

Your paper should be a minimum of 2 pages in length, 1.5-spacing, or four pages, double-spaced. See the Content area for more detail on the format of the paper. Post to the appropriate dropbox in the course. (Access to the dropbox is not possible until you've reviewed the Plagiarism Tutorial and passed the quiz with a score of 90% or higher.) 41 points. Due Sunday.

New Product Paper Oral Presentation

Prepare and deliver in class a short 5 minute PowerPoint presentation covering the highlights of your new product. This assignment is worth 10 points. You will be graded on the following:

- imagery and content of the PowerPoint  5 pts.
- delivery of the presentation (eye contact, voice, etc.,) 3 pts.
- length of the presentation (not to exceed 5 mins.) 2 pts.

Quizzes & Exams

Exam 7. This exam covers chapters 15-16. The exam will be available from noon on Friday until midnight on Sunday. You will have 45 minutes (30 questions) to complete it.

Quiz. There will be no in class quiz question for this week to allow time for the New Product Presentations.

Week 8– Integrated Marketing Communications and the Promotion Mix

Readings

Grewal & Levy: chapters 17, 18, and 19.

Discussion 8

For our last online discussion respond to the following questions:

1. Identify a product/service that has been introduced in the marketplace within the last 2 years

2. Use online research to determine the elements of the promotional mix used for the product.

3. Has this product been successful? Why or why not?

Due Friday.

In class Participation 7

Participation activities vary and will be announced by your instructor. Come prepared having read the assigned chapters for the week.

Quizzes & Exams

Exam 8. This exam covers chapters 17-19. It will be available all of week 8 and must be completed by midnight on Saturday, the last day of class. You will have 60 minutes (40 questions) from the time you begin the exam until you need to submit the exam. No late quiz make-ups will be granted for this final quiz.
Quiz 7. The quiz will cover classroom discussion and/or chapter material for the week and will be worth 5 points. **No make-ups for missed in class quiz.**

**Course Policies**

**Student Conduct**
All Columbia College students, whether enrolled in a land-based or online course, are responsible for behaving in a manner consistent with Columbia College’s [Student Conduct Code](#) and [Acceptable Use Policy](#). Students violating these policies will be referred to the office of Student Affairs and/or the office of Academic Affairs for possible disciplinary action. The Student Code of Conduct and the Computer Use Policy for students can be found in the Columbia College [Student Handbook](#). The Handbook is available online; you can also obtain a copy by calling the Student Affairs office (Campus Life) at 573-875-7400. The teacher maintains the right to manage a positive learning environment, and all students must adhere to the conventions of online etiquette.

**Plagiarism**
Your grade will be based in large part on the originality of your ideas and your written presentation of these ideas. Presenting the words, ideas, or expression of another in any form as your own is plagiarism. Students who fail to properly give credit for information contained in their written work (papers, journals, exams, etc.) are violating the intellectual property rights of the original author. For proper citation of the original authors, you should reference the appropriate publication manual for your degree program or course (APA, MLA, etc.). Violations are taken seriously in higher education and may result in a failing grade on the assignment, a grade of "F" for the course, or dismissal from the College.

Collaboration conducted between students without prior permission from the instructor is considered plagiarism and will be treated as such. Spouses and roommates taking the same course should be particularly careful.

All required papers may be submitted for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers may be included in the Turnitin.com reference database for the purpose of detecting plagiarism. This service is subject to the Terms and Conditions of Use posted on the Turnitin.com site.

**Non-Discrimination**
There will be no discrimination on the basis of sex, race, color, national origin, sexual orientation, religion, ideology, political affiliation, veteran status, age, physical handicap, or marital status.

**Disability Services**
Students with documented disabilities who may need academic services for this course are required to register with the Coordinator for Disability Services at (573) 875-7626. Until the student has been cleared through the disability services office, accommodations do not have to be granted. If you are a student who has a documented disability, it is important for you to read the entire syllabus before enrolling in the course. The structure or the content of the course may make an accommodation not feasible.

