

MKTG 327 - Marketing Principles
3 Semester Hours of Credit
Section IQ1 and I01
Fall - 2013

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**Marketing requires separate work, and a distinct set of activities. But, it is a central dimension of the entire business. It is the whole business seen from the point of its final result, that is, from the customer's point of view. Concern and responsibility for marketing must permeate all areas of the enterprise. Peter Drucker, Management.*

Required/Recommended Resources for the Course

Text

Perreault, Cannon, and Jerome McCarthy (2012), "Essentials of Marketing," 13th Edition, McGraw-Hill/Irwin, Burr Ridge, Illinois. ISBN: 9780078028885

Course Description

This course provides an overview of marketing management in modern organizations. The most basic objectives of the course are to provide you with a broad introduction to the marketing concepts, the role of marketing in society and in the firm, and the various factors that influence marketing decision-making. You will be exposed to and expected to learn the "language of marketing" (that is, terms, concepts, and frameworks). It is also expected that by the end of the course you will have a solid understanding of the major decision areas under the purview of marketing. The course should help you to develop insight about creative selection of target markets and blending decisions related to product, price, promotion, and place (i.e., the marketing mix) to meet the needs of a target market.

Course Goals:

Upon completion of this course, you should be able to:

1. Define the term "marketing."
2. Explain the role of marketing within business and within society.
3. Describe the importance of marketing for profit and not-for-profit organizations.
4. Describe the methods to segment a market.
5. Outline a process for using segmentation to identify marketing opportunities.
6. Explain overall consumer behavior using cognitive and behavioral approaches.
7. Identify key participants in an organizational buyer situation.
8. Describe the "4 Ps of marketing."
9. Describe the "marketing concept" and its relationship to business operations as a whole.
10. Explain why industry structure and the concept of a sustainable competitive advantage are keys to profitability.
11. Describe a product planning process, including procedures for screening and evaluating new product ideas.
12. Describe the functions involved in physical distribution.
13. Describe the relationship between physical distribution and customer service.

14. Describe the functions that can be performed by wholesalers and the reasons for including wholesalers in a channel of distribution.
15. Select the most appropriate type of wholesaler for a given situation.
16. Describe the "wheel of retailing"
17. Identify the steps of the sales process.
18. Describe the distinguishing characteristics of Internet-based marketing.
19. Demonstrate how to correctly handle objections in a sales situation.

Online Resource/Study Guide

The textbook is supplemented with an online study guide to enhance your engagement and understanding of the material. This study guide furnishes the following learning elements associated with each chapter:

- **Chapter Overview:** sets the learning context for each topical area (embedded within the chapter summaries).
- **Chapter Objectives**
- **Chapter Outline**
- **Chapter Screencasts** – these are 14-20 minute video lectures.
- **Key Terms & Concepts**
- **Practice Multiple Choice Quizzes:** Each chapter is associated with practice quizzes, **which** allow the student to self-test his/her understanding of the material covered. These quizzes are graded in real time and scores are returned. These scores do not count toward your overall course grade. These quizzes may be attempted multiple times.
- **Additional Chapter Review and discussion Questions/Answers**
This content is organized in four testable modules. Each module has specific chapters associated with it and the above-mentioned resources are organized by chapter and embedded within each module. The chapter numbers are also consistent with the selected text.

To access the Chapter Overview component of the Online Resource/Study Guide you will be prompted for a Name and a Password (please see screenshot below). You will need to enter "MKTG327" in both fields without the quotes to gain access to this content. Please see image below.



Web Access:

This course is supplemented by creating a Web based virtual classroom, which all students are encouraged to visit, familiarize, and master. To enhance the overall learning environment, you are expected to access the following website and expend the requisite effort to become willing participants in the virtual classroom. For optimal performance, you will need to confirm that you

are using a supported browser and OS version (this information is posted and updated regularly at the WesternOnline site furnished below).

Whichever browser you use, the browser preferences must be set to enable Java/JavaScript, and to accept cookies. Please consult the "Help" file in your Web browser for information on changing the preferences.

