

Course Syllabus

Marketing
MKTG-301-01
Fall 2022



DOMINICAN UNIVERSITY

Instructor:

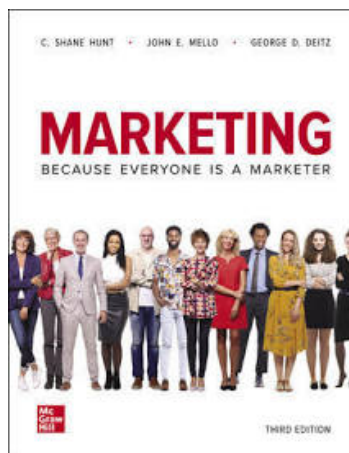
Elvira Kizilova, PhD
Brennan School of Business

Contact Information:

Office Location: Fine Arts #208
E-mail: ekizilova@dom.edu

Class: MWF 11:30 am-12:20 pm
Main Campus, Lib 330

Office Hours: Mo, 9:00 am - 11:00 am
(or by appt.)



Course Description: This course serves as an introduction to marketing. It will provide you with the basic knowledge and skills needed for marketing products and services to consumers and to businesses. You will learn to recognize how marketers achieve results by effectively managing the interactive areas of marketing including product, price, place, promotion and more.

Prerequisites: ECON-101 Principles of Economics - Minimum Grade of C-

Course Textbook and Materials:

1. Marketing, 3rd Edition, Shane C. Hunt, John E. Mello, and George D. Deitz. ISBN: 9781260088878 ([Textbook url](#))
2. Access to McGraw Hill Connect learning platform.
This video will help you to register on
Connect: <http://video.mhhe.com/watch/4q72PpEpzkXAd3hW4o52c8?>

Additional supplemental readings will be assigned and made available on Canvas.

Required Software: Microsoft Office, Adobe Photoshop or Illustrator. If any additional software will be required through the course, the information will be posted additionally on Canvas.

Other Materials: information will be posted on Canvas.

Canvas Assistance:

- Consult the IT Support Center <https://support.dom.edu/TDClient/2074/Portal/Home/>
- **mail:** supportcenter@dom.edu **Telephone:** (708) 524-6888

IMPLIED CONSENT: A copy of this syllabus will be provided on the course Canvas site and in my office. **By remaining enrolled in this class, you are acknowledging that you have read this syllabus, understand the contents and agree to the terms contained within it.**

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I. LEARNING OBJECTIVES

Upon completing this course, you will be able to:

- 1) Evaluate the strengths and weaknesses of a marketing strategy.
- 2) Design a marketing strategy.
- 3) Describe how consumers make decisions.
- 4) Identify the base strategies for product, price, promotion and distribution of a firm's offerings.
- 5) Evaluate the ethicality of various marketing strategies and tactics.
- 6) Understand the role of marketing in creating and providing solutions to sustainability-related problems.
- 7) Demonstrate knowledge of concepts and definitions of sustainability marketing and understand how to deliver superior customer value based on sustainability principles.
- 8) Use design thinking methods to increase creativity.

II. FORMAT AND PROCEDURES

The class will be a combination of lecture, discussion, hands-on research, and group projects. Students will be expected to attend class and participate. Class grades will be determined through exams, homework, projects, quizzes, participation, and class performance. Your course will also be supplemented using Canvas course management software.

Communication & Professionalism Expectations

My written communications will be through Canvas and your DU e-mail. All e-mails from you should include your name and MKTG-301 section number. It is the expectation in this course that your communication (e-mail, in-class, social media, et cetera) must be professional at all times. Failure to exhibit professionalism may result in a reduction or removal of your 'Professionalism' grade. **Any e-mails you send that are not professionally written are unlikely to receive a response/credit.**

To write a professional email, please watch and read:

- [How To Write a Professional Email | For Students, By Students - YouTube](#)
- <https://www.thoughtco.com/how-to-write-a-professional-email-1690524/>
- <https://www.thebalance.com/how-to-write-and-send-professional-email-messages-2061892/>

Unprofessionalism in class warrants immediate dismissal with zero credit that day.

