CANISIUS COLLEGE

Richard J. Wehle School of Business

Spring, 2014

Principles of Marketing (MKT201)

Course Format: Online

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Required Reading

Marketing: Real People, Real Choices Plus New MyMarketingLab with Pearson eText

Michael R. Solomon, Saint Joseph’s University
Greg W. Marshall,
Elnora W. Stuart, The Upstate

ISBN-10: 0132577534
Publisher: Prentice Hall
Copyright: 2012

There is no need to purchase a hardcopy of this textbook. A digital textbook can be purchased as a part of the signing up for the Online Course (explained below). The cost is $85, I believe.

Structure of the class

▪ This class is completely online. There is no physical classroom or meeting day/time for this class.
▪ Everyone in this class will be a part on an Online Course. The Online Course is literally a course created online just for this class. You will log into the Online Course to read your textbook, complete assignments, take quizzes, hold discussions with classmates, etc. You will have to sign up for the Online Course. Instructions on how to sign up for the Online Course is on Angel > Content > Signing Up for Online Course.
▪ Course documents not found on the Online Course (such as the Course Syllabus, Course Schedule, etc) can be found on Angel. At times, I may ask you to submit assignments to Angel rather than to the Online Course. I will give you notice if this is the case.
▪ There is 24 hour support available if you have questions about accessing the course website or how to use the tools that come with it. See Angel > Content > Signing Up for Online Course.
▪ This is an online course, so many of the expectations and practices that you are used to in a normal course will not apply. I have prepared a separate document entitled “Online Learning” that you should read as soon as possible to make sure that this course is right for you. See Angel > Content > Is an Online Course Right for Me? Many students are surprised to find out how much work is involved in an online course. While online courses give you much greater
flexibility in terms of when you do the work, it requires a great deal more self-discipline. Make sure you are prepared to put in the appropriate amount of effort and have the time set aside to do the work prior to continuing with the course.

**Importance of Marketing**

Marketing, as an area of study, represents a synthesis of several other established disciplines including psychology, communication, sociology, engineering, law, and topics typically associated with business (e.g., management, finance). Marketing is also one of the fastest growing areas in business today. As our economy has become more competitive, companies have come to realize the importance of the marketing concept.

**Course Learning Objectives**

During the course of the semester, we will examine the marketing profession from a number of perspectives:

1. Marketing as a set of techniques, tools, or practices designed to deliver sales to a company. (Managerial Perspective)
2. Marketing as a philosophy that should guide managers of businesses, non-profit organizations, religious groups, and government agencies. (Strategic Perspective)
3. Marketing as a force that impacts our day to day lives as consumers. (Consumer Perspective)
4. Marketing as a cultural force that can produce both great good and great harm. (Moral/Ethical Perspective)

Specific course goals include helping you to understand:

- The role of marketing in the global economy.
- How to spot opportunities in the marketing environment.
- The importance of the consumer, and the vital need for a consumer orientation on the part of all employees in a firm.
- How to make ethical marketing decisions.
- The basic vocabulary of marketing professionals.
- Application of marketing principles and analytical skills.
- How to be a smart consumer.

**About Marketing 201**

Students are often surprised to find out how many topics are covered in MKT201. Here's a general point to keep in mind - MKT201 is not the "easiest" of the marketing courses; rather, it is the foundational marketing course. As such, there will be many marketing topics covered, and there will be a lot of reading. As such, you will have frequent homework assignments, online class discussions, and frequent quizzes to ensure that you are truly learning all of the information.
**Quizzes**

Following each chapter reading assignment, there will be a brief online quiz designed to assess your understanding of the material. In addition, there are a number of video and interactive case studies that have online quizzes that you complete as part of the assignment. You may use your notes and the textbook when taking the quizzes, although it is highly recommended that you study the material prior to taking the quizzes since they are timed and looking up the answer to each question in the book is likely to slow you down and keep you from finishing the quiz on time. You are not permitted to seek help from anyone else when taking the quizzes. The responses to these online assessments must be your own work.

**Class Participation & Engagement**

I will track your use of the course website features, whether or not they are specifically graded. Students who make use of site features to enhance learning will earn extra points on class participation and engagement.

**Grading Policy**

Your final grade will be a weighted average of these letter grades. (Plus/Minus grading is only used for final grades.)

- Quizzes (combined avg., lowest score dropped) 40%
- Assignments (combined avg., lowest score dropped) 30%
- Class Participation & Engagement 10%
- Final Exam 20%

**Make up quizzes**

Please make note of the due dates for completing assignments and quizzes. Generally speaking, you have one week to complete the work for each Chapter of the class (see Course Schedule). However, it is highly recommended that you not wait until the end of the week to submit all of the work. Once we move to a new week, the quizzes, and assignments from the previous week will be unavailable for grading. It is essential that you meet all deadlines.

**Academic Conduct:**

It is your responsibility to be familiar with all aspects of the college’s Academic Integrity Code. There are particular issues associated with academic integrity and online learning that are outlined in an appendix at the end of this document. As the Associate Dean for the Business School, I am primarily responsible for enforcing the academic integrity code and take a particularly hard line on violations of the academic integrity code. Please make every effort to hold yourself and others in the class to the high standards of behavior outlined in the code. Failure to do so may result in a range of penalties including significant reduction in course grade, failing the course or even dismissal from the college.
Students With Disabilities

Students with disabilities (e.g. dyslexia, hearing impairment, etc.) which might make it difficult to complete any activities, assignments or testing required in this course should notify the instructor as soon as possible so that appropriate arrangements may be made. They should also contact the Office of Disabilities Support Services (Old Main 03, ext. 3748) for detailed information about campus resources and services available to them.

Course Communication

I will use email to disseminate information about the course. You are responsible for checking your email regularly for course related news and information. This is particularly important at the beginning of the course. (With online courses and the potential for technological problems, checking email at the beginning of the course is essential so that you don’t fall behind.)

Office Hours

Since this is an online course, I don’t have traditional office hours per se, but will be available by email if you need to contact me. My contact information is listed at the top of this document.