

MKT151 Introductory Marketing

(3 credit hours)

Course Syllabus

Course Description

This course exposes the student to the vocabulary of marketing and introduces many of the major principles and theories of the discipline. The focus of the course is on marketing's relationship to the other business functions and on marketing function management as opposed to day-to-day marketing operations.

Course Learning Outcomes

By the end of this course, you will be able to:

1. Understand fundamental marketing principles, generalizations, theories and strategies
2. Acquire skills in working with others as a member of a team
3. Develop skill in expressing oneself orally and in writing
4. Develop the specific skills, competencies, and points of view needed by marketing professionals
5. Examine the role of and enhance their understanding of marketing ethics, consumer behavior, social responsibility, the importance of marketing, history of marketing, job of a marketing manager, target markets, market segmentation, opportunities identification, marketing environment, business buyer behavior, product planning, goods, services, ideas, competitive environment, economic environment, and the technological environment in marketing
6. Understand how to apply marketing course material (to improve thinking, problem-solving, and decision-making) within organizations and business settings.

Required Textbook(s) and Resources

Kerin, R. A., & Steven William Hartley. (2022). Marketing : The Core (9th ed.). Mcgraw-Hill Education.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#).

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays**.
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays**.

Learning Activities

Course Readings and Assignments: To actively engage in class discussions, fulfill assignment requirements, and successfully complete the final project, it is essential to complete all assigned readings by their respective due dates. In addition to reading each chapter, weekly participation in discussions and incremental contributions to the final project draft are expected. Assignments have varying due dates, occurring on Wednesdays, Saturdays, and Sundays.

Final Project: The culminating task for this course involves crafting a marketing plan. Select an original product or service, devise a company name and logo, and adhere to the marketing plan outline and instructions throughout the course. Every week, you will focus on a specific section of the marketing plan aligned with the material covered during that week. Submission of the designated section is required each Sunday, with the final paper due in Week 6.

This comprehensive approach integrates weekly discussions, the team project and presentation, two writing assignments, and the final project into a structured and efficient learning experience. For additional assistance, support, or inquiries, utilize the provided instructor contact information.

Key Assessment (Taskstream Submission)

This TU course features a “Key Assessment” that provides you the opportunity to demonstrate your program’s core competencies. It also shows how the course fits within the broader curriculum. For this course, it is the Marketing Plan.

Grading

The chart below identifies the individual contributions from each type of activity, per week. [Click here to enter text.](#)

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Forums Activity 1.1 (n/a) Activity 1.2 (20) Activity 1.4 (10)	Forums Activity 2.1 (20) Activity 2.3 (10)	Forums (n/a)	Forums Activity 4.1 (20) Activity 4.3 (10)	Forums (n/a)	Forums Activity 6.1 (20) Activity 6.3 (10)	Forums Activity 7.1 (20) Activity 7.3 (10)	150
Assignments Activity 1.3 (50)	Assignments Activity 2.2 (60)	Assignments Activity 3.1 (150) Activity 3.2 (60)	Assignments Activity 4.2 (60)	Assignments Activity 5.1 (100) Activity 5.2 (60)	Assignments Activity 6.2 (200)	Assignments Activity 7.2 (110)	850
80	90	210	90	160	230	140	1000

Grading Scale

A: 90-100% | B: 80-89% | C: 70-79% | D: 60-69% | F: <60%

Course Schedule and Weekly Checklist

Start Here

- MON: Activity 1.1: Meet Your Peers - Introductory Post

Week 1 – Marketing Strategies and Customer Relations

- WED: Activity 1.1: Course Anticipation – Follow-Up Post
- WED: Activity 1.2: Challenges of the Week – Initial Post
- SAT: Activity 1.2: Challenges of the Week – Follow-Up Post
- SUN: Activity 1.3: Final Project: Idea
- SUN: Activity 1.4: Reflection – Marketing Strategies and Customer Relations

Week 2 – Consumer Insights and Global Markets

- WED: Activity 2.1: Challenges of the Week – Initial Post

- SAT: Activity 2.1: Challenges of the Week – Follow-Up Post
- SUN: Activity 2.2: Final Project: Company Overview
- SUN: Activity 2.3: Reflection – Consumer Insights & Global Markets

Week 3 – From Research to Market Positioning

- WED: Activity 3.1: Team Project/Presentation Assignment – Team Report Submission
- SAT: Activity 3.1: Team Project/Presentation Assignment – Team Video Submission
- SUN: Activity 3.2: Final Project: Project Concept

Week 4 – Innovating and Pricing Products

- WED: Activity 4.1: Challenges of the Week – Initial Post
- SAT: Activity 4.1: Challenges of the Week – Follow-Up Post
- SUN: Activity 4.2: Final Project: Product Pricing
- SUN: Activity 4.3: Reflection – Innovating and Pricing Products

Week 5 – Channel Management and Retailing

- SAT: Activity 5.1: Writing Assignment – Wholesaling and Retailing: Navigating Marketing Channels and Intermediaries
- SUN: Activity 5.2: Final Project: Marketing Strategy

Week 6 – Innovating and Pricing Products

- WED: Activity 6.1: Challenges of the Week – Initial Post
- SAT: Activity 6.1: Challenges of the Week – Follow-Up Post
- SUN: Activity 6.2: Final Project: Final Draft
- SUN: Activity 6.3: Reflection – Exploring Interactive Marketing and Communication

Week 7 – Social and Mobile Consumer Connection

- WED: Activity 7.1: Challenges of the Week – Initial Post
- SAT: Activity 7.1: Challenges of the Week – Follow-Up Post
- SAT: Activity 7.2: Writing Assignment – Leveraging Social Media: A Dynamic Duo in Marketing and Sales
- SUN: Activity 7.3: Reflection – Unveiling Social and Mobile Consumer Connections

Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery. Your course is a place for you to grow as you benefit from the expertise, experience, and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

For More Information:

Be sure to review the Support, Policies, and Procedures addendum.