

Marketing Concepts: LE 231
Fall 2011
October 17 – December 10

Professor:

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University Mission

Mid-Atlantic Christian University is an undergraduate institution of Christian higher education whose mission is to impact the world by transforming ordinary people into extraordinary Christian leaders.

Course Description: 3 Credit Hours

This course provides an introduction to marketing activities of organizations and individuals. It focuses on formulating viable market objectives, assessing opportunities, evaluating ethical issues, and developing a marketing strategy. The course also emphasizes a global orientation and the development of problem solving skills.

Required Text Book:

Grewal, Dhruv and Michael Levy (2010), **Marketing 3rd Edition**, Boston: McGraw-Hill Irwin.
(ISBN:9780078028830)

Passcode for Connect, McGraw-Hill Irwin software textbook support. To register for this course please go to the following website:

http://connect.mcgraw-hill.com/class/k_jones_sec_1_fall_11

When enrolling in this course, please note that Connect offers a three week free trial period. This will allow you to join Connect immediately until you have access to the page. Simply begin the registration process. If you do not have a passcode, click on the 3 week free trial. Also note there is an eBook available through the Connect site as well.

Course Objectives:

Students will:

1. Learn basic marketing ideas and processes, particularly marketing mix, market segmentation, target marketing, marketing philosophies and marketing's role within organizations or societies.
2. Learn importance of and processes related to customer service, value and retention.
3. Learn the processes used by consumers and organizational buyers to develop strategy to satisfy their wants and needs.
4. Learn to apply marketing concepts and techniques in making decisions and solving marketing related problems.

5. Be exposed to technologies used in the study and practice of marketing.
6. Learn the importance and influence of ethics, social responsibility, globalization and other environmental variables in marketing.
7. Reinforce the use of economic concepts in developing marketing mix strategies.
8. Explore and critically analyze information sources other than the textbook, then demonstrate how such information influences marketing ideas and decisions.

Dishonesty Policy

As noted in the Catalog, “Dishonesty is both a sin and a violation of the rules of Mid-Atlantic Christian University.” A student suspected or accused of academic dishonesty will be approached by his or her teacher; if a student is judged guilty of dishonesty, he or she will be warned that a second offense will result in suspension or dismissal from the University. Any work on which it is judged that the student was dishonest will be nullified; this may result in failure of the course. The teacher will inform the Vice President for Academic Affairs; the VPAA will notify the University faculty.

Dishonesty includes misrepresenting the truth about completion of assignments, cheating on any form of assignment, plagiarism, or in any way passing off the work of others as your own or permitting another student to pass off your work as his own.

Classroom Decorum Policy

Mid-Atlantic Christian University expects all students to behave in a Christian manner in and out of the classroom. In this course, part of what that means is that every student is expected to display courtesy, complete assignments honestly, and—in general—behave maturely in all communications and interactions. Violations of this policy can result in a warning, a grade demotion, failure of this class, and/or referral to the VPAA’s Office for further action.

For on-line/distance courses this policy applies to all electronic correspondence and communication. Christian, polite and professional behavior is the expectation of all participants in this course.

Instructor/Student Covenant

As instructor of this course, I covenant with each student that I will model Christ-like behavior, value and respect each student as a child of God, “come to class prepared”, “begin and end class on time”, make appropriate assignments and grade them fairly, and be available for consultation outside of class. In return, I expect each student to model Christ-like behavior, show proper respect to me as the instructor, “come to class prepared”, “arrive and leave class on time”, and submit assignments and participate in ways that demonstrate your integrity.

Course Support

This course is supported by two different software programs. Through Mid Atlantic Christian University the support is through the Moodle Website. This will be the site to post the course related materials.

This course is also supported through Connect. This is a software program provided by the publisher of the text book. Through this software package students will be assigned quizzes and

other course related assignments and projects. These projects must be completed based upon the course schedule.

Course Assignments/Quizzes/Threaded Discussions

Each week students will be required to complete:

- an assigned reading (from the text book)
- a quiz(zes) related to the assigned reading (in Connect)
- an individual project(s) related to the readings (may be in Connect or Moodle)
- a threaded discussion(s).

