
Syllabus

MKT 3401, version 2.0

Updated: June 2023

MKT 3401—Principles of Marketing

Course Description: Lecture-discussion, case analysis, the field of marketing; marketing environment, functions, and institutional structure at a macro level; marketing strategy and policies at a micro level; problems of cost and productivity; viewpoints of society, consumer and marketing manager.

Textbooks and Other Materials

ODL is *not responsible* for student purchases that result in *the receipt of the wrong materials*. It is the responsibility of the student to order the correct textbook materials. Courses are written to specific textbook editions; edition substitutions *are not allowed*.

Textbook

Alvin J. Silk. *What is Marketing?*. Harvard Business Review Press, 2006.

ISBN-10: 1-422-10460-5

Print ISBN-13: 978-1-4221-0460-6

eBook: 4605-PDF-ENG

Special Note on Textbook Purchase:

- Textbook or eBook can be purchased directly from the publisher using the following link: <https://store.hbr.org/product/what-is-marketing/4605>

Ordering Information

Please review the following tips for ordering your course materials:

1. Do not purchase your textbooks until your enrollment is approved. During the processing period, a new section may be opened that could require a different textbook or edition.
2. *Always order by the ISBN.* Publishers and vendors often offer the same textbook title under different ISBNs. You must have the correct ISBN to access your online website.
3. If you are having problems locating a textbook, contact us at Answers@outreach.lsu.edu for assistance.

Other Materials and Resources

Software: Web Browser, Adobe Acrobat Reader X or higher.

It is recommended that you use Mozilla Firefox or Google Chrome as your web browser. Internet Explorer is not compatible with your Moodle course site.

Hardware: *Web cam with a microphone (built-in or external), headphones or working speakers, and high speed internet*

Exams are completed online and require the hardware listed above. Students are encouraged to review the technical requirements provided on the ProctorU website and to perform a test on their equipment prior to enrolling in this course to make sure they have the necessary resources available.

Technical Requirements (Test It Out):

<https://go.proctoru.com/users/10321231/system-metrics/new>

Equipment Requirements: <https://support.proctoru.com/hc/en-us/articles/115011772748-Equipment-Requirements>

Nature and Purpose of the Course

Course Outcomes: Upon completion of this course, students are expected to be able to:

1. Analyze the importance of Marketing in business
2. List and define core Marketing concepts
3. Describe how customer service is vital to successful Marketing

4. Discuss the importance of branding in Marketing — in relation to products and businesses

The purpose of this course is to help the student gain a keen and practical understanding of marketing and the role of marketing in business. The course will cover exciting topics such as personal branding, corporate branding, customer service, the consumer decision making process, the marketing strategy framework, the marketing mix, and why product, price, place, and promotion are critical in the successful marketing of any product or service. As well, practical and current examples will be used to help add clarity and understanding to the discussions of marketing in a wide variety of business settings.

The course is presented in a format that allows for audible lectures presented by the course instructor.

The majority of the course material will be delivered through the module lectures. There will also be assigned readings from the textbook, which will help students solidify their understanding of each topic. The reading assignments will be noted at the start of each module. By listening carefully and taking notes during each lecture, students should be able to successfully complete the assignment at the end of each module. This will, therefore, help students properly prepare and perform well on the mid-term and final examinations.

Working with the Course Materials

Remember, this course covers an entire semester of work or the equivalent of a classroom course lasting 15 weeks. That means that each module in this course equals nearly a week of course work and will require the same time and effort on your part. *Do not expect to complete each module in a single study session. Understand, too, that if you choose to submit assignments at a very high pace, your instructor may not be able to grade your work at the same rate.*

Each module contains information, activities, and assignments organized under a consistent series of headings. Get familiar with how the module is organized. Each module in this course is organized into the following sections: the Module Learning Objectives, the Reading Assignment, the Panopto Video lecture, the graded Module Assignment, and graded Article Review (if applicable). You should work through these parts of the module in order. Specific recommendations are provided in a link to the course module instructions, which you should review before beginning the first module. Completing the following sequence is strongly encouraged for each module:

4. *Review the module learning objectives.* This will give you information on the material that will be covered in the module and what you should focus on

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as you are learning the material. It also provides insight as to what you will be expected to do once you have completed the module. Use this information as a guide when studying for your examinations.