Before beginning your course, the first thing you must do is go to the following web site:

<https://westernonline.wiu.edu>

Here you will find instructions on checking your system compatibility. Once you are logged into the WesternOnline system you will find a wealth of documentation and help materials to help you familiarize yourself with the WesternOnline environment. This information is available on the home page under a widget entitled Student Documentation. The course begins August 19, 2013 and you will be able to log in to the course by following the instructions on the public page. You will not be able to log in to the class site before 8:00 AM on August 19, 2013. If you are not able to access the public pages, or login to your class site on August 19, 2013, contact University Computer Support Services at support@wiu.edu. Please include your full name in the message body, and the course ID in the subject line. You can also call uTech's helpdesk at (309) 298-2704. For the most current information on helpdesk hours, please visit:

http://www.wiu.edu/university_technology/support/index.php

Hours for WesternOnline support during the fall semester are:

Walk-In Hours - 126 Stipes Hall

- Mon-Fri: 8am - 4:30pm

Phone Assistance Hours - (309) 298-2704

- Sunday: 8am - 11pm
- Monday - Thursday: 7:30am - 11pm
- Friday: 7:30am - 4:30pm
- Saturday: 8am - 4pm
- During Semester Break: Mon-Fri: 7:30am - 4:30:pm

24/7 Self Help

- [Western's Knowledgebase at www.wiu.edu/kb](http://www.wiu.edu/kb)

Grade Elements

The grade you earn in this course will be based upon the sum of your scores on the following elements:

There are four proctored examinations each one equally weighted and worth 100 points. The exams in this course have strict timelines, which are furnished both in this document as well as in the handy reference (enclosed). Please provide adequate lead times in scheduling your exams. The material for these exams will be drawn from the textbook and the study guide on the WWW.

Each exam is made up of 50 multiple-choice questions. The unit examinations cover the material in the specific chapters assigned and will not be cumulative in nature.

However, concepts developed in earlier chapters will carry through the entirety of the course. The tests are closed book and no books or notes may be consulted. Each test should be completed in no more than 75 minutes.

**** Please note that earning a failing grade (< 60%) in two examinations will result in an automatic failing grade in the course.**

EXAMINATION REQUIREMENTS AND PROCEDURES (FOR ALL EXAMS):

Your instructor grades the examination and advises you of your performance by posting your grade in the in-course grade book. (No one but you and your instructor, will be able to see your grade).

Online Examinations:

Please recognize that while you are able to attempt the quizzes for a grade online the same does not hold true for exams. Examinations can only be administered on the Macomb and the Quad City campuses. While you will see icons relating to exams within the module structure, you will not be able to access these, as they are password protected and require a “Lock-Down-Browser” for access. The testing facility administrators on the Macomb and the Quad Cities will log you into the appropriate browser and get your examination process initiated.

Prior to taking your examination, you will be asked to present a photo ID such as a driver’s license or state identification to your proctor. The requirements and procedures for examinations depend on where the examination will be proctored. See the appropriate requirements below:

For Exams Proctored at the Quad Cities Campus:

Students living in the Quad Cities area may take examinations under the supervision of personnel at the WIU Quad Cities campus. Call to schedule a time for the examination. **WIU Quad Cities requires a minimum of 24-hours advance notice before taking an examination.**

WIU Quad Cities
3561 60th Street
Moline, IL 61265
309/762-9481

For Exams Proctored at the Macomb Campus:

Students living near Macomb may take all examinations in the Distance Learning Office, Horrabin Hall 10, WIU. Call 309/298-2496 to schedule a time for the examination. **A minimum of 24 hours advance notice is required before taking an examination.**

** Please recognize that there are a limited number of testing stations available at both testing facilities and reservations in advance are highly recommended. Advance scheduling is also

recommended, as there tends to be peak testing times during the semester and not reserving a testing spot will prevent you from completing your tests in a timely manner.

Exams Proctored at Other Locations:

Students living in other locations should arrange for an acceptable proctor to conduct the examination and are responsible for any fees assessed. The following are acceptable proctors:

- Testing center personnel at community colleges and universities
- School superintendents and high school principals and counselors
- Education officers of military personnel

Indicating a proctor on your Examination Request Form who does not meet these criteria will cause a delay in processing your examination. Faculty members, relatives, work supervisors, or the immediate employer of the student may not serve as proctors. WIU ultimately approves a proposed examination proctor.

Examinations will be sent only to the proctor's institutional address and must be proctored at the institution. **Examinations will not be faxed.**

In arranging for your examination, be sure to allow adequate time for mail delivery of your Examination Request Form and for the examination to arrive at the proctor's address. Two weeks is usually adequate. ***Should you have any questions relating to the examination or its evaluation, you may write, call, or E-mail your instructor before taking the next unit test.***

Exam Evaluation and Score Reporting

Students attempting exams online (available only on the Macomb and QC campuses) will have their score reported almost instantaneously upon submitting their attempt. Their grade is automatically posted in the grade book. Individual proctors forward paper and pencil-based exams to the Office of Distance Learning and these are subsequently forwarded to the faculty member. I will grade the same and return a score to you in the WesternOnline environment. A grade report detailing the number of questions missed is furnished in terms of feedback.

