



**COURSE NUMBER AND TITLE: MKG 301 - Principles of Marketing
(45 contact hours, 3 credits)**

This syllabus is informational in nature and is not an express or implied contract. It is subject to change due to unforeseen circumstances, as a result of any circumstance outside the University's control, or as other needs arise. If, in the University's sole discretion, public health conditions or any other matter affecting the health, safety, upkeep, or well-being of our campus community or operations requires the University to move to remote teaching, alternative assignments may be provided so that the learning objectives for the course, as determined by the faculty and the University, can still be met. The University does not guarantee specific in-person, on-campus classes, activities, opportunities, or services or any other particular format, timing, or location of education, classes, activities, or services.

Mask Policy

Please be advised that the mask policy in this class will follow Sant'Anna Institute requirements. When/if the University enacts a mask policy, all students are expected to adhere to the policy.

COURSE DESCRIPTION

This course provides an introduction to basic marketing concepts. Topics include the marketing mix, new product development, consumer behavior, customer relationship management, strategic planning and e-commerce. Students will develop a comprehensive marketing plan and apply course concepts to real or imaginary products.

COURSE OBJECTIVES / LEARNING OUTCOMES

At the end of this course, learners will be able to:

- Assess marketing's role in discovering and satisfying consumer's needs, wants and behaviors
- Determine market size through a target market analysis
- Utilize environmental scanning to identify opportunities and threats in the marketing environment.

- Examine electronic commerce and interactive marketing and how they create customer value.
- Evaluate the electronic presence of various companies in the marketplace (both locally and globally)
- Analyze marketing factors that contribute to a product’s success or failure.

FORMAT

- The course will include lectures, student-led discussions, and presentations.
- Students will engage in small group work and peer reviews.

REQUIRED TEXTS

Principles of Marketing, by Philip Kotler, Gary Armstrong, Prentice Hall, latest edition.

EXAMS and ASSIGNMENTS

Midterm Test	20%
Final Exam	20%
Marketing Plan	35%
Instructor Determined Assignments (Also Including Participation)	25%
	Total 100%

Specifics of Course Assignments

Midterm Test

You have been approached by the makers of a new innovative product. The executive team is awaiting your expertise, direction & research conclusions for a product launch. You are asked to research and develop a target market profile, SWOT analysis, product positioning strategy, survey and a strategy for entering an appropriate foreign country. Your instructor will provide you with the product name, description, and detailed activity directions.

Final Exam

Based on your research submitted for the Midterm Activity, the executive team would like further marketing research conducted for production and product launch including a pricing

strategy, media strategy, potential sales objections, and an advertisement. Your instructor will provide you with detailed activity directions.

Marketing Plan

Just as a road map guides you on a journey, a marketing plan guides you and your staff to reach your goals; it keeps you from wandering off-course. A marketing plan contains information about a company and its products or services, marketing objectives and strategies, as well as how you will measure the success of the marketing activities. It describes all the marketing activities you'll perform during a specified time period (usually one year). It also assesses what is going on in the marketplace and how it affects your business. This in turn helps you to understand who your customers are and how you can best meet their needs. You'll also include any background information and research results you used to select those marketing activities. Finally, you'll document the costs associated with your planned marketing activities as well as the measurements you'll use.

In your marketing plan, you may create a company to introduce a new product/service or introduce a new or modified product/service for a company that already exists. In week four, a two-to-three paragraph synopsis of your marketing plan is due to your instructor. Your instructor needs to approve your idea and will stipulate a page limit and the number and types of sources you will be required to consult. Your Marketing Plan must include the major sections in the Sample Marketing Plan provided by your instructor. It should reflect marketing strategies for a minimum of one year.

GRADING SCALE

A	95%-100%
A-	90%-94%
B+	87%-89%
B	83%-86%
B-	80%-82%
C+	77%-79%
C	73%-76%
C-	70%-72%
D+	67%-69%
D	63%-66%
D-	60%-62%

F < 60%

SCHEDULE OF TOPICS

- Target market identification;
- Market segmentation;
- Competitive advantage;
- Competitive analysis;
- Positioning strategies;
- SWOT analysis;
- 4P's;
- Environmental scanning;
- Market research;
- New product development;
- Pricing strategies;
- Consumer behavior;
- E-commerce;
- Global marketing.

CLASS POLICY

Attendance

You are allowed **ONE** unexcused absence. Documentation for any other absence **MUST** be produced and **APPROVED** by your faculty. For absences due to illness, please provide the faculty with a doctor's note upon returning to class as well as inform them and/or the Office the first day of illness.

Participation grants the student one point for each lesson they attend. Unjustified absences result in 0 points. Participation in **field-trips**, if any, awards 2 points, while non-participation results in a loss of 2 points.

Late submissions:

Assignments not submitted by the due date will receive a penalty of 10% for the first 24 hours, 20% for a 48-hour delay. No submissions will be accepted more than 3 days after the deadline, unless arrangements have been made with the instructor (for extensions under exceptional circumstances, apply to the course instructor).

