

Principles of Marketing 3723



CONTACT INFORMATION

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Office Hrs (Spring and Fall): TR 10:30–11:00 am, 12:30–2:00 pm

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REQUIRED MATERIALS

1. ☺ Principles of Marketing **Videobook** by The Original Videobook. This videobook is available at [Great River Learning Videobook https://www.grlcontent.com/](https://www.grlcontent.com/) \$29.99. Go to “No Access Code / Purchase Now” > Select Midwestern State University, "Principles of Marketing: The Original Videobook" > Principles of Marketing > Thuy Nguyen > and proceed. Click on the triangular "play" style button (on the top left of the calendar) to access the videos and review questions after each video. **Your exams are administered through GRL, but your quizzes are administered in D2L. If there is any technical issues, please contact Great River Learning through their Support page.**
2. ☺ Intro to Marketing simulation from Marketplace Live for \$25. [Login page: https://game.ilsworld.com](https://game.ilsworld.com). Purchase your license using Game ID:
3. ☺ LinkedIn Certification: Marketing Tools: SEO by Batesole for \$34.99. However, you can start your free trial for 1 month to study and take this certification at no cost. [Login to LinkedIn Learning page: https://www.linkedin.com/learning/marketing-tools-seo-2](https://www.linkedin.com/learning/marketing-tools-seo-2). Plan smart to save money!
4. ☺ Bloomberg Businessweek articles by BSC Education Resource Center from Peregrine Academics at this link: [Bloomberg link https://bsc.peregrineacademics.com/](https://bsc.peregrineacademics.com/). A subscription is provided to all Principles of Marketing students by the Dillard College of Business Administration with this registration code: **BSC-MWS-362** Instructions to sign in is also posted in D2L.

SUPPLEMENTAL MATERIAL (recommended, but not required)

MKTG12 by Lamb/Hair/McDaniel (Publisher: Cengage).

COURSE DESCRIPTION

Marketing is much more than advertising and sales. It involves identifying and satisfying customers' needs. The class is designed to accomplish the following objectives:

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1. Understand the marketing concept and the role of marketing in the firm.
2. Familiarize with marketing analysis, planning, implementation and control.
3. Develop strategic planning and execution skills
4. Identify the linkages between marketing decisions and financial performance
5. Focus on bottom-line and the simultaneous need to deliver customer value
6. Use market data and competitive signals to adjust the strategic plan and more tightly focus marketing tactics
7. Promote better decision-making by helping individuals see how their decisions can affect the performance of marketing activities and the organization as a whole

LEARNING GOALS

1. Demonstrate problem solving and decision making abilities through the critical analysis, evaluation, and interpretation of business information.
2. Demonstrate competency in speaking for common business scenarios and writing for common business scenarios.
3. Utilize available technology for business applications.
4. Demonstrate ethical reasoning skills within a business environment.
5. Know how to use team building and collaboration to achieve group objectives.

CLASS POLICY AND CONDUCT

Professionalism

The faculty, staff, and students of the Dillard College of Business Administration are committed to being a "professional" in our words, conduct, and actions. The qualities of a professional include:

- A commitment to the development of specialized knowledge
- Competency in analytical, oral and written communication skills
- Self-discipline
- Reliability
- Honesty and integrity
- Trustworthiness
- Timeliness
- Accountability for words and actions
- Respect for others and other cultures
- Politeness and good manners
- A professional image (professionals look professional)
- An awareness of their environment and adaptability to different settings
- Confidence without arrogance
- A commitment to giving back to your community

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Academic Integrity

With regard to academic honesty students are referred to the "Student Honor Creed" in the current Midwestern State University Undergraduate Catalog. Academic dishonesty (cheating, collusion, and plagiarism) is taken seriously and will be investigated. The minimum penalty is an "F" in this course and referral to the Dean of Students for disciplinary action, which may result in expulsion from the University.

Submitting Assignments

All assignments are to be submitted in PDF format and SHALL NOT be accepted in any other way. For every 24 hours of late submission, 25% of earned grade for that assignment will be deducted. Please maintain an electronic copy of all assignments "as submitted", showing the actual date and time of completion. I shall ask for **both** a hard copy and a disk copy when necessary.