While I will be happy to discuss your performance with you at any time, please note that exams or specific questions will not be returned to you in a written format.

Quiz over Syllabus (10 points): It is an absolute necessity for each individual to have a comprehensive understanding of the course structure, associated time-lines, and instructor expectations for you to be successful in this class. This quiz has been especially created to ensure that each student understands the expectations associated with undertaking this class. This quiz must be completed no later than 8/25/2013, 10:00 PM CST. The points associated with this quiz are pure extra credit and added to the total points earned by you in the course. The quiz covers the syllabus alone and should be the easiest 10 points you can earn in this class.

Online quizzes (50 Points): A total of 7 online quizzes for credit are integrated into the course. The purpose/intent of the quizzes is to ensure that you are keeping up with the readings and being proactive in exploring the many features of the course. These quizzes are located within each module and clearly identified as quizzes for grade.

These quizzes are drawn from the chapters detailed below and once again, these are developed to jump-start your involvement in the course. These quizzes are made up of True/False & multiple-choice questions and you have a time constraint of **twelve minutes**. Please keep close tabs on the time element, as I have no way of accepting a quiz even if it is locked out within a few seconds of this twelve-minute time slot. **The highest five scores will be counted toward your course grade, with the two lowest quiz scores dropped.**

The quizzes are graded online and the scores reported to both of us. Please remember that quizzes can only be taken once and a single attempt will result in access being denied on all subsequent attempts for the specific quiz that has been attempted.

*****Please note that quizzes that are incomplete or those that cannot be submitted due to a variety of computer glitches such as power outages, browser trouble, or the many multitudes of reasons that cannot be verified by me cannot be made up. It is just for such instances that I have factored in two quizzes to replace/supplement a missed quiz.***

Quizzes like exams have stipulated deadlines. Please see the handy reference and timeline section in this document for the specific completion dates for the online quizzes. Your seven online quizzes are based on the following seven chapters: 1, 4, 5, 7, 9, 12, and 14. These online quizzes are accessible from the specific modules of the course and will become available on the first day of the course.

****Please note that you will not have access to the quizzes for grade after submitting. These are an evaluative course component and students will be attempting these at different points in time. Revealing answers will compromise the integrity of the assessment and in effect place it in the public domain.**

Important Note on Examinations and Quizzes:

It is important for you to know that the questions associated with quizzes and exams for grade are attempted by each of you at a unique time period within the slotted time. For this reason, grade related materials are not placed in the public domain or returned to you after grading.

Disseminating this information is a violation of the student code of conduct. While I will be unable to give you access to graded quizzes and exams you are more than welcome to discuss your exams, quizzes, assignments or your grade situation at any time by calling me, an office visit if you are on campus, and in a more limited sense via e-mail. At no time will grade related questions be furnished back to you.

Video Case Analysis (50 Points):

The course is associated with 5 video assignments dispersed within the module structure. These video assignments are setup on WesternOnline as assessments consisting of short answer questions. You will have unlimited time to complete the video assignment within the time frame of a module completion. As such, all video assignments associated with chapters in the first module must be completed by the Module 1 deadline, all video quizzes associated with chapters in the second module must be completed by the Module 2 deadline . . .etc. The intent of these video case analyses is to provide you with an opportunity to apply the concepts of marketing to real world situations.

Please note that the videos are loaded on WIU streaming server. They **DO NOT** require download. The videos will play as they load. However, during times of increased server load, the videos may take some time to load. Be patient, but do not wait until the last minute to begin these exercises.

Instructions on Completing the Video Analysis Quiz

Each module within the course is associated with a link to “Video Assignments for Grade.” When you have completed reading the module chapters click on the video assignment link and view the video (typically < 15 minutes). Each of these video segments is followed by short answer questions. Please respond to each of these questions in Microsoft Word or save as a pdf and submit the same by clicking Add a File and by browsing for the same on your computer. After the file has been selected and attached click on the Submit button (see screen shot below).

A sample video assignment has been furnished to give you a good sense for what is expected.

Grade Computation:

Criteria	Max. Points	Your Points
Exams (4x100)	400	
Video Assignments	50	
Online Quizzes (5 cases X 10 points each)	50	
Total	500	

Grading Scale:

The university has moved to a plus/minus grading system this fall and we will be using the following grading scale this semester. Please do not count on rounding up of grades:

Number of Points	Letter Grade
93% of maximum possible points or greater	A
90-92%	A-
87-89%	B+
83-86%	B
80-82%	B-
77-79%	C+
73-76%	C
70-72%	C-
67-69%	D+
63-66%	D
60-62%	D-
59.99% or lower	F

Procedures:

Be sure to complete the required readings and quizzes before applying for an examination.