5. *Complete the reading assignments (if applicable).* Specific readings will be provided in the Reading Assignment area of certain modules.
6. *Review the Panopto Video Module Lecture Material.* Your instructor has provided Panopto videos that accompany each module.
7. *Complete your Module Assignment.*

It is *highly* recommended that you take brief notes while reviewing and listening to the video lectures. The majority of the quiz and exam questions are taken from the lectures. Panopto Video Module Lecture Material—summarizing major points, identifying key terms, examples or marketing concepts that stand out in the readings. This kind of active engagement with the video lectures and readings will help you to remember the material and will provide you with useful study notes to help you prepare for the assignments and exams. This information is the most critical of all information and will greatly enhance your ability to learn the course material. Lectures will average about 16 minutes in length.

Suggested Study Techniques -

8. Carefully review the module objectives to help you focus on the information that will be covered on the exams.
9. Concentrate on the reading assignments, the module lecture material, and any additional resources provided. This review should include a detailed examination of any illustrative problems and examples. After an assignment has been completed, a rapid re-reading of the related text and other materials is strongly recommended.
10. Put yourself on a definite schedule. Set aside a certain block of hours per day or week for this course and work in a place where distractions are minimal.
11. Try to submit one assignment each week or at least every two weeks. Delays in submitting assignments usually result in lagging interest and the inability to complete the course.
12. Review your module assignments after they have been graded, paying special attention to any instructor feedback provided.
13. Regardless of how you complete your graded assignments, keep in mind that module completion should not be your sole preparation for your exams. As with any college course, you should study for your exams.

Reading Assignments

Specific reading assignments will be provided in the Reading Assignment area of the module. Please read these designated sections of the text since it is important information that can add clarity to the Pencast module lecture material. These readings will provide you with key material that will be included on the exams.

Topic Outline

This course covers the following specific topics:

Module	Topic
01	Overview of Marketing
02	Personal Branding
03	Corporate Branding
04	Marketing Concepts
05	Marketing Strategy Framework
06	Market Analysis
07	Strategy Development
08	Implementation
	Mid-Course Examination
09	Product
10	Price
11	Place
12	Promotion
13	Retail Mix
14	Path to Purchase
	Final Examination

Module Assignments

In order to complete each module, you will be required to complete a Module Assignment. Module assignments are in quiz format and consist of *five* multiple-choice questions, worth *two* point each. Module Assignments must be completed online through your course site. You are allowed *20* minutes and *one attempt* to complete each assignment.

Before you begin your module assignments, carefully review your notes from the assigned Reading material and video lectures. This study should include a detailed examination of the key concepts, ideas and examples, as well as the assigned readings.

You should submit each module assignment as soon as it is completed. Specific information on assignment submission is included in the Module Instructions. Please be sure to follow these instructions.

You must have a *grade posted in the Moodle grade book for the Module 14 Assignment in order to unlock access to the Final Exam*. Please allow at least *seven* days for the final assignment grade to be posted in the gradebook. Once you *submit* an assignment, you cannot revise it, so be sure to check your work. Your instructor will normally post a grade for your assignment within *seven calendar days*. Understand that occasional delays will occur, such as during holidays and semester breaks or if you submit several module assignments within the same week. You must have been enrolled in the course for *at least three weeks*, regardless of when the modules and other exams are completed.

Do not rely too heavily on your textbook or other resource material when preparing your assignments. If you do, you may not realize until exam time that the perfect response you prepared for an assignment was only possible because you referred to resource material without really learning or understanding the material and concepts. Therefore, *you should attempt each assignment without referring to the resource material*, and if you find it necessary to look up an answer, be sure you have actually learned the concept and material rather than merely reflecting it in the answer.