Non-submission of Quizzes/Assignments/Extra credit

If you do not complete all the required quizzes/examinations/assignments, and extra credit opportunities, you will be denied all doles, curves, etc.

Communication

I believe that frequent and open communication between the professor and students enhances the quality of learning. I urge you to use the university email (outlook) to let me know your concerns or queries. I do not discuss grades during the last two weeks of the semester. At that late stage, I cannot do anything to help you. This course offers sufficient opportunity to make good grades without having to resort to extra credit.

Grade Appeals

Any student who believes a grade has been inequitably awarded should first contact the instructor who awarded the grade to discuss the issue and attempt to resolve the differences. A student has 30 days following the first day of the succeeding semester to file a written appeal with the dean of the instructor's college in which the course was taught. Refer to the Undergraduate Catalogue for further details. **See the *MSU Student Handbook for University policy on grade appeal.***

Grade Changes

No grade except "I" may be removed from a student's record once properly recorded. Changes are not permitted after grades have been filed except to correct *documented clerical errors*. Requests for error correction must be initiated immediately after the close of the semester for which the grade was recorded.

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Awarding and Removal of I

I - incomplete; a nonpunitive grade is given only during the last one-fourth of a semester and only if a student (1) is passing the course; (2) has a reason beyond the control of the student why the work cannot be completed on schedule; and (3) arranges with the instructor to finish the course at a later date by completing specific requirements that the instructor must list on the grade sheet. **A student may remove a grade of I within 30 days by completing the stipulated work.**

Final Grades

I will post final grades in D2L. Do not call or stop by the office to ask for grades.

General policies

Exam dates are firm. The student is responsible for having all materials prepared on time. Please feel free to contact the instructor as needed. I want to see everyone do well in this course, but a big part of the success depends on the student. I view everyone as an "A" student until proven otherwise. I expect on-time attendance, preparation, participation, and professional effort. Students who have a good attitude and strive to meet these expectations will find me very supportive - I will do whatever I can to help students succeed in this course and beyond.

Campus Carry: Senate Bill 11 passed by the 84th Texas Legislature allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked in accordance with state law. For more information regarding campus carry, please refer to the University's webpage at this link:

<http://mwsu.edu/campus-carry/rules-policies>.

Americans with Disabilities Act

Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs, and by law all students with disabilities are guaranteed a learning environment that provides reasonable accommodation of their disability. This guarantee is provided through Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. The ADA reads: "No qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity, or be subject to discrimination by any such entity." The Director of Disability Support Services serves as the ADA Coordinator and may be contacted at (940) 397-4140, TDD (940) 397-4515, or 3410 Taft Blvd., Clark Student Center 168.

IMPORTANT ADMINISTRATIVE DATES

It is the student's responsibility to keep track of administrative dates and initiate the required paperwork for drops etc. If you withdraw from the class, it is your responsibility to remove your

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name from the class rolls. If your name is not removed, then you may receive an 'F' for the course at the end of the semester.

GRADING

Your overall semester grade will include evaluations of your performance in the examinations, class participation, and HW assignments.

Table 1: Class Components

Category	Maximum point	Helpful Links and Notes
Exam 1 (Lesson 1 – 7)	200	50 multiple choice questions for each exam. 80 minutes per exam. Check your course calendar for due dates. Take exam on GRL website
Exam 2 (Lesson 8 – 14)	200	50 multiple choice questions for each exam. 80 minutes per exam. Check your course calendar for due dates. Take exam on GRL website
Exam 3 (Lesson 15 – 19)	200	50 multiple choice questions for each exam. 80 minutes per exam. Check your course calendar for due dates. Take exam on GRL website.
5 Quizzes @ 30 / each	150	There are 6 quizzes total. The lowest quiz grade is dropped. Ten multiple-choice questions for each quiz. 15 minutes per quiz. Check your course calendar for due dates. Take your quizzes on D2L.
3 Projects @ 50 each BSC Education Resource Center from Peregrine Academics – Bloomberg Business Weeks Articles	150	Bloomberg project instruction https://youtu.be/8g3z1aND_io Accessing Bloomberg articles https://bsc.peregrineacademics.com/ . A subscription is provided to all Principles of Marketing students by the Dillard College of Business Administration with this registration code: BSC-MWS-362 Select any articles you are most interested in. Check your course calendar for due dates.
Marketplace Live Simulation	60	Simulation instructions https://youtu.be/7wbzQ4qktgI

