

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 330 MARKETING

COURSE DESCRIPTION

The study of the system of activities that constitutes marketing with emphasis on the principles, policies and strategies utilized to identify and satisfy the needs and wants of consumers. The universal application of marketing in all forms of organizations is stressed.

RATIONALE

Marketing is the navigational system of most businesses. Clearly communicating the benefits and advantages of a product to the consumer is important to the success of every marketing initiative. The purpose of this course is to provide an understanding of fundamental marketing practices relevant to businesses today. Each student will understand the role that marketing plays in the success of business, and how to develop an effective marketing plan.

I. PREREQUISITES

Sophomore standing

II. REQUIRED RESOURCE PURCHASES

Click on the following link to view the required resources for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with Internet access (broadband recommended)
- B. Microsoft Word
(Microsoft Office is available at a special discount to LU students.)
- C. Microsoft PowerPoint

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Define marketing and identify the diverse factors that influence marketing activities.
- B. Describe how technological changes can affect marketing initiatives, and how they may be employed for greater marketing effectiveness.
- C. Identify the major trends that influence world trade and global marketing for large and small companies alike.

- D. Distinguish between traditional marketing channels, electronic marketing channels, and different types of vertical marketing systems.
- E. Develop an understanding of marketing principles relative to a marketing plan.
- F. Create a detailed marketing plan for a company of choice, in a simulated “real world” group environment.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and presentations
- B. Discussion Board forums (5)

The student will participate in 5 Discussion Board forums. Each forum will consist of a thread and 2 replies to classmates’ threads. For the thread, the student will respond to the instructor’s prompt, using at least 200 words and references to support the student’s position. The student’s choice of words and grammar will be graded.

- C. Collaborative Marketing Plan (CMP)

The instructor will divide the class into groups which will work together to develop a specific marketing plan for a new product concept. The product must be new, not something that has been previously researched or used prior to this course. Each group will choose a Fortune 500 company. After obtaining the instructor’s approval of a topic, the group will collaboratively prepare a marketing plan for the new product. Any deviations must be brought to the instructor’s attention prior to beginning work on the first module, no exceptions. A progressive draft of the Collaborative Marketing Plan will be due in Modules 2, 4 and 6. The final marketing plan is due Friday in Module 8, the last day of this course. Late projects will not be accepted.

- D. Exams (2)

Each student will complete two exams in this course: a midterm, covering chapters 1–9, and a final, covering chapters 10–18. The tests are open-book, and consist of 100 multiple-choice questions. The student will have 2 contiguous hours to complete each exam.

VI. COURSE GRADING AND POLICIES

- A. Points

Discussion Board forum threads	(5 at 70 pts ea)	350
Discussion Board forum replies	(5 at 30 pts ea)	150
Collaborative Marketing Plan	(4 drafts at 50 pts ea)	200
Midterm Exam		150
Final Exam		150
Total		1000

- B. Scale

A = 900–1000 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Plagiarism Policy

Any evidence of plagiarism of any kind will result in a grade of zero. Plagiarism occurs when a student either includes the words of others in a paper without properly attributing the source, or cuts and pastes from a source directly into a paper without including quotation marks with source attribution.

D. Disability Assistance

Students with a documented disability may contact LU Online's Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations.

COURSE SCHEDULE

BUSI 330

Textbook: Kerin, *Marketing: The Core* (2011).

WEEK/ MODULE	READING & STUDY	ASSIGNMENTS	POINTS
1	Kerin: chs. 1 & 2	Course Requirements Checklist Class Introductions	0 0
2	Kerin: chs. 3 & 4	Discussion Board Forum 1 thread Discussion Board Forum 1 replies CMP Draft 1	70 30 50
3	Kerin: chs. 5–9	Discussion Board Forum 2 thread Discussion Board Forum 2 replies	70 30
4	None	CMP Draft 2 Midterm Exam	50 150
5	Kerin: chs. 10 & 11 presentation (1)	Discussion Board Forum 3 thread Discussion Board Forum 3 reply	70 30
6	Kerin: chs. 12 & 13 presentation (1)	Discussion Board Forum 4 thread Discussion Board Forum 4 replies CMP Draft 3	70 30 50
7	Kerin: chs. 14–18	Discussion Board Forum 5 thread Discussion Board Forum 5 replies	70 30
8	None	CMP Final Draft Final Exam	50 150
TOTAL			1000

CMP = Collaborative Marketing Plan

NOTE: Each course week (except week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.