Calculators are permitted on the examinations. Schedule your examination with an appropriate proctor (See previous Examination Request and Procedures section). ***When you are ready to take the examination, complete the Examination Request Form and send it to the office of Distance Learning.***

In arranging for your examination, be sure to allow adequate time for mail delivery of your Examination Request Form and return delivery of the examination at your proctor's address. Ten business days is usually adequate. The examination is mailed directly to the proctor; you are responsible for paying the fee (if any) that the proctor may request for providing this service. Your instructor corrects the examination, assigns points, and informs you of your score on each examination on your private e-mail account in the WesternOnline environment.

When you take your examination, be prepared to provide your proctor with positive identification. If your proctor does not know you personally, you will be asked to present this identification. At the end of the exam please turn in both the exam and the associated scantron to the instructor.

The Office of Distance Learning will not allow the student to request all examinations at the same time. **A maximum of two tests can be outstanding at any time. While you will be able to request examinations 1 and 2 at the same time, exam 3 will only be sent out on receipt of examination 1.** If you are planning on taking your exams away from the Macomb and the QC campuses, I would urge you to identify your proctor and send-in your request for the first two examinations.

Please note that students who will be taking their examinations online have a different completion deadline for Exam 4 from those attempting their exams via the paper and pencil method.

Instructor Contact: I urge you to drop me a note if you are struggling and need assistance with any aspect of the course. My preference is to communicate via e-mail only in the Western Online environment. It has been my experience that a close read of the syllabus can often answer some of the basic queries.

Academic Honesty: Each student is expected to complete his/her own work. Acts of academic dishonesty such as copying, plagiarism, etc. will be severely penalized. Being unaware or not understanding that an action is academically dishonest does not suffice as adequate excuses. If you have questions about some action being academically questionable, please consult me ahead of time. Please remember that you are expected to do your own work and be in compliance with the student code of conduct at all times. You can access the code of student conduct at: <http://www.wiu.edu/policies/stucode.php>

Questions: If during the process of completing this course you encounter problems or have questions, feel free to contact the Distance Learning Office or me. Write to: Extended Learning, 10 Horrabin Hall, Western Illinois University, 1 University Circle, Macomb, IL, 61455, or call (309)298-2496.

What If I Need Help?

If you find that you are struggling, please seek me out as soon as possible. WIU offers a multitude of resources to help you succeed. I will also provide you with all possible help in facilitating your learning process. If you have a disability that requires accommodation, the instructor must have specific instructions from the Disability Resource Center (DRC) on appropriate accommodations for you. Without these instructions, he/she cannot grant an accommodation. You are the only one who can request that the Disability Resource Center (DRC) provide this guidance.

The contact information for the Disability Resource Center is: 117 Seal Hall and they can be reached on the telephone at (309) 298-2512.

Web page: http://www.wiu.edu/student_services/disability_resource_center/

A Final Note:

I recognize that this may be a little intimidating for some of you as you have never taken a course using this new medium. My suggestion is to familiarize yourself with the technology to the point where you are comfortable in using the same and then concentrate on the content. A good place to begin is by:

- Reviewing this syllabus thoroughly.
- Expend the effort to familiarize yourself with the WesternOnline environment. There is a wealth of resources at the course related website. Use these to enhance your understanding of the subject matter.
- Keep track of the time component. Please allow adequate time for the logistics entailed in completing examinations. You must schedule these well in advance to allow for mail delivery and other administrative delays.

I will often post course deadlines, reminders and clarifications on the bulletin board in the WesternOnline environment. Please ensure that you check this section on a regular basis. If you have questions, please review the syllabus and the bulletin board prior to writing to me.

Time Limits: This course is treated just as if it were a regular course on campus. In effect, it does not allow any time extensions for completion. The following is the timetable articulating all course related time limits.

Course Outline

For examination purposes, this course is divided into four separate modules. The following table indicates the breakdown of the assignments and the unit examination schedule for the course.