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Category	Maximum point	Helpful Links and Notes
		Purchase your license from Marketplace Live Simulation at Login page: https://game.ilsworld.com Demo link https://www.marketplace-simulation.com/introduction-to-marketing-demo Check your course calendar for due dates Helpdesk: (865) 522-1946
LinkedIn Learning Certificate (upload your final certification to D2L)	40	SEO certificate https://www.linkedin.com/learning/marketing-tools-seo-2.
TOTAL	1000	
<i>LinkedIn Learning Certificate: Google Ads (AdWords) Essential Training by Batesole.</i>	<i>Extra credit opportunity: @ 30 points</i>	Google Ads certificate https://www.linkedin.com/learning/google-ads-adwords-essential-training-2

Table 2: Grade System

Percentage	Letter grade
90% +	A
80-89%	B
70-79%	C
60-69%	D
<60%	F

Please remember that grades are *earned* not negotiated and you should consistently perform well for a good grade in class. If you are having difficulties with the class come see me early on. There is not much I can do to help you improve your grade if you wait until the end of the semester.

****In order to help students keep track of their progress toward course objectives, the instructor for this class will provide a Midterm Progress Report through each student's WebWorld account. Only at-risks students' grades are reported at midterm. Midterm grades will not be reported on the students' transcript; nor will they be calculated in the cumulative GPA. They simply give

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students an idea of where they stand at the midpoint of the semester. Students earning below a C at the midway point should schedule a meeting with the professor to discuss the performance improvement plan.

TABLE 3: TENTATIVE SCHEDULE

#	Date	Topic	Lesson	Project	Quiz
1	6.1	An Overview of Marketing	1	-Purchase your license from Marketplace Live Simulation at Login page: https://game.ilsworld.com -Watch this video: Demo link https://www.marketplace-simulation.com/introduction-to-marketing-demo -Create your team Zoom account -Say hi to Dr. Nguyen at her Zoom meeting Zoom join meeting link https://zoom.us/j/6172858399 from 11:00-12:00 am on 6/1/2020 -Review your Zoom meeting timeslot to meet online at Zoom with Dr. Nguyen on 6/2 and 6/9 (See your team meeting schedules in the Marketplace Live Simulation section of this syllabus) -Fill out the team contract (under assignment) and post on D2L due at 11:30 pm -Purchase your video book on Book http://www.grlcontent.com -Sign up with Bloomsberg, using this code BSC-MWS-362 Bloomberg link https://bsc.peregrineacademics.com	1
2	6.2	Zoom meeting with Dr. Nguyen		Mandatory – Marketplace Simulation discussion (See your team meeting schedules in your team contract) -Select Bloomsberg article(s)	
3	6.2	Strategic Planning for Competitive Advantage	2	<i>Start your LinkedIn Learning free one month trial at LinikedIn link https://www.linkedin.com/learning/</i> Search for Marketing Tools: SEO by Batesole and start learning to get the certification.	1