On-Line Quizzes:

Each student will be completing a minimum of two quizzes per week. Each quiz will specifically relate to each assigned chapter. Each chapter quiz will consist of 15 multiple choice questions. These quizzes are open book but they are also timed quizzes. A student will have 30 minutes to complete the quiz once they begin. They will only have one opportunity to take each quiz. No quiz grades will be dropped. The quizzes must be completed the same week the chapters are assigned. As an example, the reading assignment for Week 1 is Chapters 1 and 2. Students will complete a quiz for each of these chapters during Week 1. It is critical that each student stay current with the quizzes. These quizzes are located in the Connect portion of this course. **On line quizzes must be completed by 10:00 PM on Sunday.**

On-Line Assignments:

Students will be completing some form of an on-line assignment related to the assigned readings. These assignments will vary in nature but will assist the student in developing a better understanding of the materials he/she is reading. These assignments must be completed during the week they are assigned. These on-line assignments are located in the Connect portion of this course. **On-line assignments must be completed by 10:00 PM on Sunday.**

Threaded Discussions:

Each week a threaded discussion will be posted in Moodle. Each student will be responsible for posting an original reply to a discussion thread. The original discussion thread must be posted **before 11:59 PM on Tuesday**. Then each student is responsible for posting a response to **one of the other student's postings by 11:59 PM on Friday**. The process to use to determine which threaded discussion response you will reply to is to move forward one student for each week of the course we are in. As an example, for Week 1 you will respond to the next student in the alphabetic course list. For Week 2 you will respond to the second student in the alphabetic course list. If the course is small enough and you get to your own name, then move to the next student.

Course Written Project:

Each student will complete an individual written project. The written project will focus on a church or other religious oriented project and will consist of two components. The first component is the development of a description of the target market and the buying process related to the second component of the project. The second component of the project consists of the development of a product and a promotion plan related to the product. The specific

guidelines and deadlines for this project will be distributed when specific materials are introduced in the course. This project is in lieu of exams.

Course Grade Components:

The final grade for each participant in this course will be based on his or her performance (both individual and group) in this course. Her or his performance will be assessed in the following areas:

Assessment Process:	% of Grade:
Course Project	25
Assignments and Individual Projects	25
Quizzes	25
Threaded Discussions	25

Scale for Grades:

Letter Grade	Scale	Description	Quality Points
A+	97-100		4.000
A	93-96.5	Excellent	4.000
A-	90-92.5		3.667
B+	87-89.5		3.333
B	83-86.5	Good	3.000
B-	80-82.5		2.667
C+	77-79.5		2.333
C	73-76.5	Satisfactory	2.000
C-	70-72.5		1.667
D+	67-69.5		1.333
D	63-66.5	Inferior but passing	1.000
D-	60-62.5		0.667
F	Below 60	Failing	0.000

Due Dates: No Late Assignments

Homework and/or assignments **WILL NOT BE ACCEPTED** past the stated due date.

Assignment Policy:

Unless otherwise stated, all assignments in this course are to be completed by each student without the assistance of other students in this course. If the work turned in by a student appears to not be that individual's work, the professor will follow the student handbook policies regarding cheating and plagiarism. The main exception to this policy is group related assignments.

In the burgeoning environment of electronic data and electronic interface, **your assignments, unless otherwise stated, must be submitted in a word processed format** (or appropriate software depending on the assignment). You will need to adhere to the following procedures:

- All assignments must be completed using the appropriate software for the assignment given: Word, Excel, Access, PowerPoint, or FrontPage. Other software packages will not be supported.
- If you are using other service providers and for some reason emailing your assignment, make sure you accommodate for any potential time lags in the mailing process (e.g. AOL can be extremely slow at times).
- Corrupted files will be handled as if the assignment was never turned in/late. It is important for each student to make sure his or her computer and software is free from any viruses.

Grading Policy for Written Assignments:

The above stated assignment policy must be followed. In addition to that, all written materials **will be critiqued for appropriate spelling and grammar**. Your overall grade on each assignment may be reduced by two full letter grades based on the spelling and grammar errors.

The format specifications will vary based on the assignment. If they are not stated, the document format requirements are:

- 1 inch margins on all four sides.
- Place your name, student ID, and due date in the upper right hand corner of the first page.
- If the document is longer than one page, use page numbers and a footer with your name and assignment title included.
- The appropriate font is Times New Roman at a 12 pt. Size.
- 1.5 spacing (not single spaced or double spaced). When you reset the spacing also reset the “Spacing Before and After” to zero (0).
- The text should incorporate the appropriate paragraph headings.
- Appropriate citations and references for all materials used in the creation of the assignment.

