



COURSE SYLLABUS

MKT 208 – WB Marketing Principles

Self-Paced Course – Web Based Format Option

Session begins on the 1st day of enrollment month and ends on the last day of the 6th month.

Instructor Information

Instructor Name: Randy Scott

Contact Information: For questions, comments, or concerns please contact the Self-Paced Degree Program office:

Telephone: 563-425-5200 or 1-800-553-4150

E-mail: selfpaced@uiu.edu

Address: Upper Iowa University, PO Box 1857, Fayette, IA 52142

Course Description

Semester Credits: 3 semester credits

Catalog Course Description:

This course surveys the role of marketing and its place in society, in profit and not-for-profit organizations. Emphasis is placed on consumer orientation, the marketing concept, product, price, distribution and promotion. The course provides a basis of understanding for advanced marketing courses

Prerequisites: None

Credit Hours: As a requirement of HLC Accreditation, all UIU courses, regardless of meeting schedule or instructional mode, follow the Federal Credit Hour Definition. As such, each credit hour earned at UIU is equivalent to a minimum of 45 hours of student engagement.

For more information on how specific instructional modes meet this requirement, please see *UIU's Policy Guidelines for Instructional Time Expectations*: [UIU Policies](#).

Course Materials

It is the student's responsibility to make sure she/he has access to all required course materials by the start of the session.

Required Textbooks

Armstrong/Kotler. (2017) *Marketing: An Introduction* (13th edition). Pearson
ISBN: 978-0-13-414953-0

APA Publication Manual of the American Psychological Association: 7th Edition:
American Psychological Association (2020),
ISBN-13: 978-1433832178
ISBN-10: 1433832178

Recommended Resources

UIU Writing Center

Email: writingcenter@uiu.edu

Phone: (563) 425-5272

UIU Academic Success

Email: academicsuccess@uiu.edu

Phone: (563) 425-5264

Ordering Textbooks

Purchase your textbook through the online university bookstore, [MBS Direct](#), or by phone at (800) 325-3252.

Course Objectives

1. Define and explain marketing and the marketing concept from both academic and business perspectives.
2. Understand and be able to explain the importance of a consumer orientation for individuals and organizations.
3. Understand consumer need satisfaction through marketing planning and application of the elements of the marketing mix.
4. Understand and be able to explain the role of marketing and marketing institutions in society.
5. Develop a conceptual view of the functional areas of marketing as an academic and occupational discipline.
6. Understand the marketing knowledge base necessary for success in advanced business classes.

Program Student Learning Outcomes

1. Access, utilize, evaluate and synthesize quantitative and qualitative information in making business decisions.
2. Understand how internal and external environments impact functional areas of business.
3. Communicate effectively in various forms, such as written, oral, visual or electronic formats.

Course Requirements and Grading Criteria

Course Requirements

1. Review the **entire** course syllabus before beginning the course. Be sure you understand the course procedures and objectives. Procedures do change, so please review **ALL** forms even if this is not your first course. Your course status may be affected if policies are not followed.
2. Students who develop a regular time schedule and set goals for unit completion are most successful in completing courses within a specific timeframe.
3. We advise submitting **one unit at a time** rather than all of the units at once. The feedback you receive from the instructor is **critical** to your success on subsequent lessons. Instructors will only grade complete units. These comments allow you to improve and modify the next units if necessary. *Please note: No more than three assignments/units may be submitted in a one-week period.*
4. Assignment covers must be **clearly filled out with complete address information**. We use this information to return your assignments. Any missing or inaccurate information will result in a delay of the assignment being returned.
5. If the information in your syllabus is not clear or if units are not returned to you within a reasonable period of time (3 weeks), please contact the Self-Paced Program office. We would like the opportunity to address concerns, however, we may not know unless we hear from YOU!
6. ALWAYS make a copy of your completed units before submitting them for grading.

Participation

Not Applicable To Web Based Format

Grading Criteria

Activity	Points
Case Studies - 60 Points each. Units 1,2,3,5,6,7	360
Short Essays * 40 points each. Units 1,2,3,4,5,6,7,8	320
Quiz - 20 points each Units 1,2,3,5,6,7	120
Midterm Exam	100
Final Exam	100
Total	1000

Grading Scale

Letter Grade	Percent	Points
A	93-100%	930-1000
A-	90-92%	900-929
B+	87-89%	870-899
B	83-86%	830-869
B-	80-82%	800-829
C+	77-79%	770-799
C	73-76%	730-769
C-	70-72%	700-729
D+	67-69%	670-699
D	63-66%	630-669
D-	60-62%	600-629
F	0-59%	0-599

Grades and Feedback

This syllabus contains all assignments necessary for completing your self-paced course. Submit your completed assignments via uiuLearn. If you need academic assistance with the course, please feel free to contact the Self-Paced Degree Program office.

To protect the integrity of the final assessment/exam, you only receive your final grade on the exam; you do not receive any feedback on the answers to the exam questions. The answers to the questions on the exam are not shared with students. Please remember to stay academically honest.