Cell phones

Cell phones should be switched off (not "vibrate") unless you have a real, pressing need to receive an anticipated call during class. If you believe you have such a need please contact me prior to class and explain the nature of the need. I will decide regarding whether to allow you to maintain an active cell phone based upon the nature of your expressed need. Cell phone conversations, if allowed, must be taken outside the classroom when class is in session.

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Laptop Computers

Students are encouraged to bring and use laptops/ tablets during class. However, the use of a laptop is allowed only so long as such use does not become a distraction to the user or others (e.g., excessive noise, internet use not related to a specific course activity, etc.) and as long as it does not create a hazard (e.g., extension cord in the aisle, etc.). **Students may be asked to bring laptops/tablets for particular in-class activities. If so, they will be notified in advance.**

Audio/Video Recording

No (1) audio, (2) video recording, or (3) images of classroom activity is permitted without my prior approval. This prohibition includes cell phone camera functions, laptop audio or video functions, and all other digital or analog recording equipment.

III. COURSE REQUIREMENTS

Assignments

Assignments will be posted on Canvas in advance of due dates. All assignments must be completed **by 11:30 am on a due date** (prior to the class).

You will have to complete two following types of assignments for each of the Chapters 1-16 (please refer to pp. 7-9 of the syllabus for the detailed schedule):

- LearnSmart Quiz (via Connect)
- Connect assignment (application-based activity, video case study, etc.) or other home assignments.

All assignments must be submitted on time. If you are unable to submit on time, you must contact me to receive permission to submit late. **Assignments submitted late without my permission will not be accepted.** Exceptions for late submissions will be made at professor's discretion under extreme circumstances. Please make sure your files are free of viruses before sending them as attachments. When submitting files, you must include your name *and* the name of the assignment in the file name. For example, if John Smith was submitting an assignment for "Assignment 1", the filename would be: "John Smith Assignment 1". For group work, make sure to include the group name, course name, and page number in the header or footer of the document.

Big Brief

You will have to conduct a team project (to create a marketing plan (Big Brief) for the company/product of your choice) and present your work in class. You will work in teams of 2-3 people. All additional information about the project will be posted on Canvas.

Attendance

Daily attendance is expected. We will often have in-class assignments. You must submit these assignments by the end of each class. This policy will be waived under extenuating circumstances.

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Exams

There will be three (3) examinations given in class or via Connect. Exams will be in a combined **multiple-choice** and **open-response** format. You are expected to take the exams at the scheduled time (see schedule in section VI). You will have one week after exam scores are posted to dispute answers on the exam. After that, the grades become final. A dispute must be accompanied by written documentation from the textbook and/or your notes. **Exams will not be returned.** You are free to stop by my office and look at your exams during the semester through **December 15th**. After **December 15th**, you will not be allowed to review past exams.

Extra Credit (Buffer Points)

Receiving extra credit in this course is not a right- it is a **privilege** and is at the sole discretion of the instructor. EC assignments will be posted on Canvas or additionally announced in class. If you are missing extra credit points, you have one week to request reevaluation of your EC grade.

IV. GRADING PROCEDURES

Course Policies

Academic Honesty

All University policies are in effect as described in the [Academic Integrity Policy](#) document. Any work submitted by a student in this course for academic credit **MUST** be the student's own original work unless collaboration has been authorized. Cheating and plagiarism will not be tolerated, and failure in the course is a potential outcome.