Module 1 - Deadline to complete all activities September 13, 2013, 10 PM CST

<i>Topic</i>	<i>Text Assignment</i>
Marketing's Value to Customers, Firms and Society	Chapter 1*
Marketing Strategy Planning	Chapter 2
Evaluating Opportunities in the Changing Marketing Environment	Chapter 3
Focusing Marketing Strategy with Segmentation and Positioning	Chapter 4*
Videos Cases for Grade	
<ul style="list-style-type: none"> • Bass Pro Shops • Potbelly Sandwich 	
Exam 1	
Deadline to complete all Module 1 activities: September 13, 2013	

* Chapters associated with graded quizzes

Module 2 - Deadline to complete all activities October 4, 2013, 10 PM CST

<i>Topic</i>	<i>Text Assignment</i>
Final Consumer and Their Buying Behavior	Chapter 5*
Business and Organizational Customer and Their Buying Behavior	Chapter 6
Improving Decisions with Marketing Information	Chapter 7*
Elements of Product Planning for Goods and Services	Chapter 8
Videos Cases for Grade	
<ul style="list-style-type: none"> • Invacare • Segway 	
Exam 2	
Deadline to complete all Module 2 activities: October 4, 2013	

* Chapters associated with graded quizzes

Module 3 - Deadline to complete all activities November 1, 2013, 10 PM CST

Topic	Text Assignment
Product Management and New- Product Development	Chapter 9*
Place and development of Channel Systems	Chapter 10
Distribution Customer Service and Logistics	Chapter 11
Retailers, Wholesalers, and Their Strategy Planning	Chapter 12*
Videos Cases for Grade	
<ul style="list-style-type: none"> • Prius 	
Exam 3	
Deadline to complete all Module 3 activities: November 1, 2013	

***Chapters associated with graded quizzes**

Module 4 - Deadline to complete all activities December 4, 2013, 10 PM CST

Topic	Text Assignment
Promotion- Introduction to Integrated Marketing Communications	Chapter 13
Personal Selling and Customer	Chapter 14*
Advertising and Sales Promotion	Chapter 15
Pricing Objectives and Policies	Chapter 16
Exam 4	
Deadline to complete all Module 4 activities: December 4, 2013**	
<ul style="list-style-type: none"> • Quiz 7 deadline for all students is December 4, 2013 • Those attempting the Print version of the test must complete the same no later than December 4, 2013 to allow sufficient time to get the test back to me. • **Those of you taking the electronic version of the test (available only on the Macomb and QC campus will have up till December 10, 2013 10PM CST. 	

*** Chapters associated with graded quizzes**

**MKTG 327 - Marketing Principles (WWW)
Spring 2013
Handy Reference Indicating Important Due Dates/Materials**

Time Limits

This course follows the same timetable as regular on campus courses. It does not allow any time extensions for completion. The table below specifies time lines for the current term.

Activity	Date
Spring semester begins	August 19, 2013, 8:00 AM CST
Last day to attempt quiz over the syllabus (10 Points)	August 25, 2013 by 10 pm CST
Last day to attempt/finish all Module 1 activities: Exam 1: Chapters 1, 2, 3, & 4 and related Quizzes (Quiz 1, Chapter 1 and Quiz 2, Chapter 14) and video assignments.	September 13, 2013 by 10 pm CST
Last day to attempt/finish all Module 2 activities: Exam 2: Chapters 5, 6, 7, & 8 and related Quizzes (Quiz 3, Chapter 5 and Quiz 4, Chapter 7) and video assignments.	October 4, 2013 by 10 pm CST
Last day to attempt/finish all Module 3 activities Exam 3: Chapters 9, 10, 11, & 12 and related Quizzes (Quiz 5, Chapter 9 and Quiz 6, Chapter 12) and video assignments.	November 1, 2013 by 10 pm CST
Last day to attempt Quiz 7, Chapter 14	December 4, 2013 by 10pm CST
Last day to attempt Exam 4 covering Chapters 13, 14, 15, & 16) – Print only	December 4, 2013 by 10pm CST
Last day to complete Exam 4 covering Chapters 13, 14, 15, & 16 – Electronic – on the Macomb and Quad Cities Campuses only	December 10, 2013
Course Concludes	December 13, 2013

As mentioned above, the course begins officially on **August 19, 2013** and concludes on **December 13, 2013**. All work must be completed within the stipulated guidelines. ***Please recognize that this course does not provide for any extensions or incomplete grades, which are allowed under some of the other course formats offered through Distance Learning.*** There are no allowances for incomplete (I) grades. If you do not foresee completing this course in the specified time period, please withdraw from the course in a timely manner. Also, please recognize that if your attempted Exam 4 is not delivered to me by December 11, 2013, an incomplete grade will be recorded which will be subsequently changed on receipt and grading of exam 4.