Turnitin

Turnitin is a tool for both teachers and students to ensure academic integrity by checking the originality of submitted papers to avoid issues of plagiarism and academic dishonesty. Students should be aware that Turnitin scans submitted work and compares it to ALL other sources on file.

Extension

Students will be allowed to request an extension and receive an 'X' (Extension grade) at the end of their original six-month enrollment period if:

- A minimum of one assignment has been received for grading per guidelines **AND**
- All course units and exams are not completed and submitted **OR**
- A course withdrawal has not been initiated.

Note: The fee for a self-paced extension is \$99 per course. The request for an extension must be submitted no earlier than one month before the end of the course and no later than a week before the end of the course.

Extension grade details

- When the extension is granted and an "X" grade is issued, the student will receive a four-month enrollment period to complete the course.
- Students do not have the option to withdraw from a course after the initial six-month enrollment period.
- An 'X' grade posted to the student's official record will be replaced with a final letter grade; however, the extension will remain on the official transcript as a notation.
- If the course is not completed by the end of the extension period, the instructor will assign a final grade (A-F) based on work completed in relation to the total course requirements.
- If credit is not earned by the end of the extension period, students can reenroll and repeat the entire course for credit.

Note: Students are not reported as enrolled during the extension period and are not eligible for student loan deferment. No more than one extension will be granted.

Course Schedule

Unit 1

Unit 1 Topic	<ul style="list-style-type: none">• Marketing's value to customers, firms and society.• The role of Marketing in companywide strategic planning.• The Marketing Process
Activity	Chapters 1 and 2, Lecture
Case Study	Samsung: A Strategic Plan for Success
Assignments	Quiz and Short Essay

Unit 2

Unit 2 Topic	<ul style="list-style-type: none">• Identifying Opportunities in a rapidly changing environment.• How the social, political, and demographic environment affects the marketing plan.• Managing information to gain customer insight.
Activity	Chapters 3 and 4, Lecture
Case Study	Campbell Soup Company: Watching What You Eat
Assignments	Quiz and Short Essay

Unit 3

Unit 3 Topic	<ul style="list-style-type: none">• Consumer Behavior.• Organizational Buying Behavior.• Market Segmentation and Target Marketing.
Activity	Chapters 5 and 6, Lecture
Case Study	GoldieBlox: Swimming Upstream against Consumer Perceptions
Assignments	Quiz and Short Essay

Unit 4

Unit 4 Topic	<ul style="list-style-type: none">• Products, Services, and Experiences.• New Product Development
Activity	Chapters 7 and 8, Lecture
Assignment	Short Essay
Exam	Midterm

Unit 5

Unit 5 Topic	<ul style="list-style-type: none">• Pricing for Value.• Supply Chains and Value Chains.
Activity	Chapters 9 and 10, Lecture
Case Study	Coach: Riding the Wave of Premium Pricing
Assignments	Quiz and Short Essay

Unit 6

Unit 6 Topic	<ul style="list-style-type: none">• Retailing and the end user / Consumer.• Wholesaling• Communications
Activity	Chapters 11 and 12, Lecture
Case Study	Sears: Why Should You Shop There?
Assignments	Quiz and Short Essay

Unit 7

Unit 7 Topic	• Personal Selling and Promotion • Direct Marketing and Online / Digital Marketing
Activity	Chapters 13 and 14, Lecture
Case Study	SunGard: Building Sustained Growth by Selling the SunGard Way
Assignments	Quiz and Short Essay

Unit 8

Unit 8 Topic	• The Global Marketplace • Sustainable Marketing
Activity	Chapters 15 and 16, Lecture
Assignment	Short Essay and Request Final Exam

Course Expectations

Professional Writing and Speaking Guidelines

Communications in class and online should follow the Student Conduct and Discipline, Respect for the University Environment, and Code of Student Responsibility in the [Student Handbook](#) (pg. 20 and 21). Respect the opinions of others using appropriate language and communications.

University Policies

Withdrawal (W)

If a student decides to withdraw from a course before the end of an enrollment period, the student's charges, financial aid, tuition assistance, and/or veteran benefits could be affected. All students should consult with the Business Office and Financial Aid Office to understand the financial impact of withdrawing prior to initiating the withdrawal process.

Tuition adjustments are independent from academic and financial aid deadlines. Upon receiving a request for withdrawal, using the number of lessons submitted as compared to the total due, a refund of tuition is made according to the following guideline.

On or before the first day of the enrollment period* 100%

After the first lesson through 10% of the enrollment period 90%

After the first 10% through the first 25% of the enrollment period 50%

After the first 25% of the enrollment period 0%

*Enrollment is measured by the number of assignments to be submitted during a six-month period of time, as determined by the University, during which semester credits are earned toward graduation. The refund/repayments shall be calculated using the percentages noted above as determined using the number of assignments completed and the number of assignments yet to be submitted.