Grades for the different credit options will be based on the following scale:

100% to 95%	A
94% to 90%	A-
89% to 87%	B+
86% to 83%	B
82% to 80%	B-
79% to 77%	C+
76% to 73%	C
72% to 70%	C-
69% and below	F

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Grade Composition*	Points Assigned
Exam 1	50 Points
Exam 2	50 Points
Exam 3	50 Points
Intro Survey	5 points
ABA (Mini Sim Student Orientation Videos)	5 points
Connect Homework	Up to 160 Points
LearnSmart™ quizzes <i>outside class</i>	Up to 160 Points
Team project	25 Points
Project presentation	25 Points
Professionalism	Up to 50 Points
Other assignments (e.g., in class)	Up to 300 Points

Max Total = up to 880 Points**

* You will have one week after any grade is posted on Canvas to challenge the points awarded. All requests for reconsideration should be made in writing with ample support documentation. After that period, the grades become final. **Attempts at the end of the semester to ask for reconsideration of your grade(s) (e.g., extra credit, redo an assignment) are considered academic misconduct and are subject to a 50-100% deduction in your participation-professionalism points.** Please keep in mind the following: 'A' grades are reserved for students who consistently demonstrate exceptional comprehension and application of the course subject matter.

Professionalism Grade—I assume you will behave in a professional manner by default so each student will receive 50 professionalism points IN ADVANCE at the beginning of the semester. In any case of unprofessional behavior any or all points will be removed.

Final Course Grade—Your grade is only a narrow measure of your performance in this class. I am not qualified to evaluate the quality of human being you are, what kind of student you are generally, how much time you spent studying for this course, etc. I can only measure how you have performed in this class using the assessment instruments designed for this class (tests, quizzes, assignments...etc.). Your grade reflects what you have earned on these measures and these measures alone. Please keep in mind, though, that final grades *are* rounded for your benefit. 😊 ***

E.g., a final grade of 93.5 will result in a final grade of an A.

** Total points for the course may vary depending on how many in-class activities you have.

*** Grades are rounded at the end of the semester.

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V. MISCELLANEOUS

Inclement Weather Policy

The University administration determines if classes are canceled due to inclement weather. Therefore, you should rely on any announcement by the University administration with respect to class cancellation.

Guidelines for Accommodations for Students with Disabilities

If you require special accommodations for a condition or disability, you are encouraged to arrange support services through our Disability Support Services staff. If you are eligible to receive accommodation and would like to request it for this course please discuss it with me within the first week of this course.

Intellectual Property

My syllabus and lectures are protected by state common law and federal copyright law. They are my own original expression and I may record my lectures at the same time that I deliver them in order to secure protection. Whereas you are authorized to take notes in class thereby creating a *derivative* work from my lecture, the authorization extends only to making one set of notes for your own personal use and no other use. You are not authorized to record my lectures, to provide your notes to anyone else or to make any commercial use of them without express prior permission from me. I am aware of Notehall.com, a commercial note-taking service. As a result, I will be checking this and similar sites periodically for improper submissions of class notes.

VI. COURSE SCHEDULE

The tentative course schedule is as follows: (this is a flexible schedule and may change as necessary).

Important Dates

August 29	First Day of Classes
September 2	Last day to apply to graduate in Fall 2022
September 5	Labor Day - No Classes
September 6	Add/Drop deadline: Fall undergraduate courses & any Fall I courses
September 13	Last day to declare satisfactory/fail grade option for undergraduate courses
September 20	Caritas and Veritas Day (class schedule suspended)
September 23	Last day to declare course intensification option for undergraduate courses
October 21-23	Long Weekend (no undergraduate classes)
November 4	Last day to withdraw from Fall courses (15 weeks)
November 23-27	Thanksgiving Vacation
December 10	Last day of Fall and Fall II undergraduate courses
December 12-17	Undergraduate Final Examinations
January 7	Fall Degree Conferral