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#	Date	Topic	Lesson	Project	Quiz
4	6.3	Ethics and Social Responsibility	3		1
5	6.3	Lesson 1-3		Quiz 1 due @ 11:30 pm on D2L	
6	6.4	The Marketing Environment	4		2
7	6.5	Developing a Global Vision	5	<i>Marketplace Live Simulation quarter 1 due at 11:30 pm:</i> Setup your company, evaluate market opportunities and prepare for test market.	2
8	6.8	Consumer Decision Making	6		2
9	6.9	Business Marketing Zoom meeting with Dr. Nguyen	7	<i>Marketplace Live Simulation quarter 2 due at 11:30 pm:</i> Go to market to test your strategy and market assumptions. Mandatory – Marketplace Simulation discussion	2
10	6.10	Segmenting and Targeting Markets Lesson 4-7	8	Quiz 2 due @ 11:30 pm on D2L	3
11	6.11	Marketing Research	9	<i>Marketplace Live Simulation quarter 3 due at 11:30 pm:</i> Evaluate test market performance and revise your strategy, become a learning organization.	3
12	6.12	Product Concepts	10	Bloomberg project 1 due @ 11:30 pm on course website	
13	6.12-14	Lesson 1 - 7		Exam 1 due @ 11:30 pm on GRL website	
14	6.15	Developing and Managing Products Lesson 8-10	11	<i>Marketplace Live Simulation quarter 4 due at 11:30 pm:</i> Evaluate your position in the market and adjust your strategy. <i>Last day to vote out non-performing team members @ 11:30 pm</i> Quiz 3 due @ 11:30 pm on D2L	4
15	6.16	Services and Nonprofit	12		4

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#	Date	Topic	Lesson	Project	Quiz
		Organization Marketing			
16	6.17	Supply Chain Management and Marketing Channels	13	<i>Marketplace Live Simulation quarter 5 due at 11:30 pm:</i> Monitor, improve, and execute.	4
17	6.18	Retailing Lesson 11-14	14	Bloomberg project 2 due @ 11:30 pm on course website Quiz 4 due @ 11:30 pm on D2L	4
18	6.19-21	Lesson 8-14		Exam 2 due @ 11:30 pm on GRL website	
19	6.19	Marketing Communications	15	<i>Marketplace Live Simulation quarter 6 due at 11:30 pm:</i> Monitor, improve, and execute (continue).	5
20	6.22	Advertising, Public Relations and Sales Promotion	16		5
21	6.23	Personal Selling and Sales Management Lesson 15-17	17	Quiz 5 due @ 11:30 pm on D2L	5
22	6.24	Social Media and marketing	18		6
23	6.25	Pricing concepts	19		6
24	6.26	Pricing concepts Lesson 18-19	19	Quiz 6 due @ 11:30 pm on D2L	6
25	6.29	1. Marketing Tools: SEO by Batesole <i>(required)</i> 2. Google Ads (AdWords) Essential Training by Batesole <i>(extra credit)</i>		Bloomberg project 3 due @ 11:30 pm course website Linkedin Certification(s) due @11:30 pm	



#	Date	Topic	Lesson	Project	Quiz
26	6.30-7.1	Lesson 15-19		Exam 3 due @ 11:30 pm on GRL website	

Exams

Each exam consists of 50 multiple-choice questions. Exam 1 covers lessons 1 – 7. Exam two covers lessons 8-14. Exam three covers lessons 15-19.

Quizzes

- There is 6 quizzes in total. These quizzes are designed for you to check your comprehension of the lessons. There are **no make-up** quizzes. The lowest quiz is dropped.
- You will get a total of **15 minutes** and only one chance to answer these questions. This is because you are being *tested* on the material. You will not get to see the correct answers (to restrict plagiarism).

Bloomberg Businessweek Project Overview

The purpose of this project is to give you practice at interpreting business information, discussing it, and applying it to what we've discussed in class. You will need to request a subscription to Bloomberg Businessweek A subscription is provided to all Principles of Marketing students by the Dillard College of Business Administration. Instructions to sign in is posted in D2L.

For this project, you will do 3 write-ups throughout the semester, each over a different Bloomberg Businessweek article. For each, you will need to do the following:

Reading Materials

You will find an article in a recent edition of Bloomberg Businessweek. It should be something that you find interesting. Then, you'll analyze the content and put together a 4 short pages write-up in which you report your analysis.

Reporting Guidelines

- Cover page: (1 page)
 - The name of this class
 - Your name
 - Date of submission
- Executive Summary page: (1 page)

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- The title and author of the article
- The date of publication
- Page numbers on which the article can be found
- A (brief) summary of the article
- Analysis: (1-2 pages)
 - **Application of Marketing Concepts:** How does this article relate to the marketing concepts and strategies that you have learned in this class?
 - **Application to Marketing Discipline:** Why is this article significant to marketing discipline? Why would a marketing professional be interested in the article? How would they use the knowledge from this article to apply to make marketing decisions?
 - **Application to Society:** How does this article affect the broader business world, society at large, policymaker, consumers, and **YOU**.
 - Be sure to use course terminology/concepts/frameworks. Part of your grade will include how well and correctly you use course terms when discussing your article.
- Format: Single spaced, 1-inch margin, 12 font.