Academic Integrity

Students in Online Distance Learning (ODL) courses must comply with the *LSU Code of Student Conduct*. Suspected violations of the academic integrity policy may be referred to LSU Student Advocacy & Accountability (SAA), a unit of the Dean of Students. If found responsible of a violation, you will then be subject to whatever penalty SAA determines and will forfeit all course tuition and fees.

Plagiarism

Students are responsible for completing and submitting their own course work and preparing their own modules. All work submitted in the course modules must be the student's own work unless outside work is appropriate to the assignment; all outside material must be properly acknowledged. It is also unacceptable to copy directly from your textbook or to use published answer keys or the teacher's edition of a textbook.

Collaboration

Unauthorized collaboration constitutes plagiarism. Collaborative efforts that extend beyond the limits approved by the instructor are violations of the academic integrity policy. Students who study together are expected to prepare and write their own individual work for submission and grading.

For more information and links to the *LSU Code of Student Conduct* and the SAA website, go to the [ODL Academic Integrity policy](#) on our website.

Examinations and Grading Policy

There will be two course examinations. The examinations will contain multiple-choice and essay questions. The Mid-Course Exam covers the material presented in modules 01–08, and follows Module 08. The Final Examination is not comprehensive and covers materials from Modules 9 - 14. Please see the Mid-Course Examination and Final Examination modules in Moodle for more information on what material will be included in the exams and how best to study. No dictionaries, books, or aids are allowed during the exam.

You will have a maximum of *three* hours to complete the exam.

- Module assignments count 10 points each.
- The Mid-Course Exam counts for 100 points.
- The Final Exam counts for 100 points.
- Course grade = total points earned.

The following is the grading scale for the course.

97%–100%	=	A+
93%–96%	=	A
90%–92%	=	A-
87%–89%	=	B+
83%–86%	=	B
80%–82%	=	B-
77%–79%	=	C+

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73%–76%	= C
70%–72%	= C-
67%–69%	= D+
63%–66%	= D
60%–62%	= D-
0%–59%	= F

YOU MUST EARN A PASSING AVERAGE ON THE EXAMINATIONS IN ORDER TO PASS THE COURSE.

IMPORTANT: The final exam cannot be taken until you meet the following requirements. Under no circumstances may the final exam be taken earlier.

1. You must have been enrolled in the course for *at least three weeks*, regardless of when the modules and other exams are completed.
2. You must have a grade posted in the Moodle grade book for the Module 14 Assignment in order to unlock access to the Final Exam. Please allow at least *seven days* for the final assignment grade to be posted in the gradebook.

To read the full exam policy and other policy statements, visit <http://www.outreach.lsu.edu/Extended-Campus/Online-Distance-Learning/Guidelines-Policies/Policies>. Go to Continuing Education's homepage. Click on *Extended Campus*, select *Online Distance Learning*, and then click the link for *Guidelines and Policies*.

Taking Your Examinations

You are *required* to create a Louisiana State University at Baton Rouge ProctorU account and to take your examinations through ProctorU, a remote proctoring service that allows you to take exams anywhere with internet access. Information on creating your ProctorU account can be found in the *Getting Started* module. You cannot use an account created through another university.

The ProctorU website provides links you can use to find out how ProctorU works and to check your computer to see that it meets the technical requirements. In addition, to test using ProctorU, you need *access to a web cam with a microphone (built-in or external), headphones or working speakers, and high speed internet* to use this service. A complete list of technical requirements is available from the ProctorU website.

You should schedule your exams about a week before you are ready to take them in order to avoid any additional charges.

Transcript Information

After you have completed this course, your grade will be filed with the Office of the University Registrar. If a transcript is needed, it is your responsibility to make a request to the registrar. If you would like to order a transcript, visit the Office of the University Registrar Transcript Requests page to view your options (<http://sites01.lsu.edu/wp/registraroffice/student-services/transcript-request/>).

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