

## Syllabus

### Schedule

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### Course Description

B 341 Marketing Management Online

#### Outcomes:

Students who successfully complete the course will achieve a solid foundation in basic marketing principles as follows:

- Understand the marketing concept, the role of marketing in society and in the firm, and the various factors that influence marketing decision making.
- Be conversant in the "language of marketing" used by practicing marketing managers.
- Understand the major decision areas under marketing responsibility and the basic interrelationships of those decision areas.

Successful students will also develop the following skills:

- Critical thinking and analytical skills by applying qualitative and quantitative tools in analyzing customers, competition, pricing, and marketing strengths and weaknesses.
- Problem solving, project management, teamwork and communication skills by successfully completing a series of marketing projects in a team setting:
  - Market Environment Analysis/Market Segmentation and Target Market Selection
  - Product or Service Strategy/Distribution and Customer Service Strategy
  - Marketing Communications Strategy

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#### Description

Recommended to those with a minor or cluster in business or marketing. Designed to provide students with a comprehensive introduction to marketing principles. Topics include consumer behavior, market segmentation, pricing, product strategy, promotion strategy, and distribution strategy. Principles are applied to small and large firms, domestic and international companies, and consumer or industrial products or services.

#### Learning Model Architecture

The weekly cycle will include Prepare activities from the online textbook resources, a case study, and other supplemental materials. Small group discussions on the prepared topics will encourage the students to Teach One Another. Finally, each week will have a learning quiz and a reflection journal that gives the student opportunity to Ponder and Prove.

#### Prerequisites

#### Required Materials

MKTG by Lamb, Hair, and McDonald. New books include access to a package of valuable study aids including podcasts, quizzes, electronic or downloadable flash cards, and a tear-out study card for each chapter. If you buy a used book you can purchase the rights to the study tools at the textbook website.

## Grading Policies

### Points Breakdown

|  |         |
|--|---------|
| Forum Discussion comments                              | 110 pts |
| Quizzes – multiple choice (11x10x2)                    | 220 pts |
| Case Write-ups (5x20)                                  | 100 pts |
| Projects – Team marketing projects (1x50, 1x75, 1x100) | 225 pts |
| Case Write-ups (5x20)                                  | 100 pts |
| Reflection Journal Entries (14x10)                     | 140 pts |

### Grading Scale

|    |         |    |           |
|----|---------|----|-----------|
| A  | 94-100% | C  | 73-76%    |
| A- | 90-93%  | C- | 70-72%    |
| B+ | 87-89%  | D+ | 67-69%    |
| B  | 83-86%  | D  | 63-66%    |
| B- | 80-82%  | D- | 60-62%    |
| C+ | 77-79%  | F  | Below 60% |

## Class Policies

### Late work

Late assignments will generally not be accepted, because in most cases they require you to be involved with teammates in forum discussions or share your case write-up with them for discussion. There is one exception: for the 5 major cases, late case write-ups may still be posted up until the end of the week, but they will be subject to a 20% penalty. If an assignment is late due to a medical emergency or family tragedy, email me or leave a message on my answering machine and I will work with you. Trips home, weddings, family vacations, etc. are not excuses for late work unless emergencies exist, so plan accordingly. You may turn work in early if you will be gone and can't complete an assignment online while away.

*Note - most forum discussions and assignments are due at XXXX Mountain time on XXXXX. Major case write-ups are due at XXXX with all follow-up comments by then end of the week (Saturday midnight).*

**Participation/Attendance Points** - For the two "live" case discussions, students will be randomly drawn from the class and asked to share with the class their "takeaway" from the case – how concepts from the chapter apply to the case, what they would do about the situation, etc. Other students are welcome to add their comments voluntarily. A total of 10 participation points will be possible. These are only earned if you actually contribute to class learning. No points given for repetitious comments or token attempts to earn points – be involved the entire hour!

Teams complete a peer evaluation to give credit where credit is due. The team score may be modified based on individual contributions.

The Code of Honor and Dress & Grooming standards apply and will be enforced.

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## University Policies

### Student Honor

Student Honor is following the path of discipleship and learning to be more like Christ--learning to think, to feel, and to act more as He does. *Living a life of honor:*

-- Begins as we learn and live the baseline standards of the Honor Code, understand their purposes, and are true to the promises we have made.

-- Continues as we heed the promptings of the Spirit to raise our personal bar of righteousness and foster a spirit of integrity, sacrifice, consecration, love, service and willing obedience as students and throughout our lives.

-- Prepares our hearts for devoted discipleship in the family, church, work, and community.

[Honor Code](#) | [Academic Honesty](#) | [Dress and Grooming Standards](#)

### Students with Disabilities

BYU-Idaho is committed to providing a working and learning atmosphere which reasonably accommodates qualified persons with disabilities. If you have any disability which may impair your ability to complete this course successfully, please contact the Services for Students with Disabilities Office at 208.496.1158. Reasonable academic accommodations are reviewed for all students who have qualified documented disabilities. Services are coordinated with the student and instructor by this office. If you need assistance or feel you have been unlawfully discriminated on the basis of disability, you may seek resolution through established policy and procedures. Contact the Personnel Office at 208.496.1130.

### Sexual Harassment

Title IX of the Education Amendments of 1972 prohibits sex discrimination against any participant in an educational program which receives federal funds, including federal loans and grants. Title IX also covers student-to-student sexual harassment. If you encounter unlawful sexual harassment or gender-based discrimination, please contact the Personnel Office at 208-496-1130.

### Disclaimers