

2017

# MKTG 300-94S Principles of Marketing: Online

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**MKTG 300-94S-OLN A – PRINCIPLES OF MARKETING  
XAVIER UNIVERSITY  
WILLIAMS COLLEGE OF BUSINESS**

**Summer 2017 Session 2**

**Instructor:** Dr. Susan Schertzer  
**Office:** Smith Hall – Room 305  
**Office Phone:** (513) 745-3221 (Leave a voicemail for me.)  
**E-mail:** [schertzers@xavier.edu](mailto:schertzers@xavier.edu) – This is the best way to reach me

**Office hours:** Available on Canvas Chat service Tues. and Thurs. 9 - 10:30 AM or by request  
Appointments available for in-person office hours on campus M-F 9 AM – 5 PM

### **Required Reading Materials**

- Textbook: *MKTG* (Edition 11) by Lamb, Hair, and McDonald. Available at XU bookstore or online.
  - This class will feature short assigned readings from the book every week. Therefore, it is required for this course.
  - I will be using Edition 11, but Edition 10 is available as well. They are quite similar. Just keep in mind that the page numbers may be off for the reading assignments if you are using a different edition.
- Other materials will be provided in the learning Modules

### **Class Communication**

I will use the functions within Canvas for most communications in this class (including the Chat function and Announcements). I will also send messages to your Xavier email account. Please make sure you check your email and Canvas regularly. I encourage you to set up alerts for both on your phone.

As mentioned above, email is the best way to reach me. Unfortunately, I am experiencing problems with video and audio on my computer, so I may not be able to use Skype this summer. If you would like to meet on campus, we can do so. Please make an appointment, because I will be working from home for most of summer.

### **Course Objectives**

By the end of this course, students will be able to...

- Define key terms and concepts to the marketing of good and services

- Identify ethical issues involved in the marketing of products to consumers
- Analyze how each marketing mix element contributes to customer value and business strategy
- Analyze a company's visible marketing efforts
- Offer recommendations for improving a company's marketing strategy
- Use online tools to conduct research into a company's marketing mix
- Produce 'boss-ready' papers in business-style
- Effectively collaborate with peers

## **Textbook**

The purpose of the textbook is to act as a starting point for your understanding of marketing. The book does a great job of defining the important terms and concepts you need to know. However, the practice of Marketing is in a state of flux and, like any textbook, parts of the book are a little out of date or out of touch with current practice. Thus, we will supplement the textbook with discussions of emerging and important topics.

## **Videos**

This course features a number of video examples. Please make sure you work on a computer with a stable internet connection. The videos are located on major websites like YouTube, which means that Closed Captioning should be available for all videos, if needed. If you experience any problems with accessibility, please let me know as soon as possible.

## **Canvas**

Course documents, grades, and other information will be posted online through the Canvas system (<https://canvas.xavier.edu/>). As I mentioned earlier, you should visit this site frequently to make sure you are up to date on this class. During an online course, you should check in every day.

## **Grade Components:**

*Mini-Papers.* During this course, you will write a series of short, one-page mini-papers on various topics. These papers help hone your skills for business/professional writing. The papers should be "boss ready" and written as if they will be read by management. This style of writing is highly valued in the workforce, and will set you above your peers on the job market. During week 2, we will discuss how to write the mini-papers, and you will have the chance to practice and get reviews from your peers and myself. All mini-papers will be submitted through Canvas and run through TurnItIn, the plagiarism-checking software.

*Discussion Board posts.* Part of the fun of an online class is interacting with fellow students. Every week, you will be asked to share your thoughts on a specific topic, or perhaps share a personal experience you have had with marketing. These discussions will help you understand

the material and see other students' points of view. You will be asked to write new posts and reply to the posts of others.

*Exams.* Good news! This class has no exams, and certainly no final exam. ☺

*Quizzes.* We will have a quiz each week to test your knowledge of the material. Each quiz will be about 10-15 questions. You can use your book, your notes, and any other resources you have. **However, you must complete the quizzes by yourself.** You cannot collaborate with anyone online or offline while taking the quizzes. Doing so will put you at risk of failing the course.

*Reflection assignments / Journal entries.* Throughout the semester, you will keep a Word document as a journal. Most weeks, you will be asked to reflect on the topics we cover as they relate to your life or your experiences. Each week, you will add an entry to the journal and re-submit the entire document through Canvas.