If these guidelines are not followed, the professor will reduce the grade on any assignment.

Email Communication:

With the popularity of email and instant messaging, an expectation has developed that implies individuals are readily available 24/7 for communication through these electronic tools. It is the goal of this professor to respond to all emails within 24 hours. This assumes no internet or email problems.

Marketing Material Content Cautionary Statement:

There may be materials used or presented in this course which some may find slightly offensive or possibly derogatory in nature. These materials are being used to exemplify materials covered in the text and are not meant to be taken offensively by the student or professor. As you will note in the readings, the use of various materials by companies are used to gain attention or attract the consumer to its marketing program. As we review materials from other countries, the level of liberalism will vary greatly from that of the United States, both to the left and to the right.

Course Academic Schedule:

Week 1: October 17-23

Read Chapters 1 and 2 of the assigned text.

Go to your Connect site and complete the Connect Activity Interactivity Assignments for both Chapters 1 and 2.

Go to your Connect site and complete the quiz for Chapter 1 and Chapter 2. You have one opportunity to complete the quiz. Each quiz consists of 15 questions and has a 30 minute time limit.

Go to Moodle and complete each of the discussion threads. Please note the deadlines for the discussion threads.

Week 2: October 24-October 30

Read Chapters 4 and 5 of the assigned text.

Go to your Connect site and complete the Connect Activity Interactivity Assignments for both Chapters 4 and 5.

Go to your Connect site and complete the quiz for Chapter 4 and Chapter 5. You have one opportunity to complete the quiz. Each quiz consists of 15 questions and has a 30 minute time limit.

Go to Moodle and complete each of the discussion threads. Please note the deadlines for the discussion threads.

Week 3: October 31- November 6

Read Chapters 8 and 9 of the assigned text.

Go to your Connect site and complete the Connect Activity Interactivity Assignments for both Chapters 8 and 9.

Go to your Connect site and complete the quiz for Chapter 8 and Chapter 9. You have one opportunity to complete the quiz. Each quiz consists of 15 questions and has a 30 minute time limit.

Go to Moodle and complete each of the discussion threads. Please note the deadlines for the discussion threads.

Week 4: November 7-13

Read Chapters 10, 11 and 12 of the assigned text.

Go to your Connect site and complete the Connect Activity Interactivity Assignments for both Chapters 10, 11 and 12.

Go to your Connect site and complete the quiz for Chapter 10, 11 and Chapter 12. You have one opportunity to complete the quiz. Each quiz consists of 15 questions and has a 30 minute time limit.

Go to Moodle and complete each of the discussion threads. Please note the deadlines for the discussion threads.

Week 5: November 14-20

Read Chapters 13 and 14 of the assigned text.

Go to your Connect site and complete the Connect Activity Interactivity Assignments for both Chapters 13 and 14.

Go to your Connect site and complete the quiz for Chapter 13 and Chapter 14. You have one opportunity to complete the quiz. Each quiz consists of 15 questions and has a 30 minute time limit.

Go to Moodle and complete each of the discussion threads. Please note the deadlines for the discussion threads.

Week 6: November 21-27

Read Chapters 15 and 16 of the assigned text.

Go to your Connect site and complete the Connect Activity Interactivity Assignments for both Chapters 15 and 16.

Go to your Connect site and complete the quiz for Chapter 15 and Chapter 16. You have one opportunity to complete the quiz. Each quiz consists of 15 questions and has a 30 minute time limit.

Go to Moodle and complete each of the discussion threads. Please note the deadlines for the discussion threads.

Week 7: November 28-December 4

Read Chapters 17, 18 and 19 of the assigned text.

Go to your Connect site and complete the Connect Activity Interactivity Assignments for both Chapters 17, 18 and 19.

Go to your Connect site and complete the quiz for Chapter 17, 18 and Chapter 19. You have one opportunity to complete the quiz. Each quiz consists of 15 questions and has a 30 minute time limit.

Go to Moodle and complete each of the discussion threads. Please note the deadlines for the discussion threads.

Week 8: December 5 – December 10

Course wrap-up and conclusion.

- Final Project is due

This syllabus is subject to change without notice.

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