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	Dates:	Topics/Readings:	Homework:
Week 1	August 29	Introduction Chapter 1: Why marketing matters to you	ABA (Mini Sim Student Orientation Videos)
	August 31	Chapter 1: Why marketing matters to you (cont.)	<ul style="list-style-type: none"> Ch 1 iSeeit! Video Case: Ethical Decisions Ch 1 Quiz
	September 2	Chapter 16: Social Responsibility & Sustainability	<ul style="list-style-type: none"> Sustainability Strategy Assignment (on Canvas) Plagiarism statement
Week 2	September 5	NO CLASS – Labor Day	
	September 7	Chapter 16: Social Responsibility & Sustainability	<ul style="list-style-type: none"> Ch 16 Quiz Intro survey
	September 9	Chapter 2: Strategic planning	Ch 2 iSeeit! Video Case: Marketing Strategy & the Marketing Plan
Week 3	September 12	Chapter 2: Strategic planning (cont.)	Ch 2 Quiz
	September 14	Chapter 3: The global environment	Ch 3 Video Case: Analyzing the Environment at RedPin Bowling Lounge
	September 16	Chapter 3: The global environment (cont.)	<ul style="list-style-type: none"> Ch 3 Quiz Groups for a group project due by midnight
Week 4	September 19	Chapter 4: Consumer behavior	Ch 4 Quiz
	September 21	Chapter 4: Consumer behavior (cont.)	Application Based Activity: Consumer Behavior: Choosing a Nursing Program
	September 23	Chapter 5: Marketing Research	<ul style="list-style-type: none"> Ch 5 iSeeit! Video Case: Marketing Research Data Big Brief idea due

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	Dates:	Topics/Readings:	Homework:
Week 5	September 26	Chapter 5: Marketing Research (cont.)	Ch 5 Quiz
	September 28	Exam 1 Preview – Kahoot	
	September 30	Exam 1 (chapters 1-5, 16)	
Week 6	October 3	Chapter 6: Product Development	Application Based Activity: Product Development
	October 5	Chapter 6: Product Development (cont.)	<ul style="list-style-type: none"> Ch 6 Quiz Be prepared to discuss your Big Brief idea in class
	October 7	Chapter 7: Segmentation, Targeting, & Positioning	Ch 7 Video Case: The Perfect Room: Marriott International
Week 7	October 10	Chapter 7: Segmentation, Targeting, & Positioning (cont.)	Ch 7 Quiz
	October 12	Chapter 8: Promotional strategies	Application Based Activity: Integrated Marketing Communications: Soar Travel
	October 14	Chapter 8: Promotional strategies (cont.)	Ch 8 Quiz
Week 8	October 17	Chapter 9: Personal selling	Ch 9 Video Case: State Farm
	October 19	Big Brief Day 1	
	October 21	NO CLASS – Long weekend	
Week 9	October 24	Chapter 9: Personal selling (cont.)	Ch 9 Quiz
	October 26	Chapter 10: Supply Chain & Logistics Management	Ch 10 Video Case: Mastering the Challenge of Logistics: FedEx
	October 28	Chapter 10: Supply Chain & Logistics Management (cont.)	Ch 10 Quiz

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	Dates:	Topics/Readings:	Homework:
Week 10	October 31	Exam 2 Preview – Kahoot	
	November 2	Exam 2 (chapters 6-10)	
	November 4	Chapter 11: Pricing	Ch 11 Video Case: Sweet Business: Pricing at Amy's Candy Bar
Week 11	November 7	Chapter 11: Pricing (cont.)	Ch 11 Quiz
	November 9	Chapter 12: Retailing	<ul style="list-style-type: none"> Application Based Activity: Retailing and Omnichannel Marketing Ch 12 Quiz
	November 11	Big Brief Day 2	
Week 12	November 14	Chapter 13: Digital and Social Media Marketing	Ch 13 Video Case: Social Media Marketing at Gearhead Outfitters
	November 16	Chapter 13: Digital and Social Media Marketing	Ch 13 Quiz
	November 18	Chapter 14: Branding	Application Based Activity: Product, Branding, and Packaging: The Upcycled Dog
Week 13	November 21	Chapter 14: Branding (cont.)	Ch 14 Quiz
	November 23, 25	NO CLASS – Thanksgiving Break	
Week 14	November 28	Big Brief presentations	
	November 30	Big Brief presentations	
	December 2	Chapter 15: CRM	Application Based Activity: Marketing Service Gaps: Evergreen Hotel
Week 15	December 5	Chapter 15: CRM	Ch 15 Quiz
	December 7	Exam 2 Preview – Kahoot	
	December 9	Exam 2 (chapters 11-15)	Big Brief project due by midnight

Schedule as of 8/8/2022