### **Point Values:**

This class uses a points-based grading system. For example, this means that 10 points on a quiz is worth the same as 10 points on a mini-paper, and so on.

“Start Here” exercises

Icebreaker discussion board posts	25
Syllabus quiz	25
Discussion board posts:	120
10 points for initial post, 5 points for replying	
15 points each week x 8 weeks	
Weekly reflection/journal entry (7 x 10 points each)	70
Practice Mini-Paper & Peer Review	50
Mini-Paper #1 (Overview of a Company)	50
Mini-Paper #2 (Proposing a Research Project)	50
Mini-Paper #3 (Branding & Pricing Overview)	50
Mini-Paper #4 (Target Market)	50
Mini-Paper #5 (Digital Marketing & Social Media)	50
Quizzes (8 quizzes x 20 points each)	<u>160</u>
	700 total points

### **Grading Scale:**

A	93 – 100.0%	651 - 700 points
A-	90- 92.9%	630 - 650 points
B+	87- 89.9%	609 - 629 points

B	83 – 86.9%	581 - 608 points
B-	80 – 82.9%	560 - 580 points
C+	77 – 79.9%	539 - 559 points
C	73 – 76.9%	511 - 538 points
C-	70 – 72.9%	490 - 510 points
D	60 – 69.9%	420 - 489 points
F	Below 60%	Below 420 points

I reserve the right to lower grades due to any actions that disrupt student learning, disrespect the professor or fellow students, or go against the guidelines outlined in the Xavier student handbook.

### **Late Homework Submissions**

As Xavier students, you are expected to act in a professional manner. In line with this expectation, all due dates should be considered *hard dates*. Late assignments will be docked 10% per day unless you provide evidence to me of a university-excused absence. If a due-date conflicts with your work or life schedule, plan on submitting the assignment or taking the quiz **early**. Please speak with me about any concerns.

### **Academic Honesty & Integrity**

Academic honesty is fundamental to gaining knowledge and to achieving the objectives outlines for this course. Academic dishonesty will not be tolerated. Please see me with any questions or concerns on this matter. Refer to the Xavier Student Handbook for guidelines on appropriate behavior for students (<http://www.xavier.edu/handbook/standards/index.cfm>).

**Plagiarism** on a written assignment or paper could result in severe penalties, ranging from a lowered grade on an assignment to a failing grade in the course and a discussion with university administrators. Plagiarism is defined as “an act or instance of using or closely imitating the language and thoughts of another author without authorization and the representation of that author's work as one's own, as by not crediting the original author” (dictionary.com). Using copy and paste of text from an online source, or using too much of the source material without summarizing or paraphrasing is how plagiarism occurs most often in this course. **Be careful!**

### **Disability Services**

It is my goal that this class be an accessible and welcoming experience for all students. Qualified students with disabilities who will require disability accommodations in this class are encouraged to make their requests to me by sharing their Accommodation Letters with me at the beginning of the semester. Disability related information is confidential. If you have not previously contacted Disability Services, I encourage you to do so by phone at 513-745-3280, in person on the Fifth Floor of the Conaton Learning Commons, Room 514, or via e-mail to Cassandra Jones at [jonesc20@xavier.edu](mailto:jonesc20@xavier.edu), to coordinate reasonable accommodations as soon as possible as accommodations are not retroactive.

## Course Schedule

Each module consists of learning activities and assignments that span one week. We will walk through the modules together, in order. If you know you are going to be busy, you can work ahead up to one week in advance. Therefore, **each module will open up a week before we cover it**. Complete the activities and assignments in order before the deadlines below. Check the gradebook frequently to make sure you do not miss anything.

Assignment instructions and further details are given within the course modules in Canvas. If you have any questions at all, please contact me.