It is important that the work submitted for this class is, in fact, done in this class. Repackaging older assignments without complete disclosure will be considered plagiarism and treated as such.

Table 5: Bloomberg Businessweek Project Grading Rubric

Rubric Item for Written Communication	Exceeds Expectation (10 points)	Meets Expectation (7points)	Not Meet Expectation (5 points)	N / A
<i>Appearance, Format, Adherence to Guidelines</i>				
Student follows guidelines in format, margins, and appearance.				
Student's writing has an appropriate length and level of detail.				
Student's writing has correct spelling, grammar, and punctuation.				
<i>Quality and Style</i>				
Student's writing is clear and concise.				
Student's writing is complete.				

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Rubric Item for Written Communication	Exceeds Expectation (10 points)	Meets Expectation (7points)	Not Meet Expectation (5 points)	N / A
Student's work is well written and readable .				
<i>Organization</i>				
Student's writing is well organized in paragraphs with topic sentences.				
Student's writing flows well from introduction to analysis to conclusion.				
Student's writing has a good introduction to the topic.				
Student's writing has a good conclusion .				
Student's writing has good recommendations .				
<i>Content</i>				
Student provides good analysis to demonstrate knowledge of the topic.				
Student provides persuasive, well-supported arguments, and ideas .				
Student's writing is relevant in order to address the intended topic.				
<i>Quality of Research/Use of Research</i>				
Student's writing has the quality and credible sources .				
Student's writing has appropriately cited sources where needed.				

Marketplace Live Simulation

[Marketplace Live Simulation Demo at http://www.marketplace-simulation.com/introduction-to-marketing-demo](http://www.marketplace-simulation.com/introduction-to-marketing-demo)

The Introduction to Marketing simulation by Marketplace Live is designed to introduce you to a broad range of topics covered in the Principles of Marketing course. It is a simulation game in which you will compete against the computer to research, design, and promote a new product for

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a particular segment of the market. The points you earn on the assignment are based on your overall performance in the simulation.

Simulations are unlike exams and *do not have right or wrong answers*. Things unfold over time based on the decisions you make. Most professions and trades have practice as part of mastering them, e.g., photography, medicine, cooking, etc. The same is true for business and marketing. Simulations are a higher and complementary form of learning and evaluations and serve a very important role. So, as frustrating as it may be for those of you not familiar with simulations, take heart in the fact that everyone is in the same boat, and you are getting a good learning experience using "hands-on, real-world" learning. In the *Marketplace* simulation, you are given control of a simulated business and must manage its operations through several decision cycles.

Mechanics of Marketplace Live Simulation

Step 1 – Create Account:

1. Go to the [Login page Marketplace Live Simulation link https://game.ilsworld.com](https://game.ilsworld.com)
2. Click on the "Create a new account" button
3. *NOTE: You can also sign up using Google, Yahoo, Microsoft, Twitter, or Facebook by following one of the links at the right of this page.*
4. Click on the "Student" button, complete the required fields, and click the "Create Account" button.
5. *If need be, you may reset your password directly from the [Login page](https://game.ilsworld.com/) (https://game.ilsworld.com/) "Forgot your password?" link.*

Step 2 – Purchase License Number:

1. Purchase your license
2. Enter your **Game ID: 16524-00002-79075** into the "Game ID" field.
3. Click the "Get license number" link beneath the "License" field.
4. Here you will enter your credit card or PayPal details. Your price is \$25, and licenses cannot be shared. Each person has to register individually.
5. You will then be given a license number. It will automatically fill into the form for you after a successful purchase. If you close out of the webpage you will also receive a copy of this license number at the email address that you specify on the credit card or PayPal information page. (You might need to check the "spam/junk" folder in your email client.)