For example, if a student submitted 2 of 17 assignments, they completed 11.76% of the class assignments. The student would be refunded 50% of the tuition cost.

For students from Wisconsin, Maryland, Georgia, Oregon, or Arizona, state laws apply. For students enrolled through the cpacredits.com program, no refund is allowed after the first two weeks.

Students who withdraw from a course prior to submitting the first assignment, or who are administratively withdrawn for non-submission of assignments, will be charged an administrative fee of \$99.

Course withdrawal may impact financial aid eligibility. A financial aid counselor is available to discuss this decision.

Upper Iowa University is required to use a pro rata schedule to determine the amount of Title IV aid the student has earned at the time of withdrawal. If financial aid funds have been released to the student because of a credit balance on the student's account at Upper Iowa University, the student may be required to repay some or all of the amount released to the student. This policy is subject to federal regulations. Contact the Financial Aid Office for details.

Withdrawing from a course in progress may result in significant student account charges. Consult with the Business Office before withdrawing. For more information on financial aid implications, go to uiu.edu/financialaid.

Administrative Withdrawal (AW)

A grade of AW (administrative withdrawal) is recorded for any course from which a student is administratively withdrawn. **At least one complete assignment/unit must be received and verified by the instructor within the first 60 days of the enrollment period or the student will be administratively withdrawn from the course.** Students who are administratively withdrawn for non-submission of assignments, will be charged an administrative fee of \$99. Students through the cpacredits.com partnership follow the withdrawal policy listed above. Non-Attendance (NA): Never attended grades are not applicable to the Self-Paced Degree Program.

Academic Accommodations

It is the policy of Upper Iowa University to ensure equal access to educational and co-curricular activities to students with disabilities as mandated by the Americans with Disabilities Act Amendments Act (ADAAA) and Section 504 of the Rehabilitation Act of 1973. A student seeking accommodations should contact the Director of Disability Services (DDS) as early in the session as possible. In order to receive accommodations, students must disclose their disability to the DDS by completing a *Voluntary Disclosure Form*, as well as providing appropriate documentation. The *Voluntary Disclosure Form* is available in the DDS office or online at [Disability Services](#). Students will be given a *Request for Accommodations Contract* during their initial appointment with the DDS. **This appointment will be in person for Fayette campus students and over the phone for center, online, and self-paced students.** It is the student's responsibility to provide the instructors with a copy of the *Request for Accommodations Contract* (for Center or online students, these contracts are emailed out to instructors by the DDS for the student). Additionally, students should work cooperatively with their instructors throughout the session to make sure that appropriate accommodations are being made. You can contact the DDS at (563) 425-5949, disabilityservices@uiu.edu, or stop

by the office in the Student Center, Office of Student Life, Room 229.

Academic Misconduct Policy

Cheating, academic dishonesty, and plagiarism constitute a violation of the offender's own integrity, as well as the integrity of the entire University; they will not be tolerated. Violators will receive sanctions based on the level of academic misconduct.

Cheating includes, but is not limited to:

- The use of unauthorized books notes or other sources in the giving or securing of help in an examination or other course assignments.
- The copying of other students' work or allowing others to copy your work. The submission of work that is not your own or allowing others to submit your work as theirs.
- The submission of the same work for two or more classes without the approval of instructors involved.

Academic dishonesty includes, but is not limited to:

- Sharing academic materials knowing they will be used inappropriately.
- Accessing another person's work without permission.
- Providing false or incomplete information on an academic document.
- Changing student records without approval.
- Obtaining and using texts or other materials intended for instructor use only.

Plagiarism includes, but is not limited to:

- The presentation of another's published or unpublished work as one's own.
- Taking words or ideas of another and either copying them or paraphrasing them without proper citation of the source.
- Using charts, graphs, statistics or tables without proper citation.

Levels of Academic Misconduct and Sanctions

The faculty member teaching the course has the primary responsibility for resolving allegations of academic dishonesty, though egregious violations will be resolved by the School administration, the Academic Misconduct Board, or some combination thereof. The final decision on the level of a violation rests with the Academic Misconduct Board. Options for resolving an alleged case of academic dishonesty range from dismissing the allegation with no negative sanction to being expelled from the university ([Academic Misconduct Policy: Table 1](#)). A negative sanction is defined as an action taken by the faculty member that affects the student's grade for the assignment or his or her cumulative grade for the course. Anytime academic misconduct is detected, the procedures outlined in [Academic Misconduct Policy: Table 1](#) should be followed. The incident will be maintained in a searchable database maintained by the Office of Academic Affairs.

Copyright Statement

In recognition of the Copyright Law of the United States (Title 17, United States Code), Upper Iowa University reminds both faculty members and learners that a willful infringement of the law may result in disciplinary action. The University library has available materials discussing the "fair use" concept, along with criteria and guidelines for reproduction and use of copyrighted materials.

This syllabus is subject to change.

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