### Start Here (opens by 6/21)

Due: Mon. 6/26 at 11:59 p.m.	Icebreaker Discussion: Post an Image
Due: Wed. 6/28 at 11:59 p.m.	Discussion: Reply – Introduce Yourself
Due: Wed. 6/28 at 11:59 p.m.	Quiz: Syllabus

### Module 1: Overview of Marketing & Marketing Environment (Begins 6/26, opens 6/19)

Due: Wed. 6/28 at 11:59 p.m.	Discussion: Customer Service
Due: Sat. 6/30 at 11:59 p.m.	Discussion: Reply: Customer Service
Due: Sat. 6/30 at 11:59 p.m.	Quiz: Module 1
Due: Sun. 7/1 at 11:59 p.m.	Reflection/Journal: Monitoring the Environment

### Module 2: Strategic Planning & Global Vision (Begins 7/3, opens 6/26)

Due: Wed. 7/5 at 11:59 p.m.	Discussion: Strategic Planning and Marketing Myopia
Due: Sat. 7/8 at 11:59 p.m.	Discussion: Reply: Strategic Planning and Marketing Myopia
Due: Sat. 7/8 at 11:59 p.m.	Quiz: Module 2
Due: Sun. 7/9 at 11:59 p.m.	Reflection/Journal: The Marketing Mix
Due: Sun. 7/9 at 11:59 p.m.	Practice Mini-Paper

### Module 3: Ethics & Corporate Social Responsibility (Begins 7/10, opens 7/3)

Due: Wed. 7/12 at 11:59 p.m.	Discussion: Corporate Social Responsibility
Due: Sat. 7/15 at 11:59 p.m.	Discussion Reply: Corporate Social Resp.

Due: Sat. 7/15 at 11:59 p.m.	Quiz: Module 3
Due: Sun. 7/16 at 11:59 p.m.	Reflection/Journal: Cause Related Marketing
Due: Sun. 7/16 at 11:59 p.m.	Mini-Paper #1: Overview of a Company

**Module 4: Consumer Behavior & Marketing Research (Begins 7/17, opens 7/10)**

Due: Wed. 7/19 at 11:59 p.m.	Discussion: The Buying Process
Due: Sat. 7/22 at 11:59 p.m.	Discussion Reply: The Buying Process
Due: Sat. 7/22 at 11:59 p.m.	Quiz: Module 4
Due: Sun. 7/23 at 11:59 p.m.	Reflection/Journal: Family Influences/Brands
Due: Sun. 7/23 at 11:59 p.m.	Mini-Paper #2: Propose a Research Project

**Module 5: Products, Pricing & Services (Begins 7/24, opens 7/17)**

Due: Wed. 7/26 at 11:59 p.m.	Discussion: Nonprofit vs. For-profit marketing
Due: Sat. 7/29 at 11:59 p.m.	Discussion Reply: Nonprofit vs. For-profit
Due: Sat. 7/29 at 11:59 p.m.	Quiz: Module 5
Due: Sun. 7/30 at 11:59 p.m.	Reflection/Journal: Overpaying
Due: Sun. 7/30 at 11:59 p.m.	Mini-Paper #3: Branding & Pricing Overview

**Module 6: Segmenting & Targeting Markets, B2B & Nonprofits (Begins 7/31, opens 7/24)**

Due: Wed. 8/2 at 11:59 p.m.	Discussion: Positioning
Due: Sat. 8/5 at 11:59 p.m.	Discussion Reply: Positioning
Due: Sat. 8/5 at 11:59 p.m.	Quiz: Module 6
Due: Sun. 8/6 at 11:59 p.m.	Reflection/Journal: Targeting
Due: Sun. 8/6 at 11:59 p.m.	Mini-Paper #4: Target Market

**Module 7: Retailing & Supply Chain Management (Begins 8/7, opens 7/31)**

Due: Wed. 8/9 at 11:59 p.m.	Discussion: Retail Evolution
Due: Sat. 8/12 at 11:59 p.m.	Discussion Reply: Retail Evolution
Due: Sat. 8/12 at 11:59 p.m.	Quiz: Module 7
Due: Sun. 8/13 at 11:59 p.m.	Reflection/Journal: Global Citizen
	No Mini-Paper due this week 😊

**Module 8: Marketing Communication, Advertising & Digital Marketing (Begins 8/14, opens 8/7)**

Due: Wed. 8/16 at 11:59 p.m.	Discussion: Effective Advertising
Due: Sat. 8/19 at 11:59 p.m.	Discussion Reply: Effective Advertising
Due: Sat. 8/19 at 11:59 p.m.	Quiz: Module 8
Due: Sun. 8/20 at 11:59 p.m.	Mini-Paper #5: Digital Mktg & Social Media
	No Reflection/Journal due this week 😊