**Attendance Policy**
Attendance for a week will be counted as having submitted a course assignment for which points have been earned during that week of the session or if the proctoring information has been submitted or the plagiarism quiz taken if there is no other assignment due that week. A class week is
defined as the period of time between Monday and Sunday (except for Week 8, when the week ends in accordance with the campus session end date.) The course and system deadlines are all based on the Central Time Zone.

Email
All students are provided a CougarMail account when they enroll in classes at Columbia College. You are responsible for monitoring email from that account for important messages from the College and from your instructor. You may forward your Cougar email account to another account; however, the College cannot be held responsible for breaches in security or service interruptions with other email providers.

Students should use email for private messages to the instructor and other students. The class discussions are for public messages so the class members can each see what others have to say about any given topic and respond.

Late Assignment Policy
An online/hybrid class requires regular participation and a commitment to your instructor and your classmates to regularly engage in the reading, discussions, writing assignments and activities. Although most of the online communication for this course is asynchronous, you must be able to commit to the schedule of work for the class for the next eight weeks. You must keep up with the schedule of reading and writing and in class participation to successfully complete the class.

Course Evaluation
You will have an opportunity to evaluate the course near the end of the session. Course evaluations will open on Sunday of Week 5 and will remain open until Thursday of Week 7. A link will be sent to your CougarMail that will allow you to access the evaluation. Be assured that the evaluations are anonymous and that your instructor will not be able to see them until after final grades are submitted.

Additional Resources

Orientation for New Students
This course is offered online, using course management software provided by Desire2Learn and Columbia College. The Student Manual provides details about taking an online course at Columbia College. You may also want to visit the course demonstration to view a sample course before this one opens.

Technical Support
If you have problems accessing the course or posting your assignments, contact your instructor, the Columbia College Helpdesk, or the D2L Helpdesk for assistance. Contact information is also available within the online course environment.

Online Tutoring
Smarthinking is a free online tutoring service available to all Columbia College students. Smarthinking provides real-time online tutoring and homework help for Math, English, and Writing. The Writing Center can be used for writing assistance in any course.
Smarthinking also provides access to live tutorials in writing and math, as well as a full range of study resources, including writing manuals, sample problems, and study skills manuals. You can access the service from wherever you have a connection to the Internet. I encourage you to take advantage of this free service provided by the college.

Access Smarthinking through CougarTrack under Students->Academics->Academic Resources.

**Grading Criteria**

**Online Discussion Rubric (discussions 2-8)**

<table>
<thead>
<tr>
<th>Points</th>
<th>Criteria</th>
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| 5=A    | Model answers and examples given and there is significant contribution to the discussion. Documentation is included when necessary.  
*Minimum of 3 significant responses to classmates’ posts.* |
| 4.5 = A- | Answers above average and there is important contribution to the discussion. Documentation is included when necessary.  
*Minimum of 3 significant responses to classmates’ posts.* |
| 4 = B  | Good but not quite model answers and there is important contribution to the discussion. Documentation is included when necessary.  
*Minimum of 2 significant responses to classmates’ posts.* |
| 3.5=C  | Answers are average.  
Some contribution to class discussion.  
Documentation is included when necessary.  
*Minimum of 2 significant responses to classmates’ posts.* |
| 3 = D  | Answers are below average and/or there is little contribution to the discussion. Documentation is not included when necessary.  
*Minimum of 2 significant responses to classmates’ posts.* |
| 2.5 = F | Answers are not well thought out and there is limited contribution to the discussion.  
*1 significant response to classmates’ posts.* |
| 2 = F  | Well below average answers and very limited contribution to the class discussion  
*1 significant response to classmates’ posts.* |
| 1 = F  | Answers are not well thought out. Little if any contribution to the discussion.  
*Did not respond to any of classmates’ posts.* |
| 0 = F  | No assignment posting and no contribution to class discussion. |
Dropbox Assignment Rubrics

Rubric for Dropbox 1 is in Week 4 Content area.
Rubric for Dropbox 2 is in Week 7 Content area.