Personal Technology:

Please turn cell phones off during class. You can use laptops to take notes, however social networking, e-mailing, surfing the Internet, playing games, etc. are forbidden during class. Any student caught using their laptop/cell phones inappropriately during class will be asked to turn them off. Repeated violations of this rule after the first warning will result in the student being marked absent for the day and permanently losing their laptop privileges. Please be respectful and limit your use of personal electronic devices during class to academic purposes.

Contesting a grade:

If students wish to contest a grade, they must make an appointment to do so in person. The student should contact the instructor with any concerns within ONE week of receiving the grade. The student must also demonstrate that they have read the comments accompanying the grade by presenting a brief written statement specifying why the grade does not reflect the quality of the work. It is at the discretion of the instructor to decide whether the work and the student's request warrant any increase or decrease in the grade. Students should retain a copy of all submitted assignments and feedback (in case of loss) and should also retain all of their marked assignments.

Recommended behavior:

- Class begins promptly at the beginning of the class period. It is advisable that you be in your seat and ready to start participating in class at that time.
- Always bring the required supplies and be ready to be actively engaged in the learning process. This communicates preparedness and interest.
- Turn your cell phone off or to vibrate mode before the start of class;
- It is fine to bring a drink or a snack to class, as long as it is not distracting. In conjunction with this, please pick up your trash when you leave the room.
- Your professor expects your full attention for the entire class period. If you know that you'll need to leave before the class is over, try to sit as close to the door as possible so as not to disrupt others. Similarly, if you arrive in class late, just slip in as quietly as possible and take the first available seat you come to.
- Do not sleep in class! Laying your head on the desk or sleeping in class is rude, and it is distracting to others. Turn in assignments on time.
- When you have a question or comment, please raise your hand first as a courtesy to your classmates and the professor. Remember, your questions are NOT an imposition – they are welcome. So, ask questions! You'll learn more, it makes the class more interesting, and you are helping others learn as well.
- If an emergency arises that requires an absence from a session, it is your responsibility to get the notes and all other information that was covered in class from a colleague you trust.

Secular and religious holidays:

Sant'Anna Institute recognizes that there are several secular and religious holidays - not included in the Italian calendar - that affect large numbers of its community members. In consideration of their significance for many students, no examinations may be given and no assigned work may be required on these days. Students who observe these holidays will be given an opportunity to make up missed work in both laboratories and lecture courses. If an examination is given on the first class day after one of these holidays, it must not cover material introduced in class on that holiday. Students who wish to observe such holidays must inform their instructors within the first two weeks of each semester of their intent to observe the holiday even when the exact date of the holiday will not be known until later so that alternative arrangements convenient to both students and faculty can be made at the earliest opportunity.

Students who make such arrangements will not be required to attend classes or take examinations on the designated days, and faculty must provide reasonable opportunities for such students to make up missed work and examinations. For this reason it is desirable that faculty inform students of all examination dates at the start of each semester.

ACADEMIC HONESTY

“Members of the Jacksonville University community are expected to foster and uphold the highest standards of honesty and integrity, which are foundations for the intellectual endeavors we engage in.

To underscore the importance of truth, honesty, and accountability, students and instructors should adhere to the following standard:

“On my honor as a student of Jacksonville University, I promise to uphold the values of honesty, trust, fairness, respect, and responsibility in all my dealings with faculty, staff, and students.”

Academic misconduct occurs when a student engages in an action that is deceitful, fraudulent, or dishonest regarding any type of academic assignment that is intended to or results in an unfair academic advantage. In this context, the term “assignment” refers to any type of graded or ungraded work that is submitted for evaluation for any course. Academic misconduct includes but is not limited to cheating, collusion, falsification, misrepresentation, unauthorized collaboration on assignments, copying another student’s work, using or providing unauthorized notes or materials, turning in work not produced by the individual, attempting to get credit for a single instance of work submitted for more than one course, and plagiarism. Furthermore, providing deceitful, fraudulent, or dishonest information during discussions of an academic matter with faculty are also examples of academic misconduct.” (Jacksonville University Academic Integrity [Policy](#)).

Throughout this course we will be reading and reporting about the work of others. All information that is not original to the student must be appropriately attributed in both presentations and written work. All students are expected to do their own work and give

appropriate credit for all sources used in the process of preparing papers, presentations, and homework assignments. Group assignments will be graded based on the product of the work, although some adjustment may be made for participation. [If you have a question about whether or not collaboration is allowed, or how to cite a reference, please ask. It is always better to check than to be accused of an unintended violation of the academic honesty policy]. Violations of the academic honesty policy will be dealt with in accordance with university policies.

Course Level Penalties: A first offense may result in a failing grade for the assignment. Second offenses may result in failure in the course. Significantly egregious violations may result in expulsion from the university. When in doubt give credit for all information that did not come directly out of your head!

DISABILITY STATEMENT

Students with a documented disability requesting classroom accommodations or modifications, either permanent or temporary, resulting from the disability are encouraged to inform the faculty in the first week of the program.