Step 3 – Join Game:

1. (You will need a license number for this Step. See Step 2 to obtain a license number.)
2. In the "Join a new game" form, after filling in both the **Game ID: 16524-00002-79075** and the license number. **Your company number in Marketplace is the same as your**

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Team number in D2L. Your team numbers are assigned in D2L groups. Go to Communication tab in D2L > Groups > Members

3. *NOTE: Teams that are full will not be available in this drop-down menu.*
4. You can now continue to sign into the simulation by going to the [Login page](#) (<https://game.ilsworld.com/>) and entering your email and password (created in Step 1)

Step 4: Play the Game:

- Follow the instructions once you have signed in to compete against the computer. The game is played as a series of 6 quarters, each with its own due date (see syllabus). The decisions you make for quarter 2 are not considered for your final evaluation, so you can treat this for practice.

Technical Questions or Web Help

- If you need any assistance on the Web issues, please contact their technical support. The support team is available 8 am to 9 pm on Monday through Friday; and 10 am through 7 pm on Saturday and Sunday. All times specified are Eastern Standard Time (3 hours ahead of Pacific Standard Time).
- Support email: support@ilsworld.com | Phone: 865.522.1946

Additional Notes

1. This is *your* exercise and you will be evaluated on *your* decisions, so I cannot provide you any help on how to do well (besides the tips listed below). This is commonly misunderstood. I am not being unhelpful. It's just that your performance depends on the quality of your decisions, even though there are no right or wrong answers. That said, you are welcome to discuss this with others in the class because such discussions help improve your understanding.
2. It is important that you follow the direction carefully and finish the tasks on time.
3. You will need about 30 minutes (and should not need more than one hour) for each quarter, and there are six quarters. Plan accordingly.
4. You can submit your decisions for any quarter till any time before the deadline, but you will not be able to see the results until after the deadline. In the interim, you will be able to change your decisions.
5. Better performance will earn you a better grade, but you can get a passing grade just for completing the simulation in a proper manner.
6. *I will not be providing individual assistance beyond what is listed in this document, so follow this very carefully, but you are free to talk to your classmates for any questions or discussions.*

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Tips on Doing Well in the Simulation

1. Watch [Marketplace Live Simulation Demo at http://www.marketplace-simulation.com/introduction-to-marketing-demo](http://www.marketplace-simulation.com/introduction-to-marketing-demo) for an introduction to the game.
2. Now that you understand what you need to do, you should apply what you have learned in the course.
3. Pay close attention to the information given, the decisions you make, and how the market and the competitors respond.
4. You should benchmark yourself and your competitors.
5. Pay attention to the success of advertising campaigns; e.g., just because demographics favor a media outlet doesn't necessarily mean the expense is worth it; it just may be an (unjustifiable) expensive proposition.
6. In the first quarter, you will figure out your strategy.
7. In the second quarter, you will be hiring salespeople and getting ready to enter the market.
8. You will only start seeing results in the third quarter.
9. One final note. Each of you is playing against simulated competitors (computer), not against each other, so a second rank in the game does not mean you are second in the class.

Marketplace Simulation Decision Schedules

Quarter	TNgu-PrinciplesMKTG (GMT -06:00) Central (most areas); America/Chicago	Thuy Nguyen (GMT -06:00) Central (most areas); America/Chicago
Quarter1	2020-06-05 11:30 PM	2020-06-05 11:30 PM
Quarter2	2020-06-09 11:30 PM	2020-06-09 11:30 PM
Quarter3	2020-06-11 11:30 PM	2020-06-11 11:30 PM
Quarter4	2020-06-15 11:30 PM	2020-06-15 11:30 PM
Quarter5	2020-06-17 11:30 PM	2020-06-17 11:30 PM
Quarter6	2020-06-19 11:30 PM	2020-06-19 11:30 PM

LATE SUBMISSION

Every 24-hour delay beyond the assigned due date and time will result in a deduction of 25% in the grade for that submission only. Every 1-hour delay will result in a deduction of 5 points.

You can submit assignments through D2L or in my office. If you choose to submit through D2L, your turn-in pages MUST BE in the order described in the assignment AND in pdf. format. Failure to do so will result in grade deductions, as indicated in the assignment.