

Fall 2023

MRKT 330-455: Principles of Marketing

Akpesiri Olotewo

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Principles of Marketing
MRKT 330-452
Fall 2023

Instructor: Name *Dr. John. A. Olotewo*

Office: CAB **Phone:** 973-596-3248

Email: ajo44@njit.edu

Class Time & Location: Online

Prerequisites: [MGMT 190](#) or [MGMT 390](#)

Office Hours: By Appointment Friday 10:00am- 2:00pm

Course Overview

Provides an understanding of how environmental factors (political, legal, economy, competition, socio-cultural, and technology) influence the design of product, pricing, promotion, and distribution strategies. Topics discussed include strategies to satisfy target markets, market segmentation, buyer behavior, marketing ethics, and global marketing issues. Fundamentals of marketing are integrated using cases, videos, and class projects.

Required Course Materials

Textbook: **Marketing**, 16th Edition ISBN13:9781264218745 McGraw Hill Connect

By **Roger Kerin, Steven Hartley, and William Rudelius**

Textbook Format Options:

Hardcopy

E-book.

All students are expected to purchase the book to gain access to course contents on McGraw hill Connect.

Learning Outcomes

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

- Demonstrate a comprehensive understanding of the fundamental concepts and principles of marketing as outlined in the text.
- Analyze and apply key marketing theories, frameworks, and strategies presented in the textbook to real-world marketing scenarios and case studies.
- Identify and evaluate the components of the marketing environment, including market research, consumer behavior, and market segmentation, to make informed marketing decisions.
- Evaluate ethical and social responsibility considerations in marketing practices and demonstrate the ability to make ethical decisions in marketing situations.
- Assess the impact of global markets and cultural diversity on marketing strategies and adapt marketing plans accordingly.

Expected Learning Outcomes

In addition to content specific course objectives, the course intends to help students develop a wide range of analytical, communication, interpersonal, and technology skills, namely:

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Competencies	Outcome
LC 1 Develop an Understanding of Business Concepts and the Technical Knowledge to Solve Business Problems	LO 1.1 Our students will demonstrate the knowledge and application of business fundamentals
LC 2 Develop Effective Communication Skills	LO 2.1 Our students will demonstrate the ability to deliver effective presentations enhanced by technology
	LO 2.2 Our students will demonstrate the ability to write clear and concise reports based on relevant information
LC 3 Interact Effectively in Teams	LO 3.1 Our students will demonstrate the ability to understand and use team building behaviors to accomplish group tasks
LG 4 - Develop Ethical Reasoning Skills	LO 4.1 - Our students will demonstrate the ability to identify ethical dilemmas and make decisions grounded in ethical principles

Course Website

This online course will be administered using CANVAS at canvas.njit.edu, where course materials are available. To access CANVAS, please ensure you have an NJIT UCID and password to access it. All announcements will be posted on CANVAS. **So, please be sure to check the site (canvas.njit.edu) frequently. Please contact the helpdesk (973-596-2900) for problems associated with Canvas.**

Course Deliverables/ Final Grade Components

Your grade for this course will be based on the following components:

<u>Component</u>	<u>Weight</u>	<u>Points</u>
Discussion Exercises	10%	100
Chapter Quizzes	15%	150
Case Analysis	10%	100
Mini Marketing Simulations	10%	100
Smart Book Connect	15%	150
Midterm Examination	20%	200
Final Examination	20%	200
TOTAL		= 1000

Discussion Exercises: Ten discussion assignments will be assigned to promote interactive class participation by learning the diverse perspectives of fellow students as regards course contents, all are required to submit well thought-out answers to Discussion Exercise Assignments marketing related issues on Canvas as well as respond to the assignments submitted by other students. The extensive directions are provided on Canvas.

Chapter Quizzes: Fifteen Quizzes will be administered at the end of each chapter to test your knowledge. All quizzes will be accessed through Canvas. And are proctor based. Quizzes consist of all multiple-choice questions. All students have two attempts on each quiz. Only the best score will be recorded at the end of the semester.

Case Analysis Assignments: Ten short video cases will be assigned at the end of each chapter to give insight into practical scenarios to help gain better understanding of concepts covered. Students are required to analyze each case by answering a few questions. Cases will be accessed through Canvas.

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Mini Marketing Simulation: Ten role play marketing simulations are assigned in this class to give you the opportunity to practice marketing concepts and theories learnt in each chapter.

Smart Book Connect Reading Assignments: Fifteen smart books will be assigned to help guide you as you read your text and help you master concepts presented in each chapter. Smart book assignments will be accessed through Canvas.

Midterm and Final Examinations: Two exams will be given during this semester. Both exams will be administered online Accessed through Canvas. Each of the exams will primarily comprise of 50 Multiple Choice Questions based on marketing concepts and theories covered in relevant textbook chapters.

Final Grades

Grades reflect the level of understanding of course content. Therefore, to achieve the grade of A or B in this class expect to:

- Be prepared. This means actively participating in discussions, exercises, and activities to further understanding.
- Turn in all course deliverables in a timely and professional manner.

With less preparation and participation expect a grade of C or lower.

I have had students be very casual in taking a class for the first part of a term. Then, as the class nears the end, the student realizes a bad grade may be in the future and asks for an extra-credit opportunity or extensions to due dates. This is usually done with a **sad face, a soft voice, and a remorseful heart.** Please know now that such opportunities are not fair to the other students. So, the grading system established in this syllabus is final and no other opportunities exist. This means that each student should take this class seriously from the first week.

Final course grades will be based on the following scale (there will be NO curve):

Grading Scale

A	B+	B	C+	C	D	F
90%	85%	80%	75%	70%	60%	<60%

Late Assignments

Late assignments will not be accepted for grading unless there is a severe illness or an emergency. In these cases, legitimate documentation of the emergency must be presented and approved by the office of the Dean of Students before extensions will be granted.

Email Etiquette

This is a business course, and the expectation is that you will conform to appropriate business letter writing practice in all your emails to me. The following are the basics.

- Put the course name (e.g., **Principles of Marketing or MRKT 330-452**) in the subject line.
- Identify the subject of the e-mail with a brief but descriptive summary of the topic: include a proper salutation and the assignment details such as the title, homework, or test.

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- Proofread your e-mail for proper sentence structure, capitalization, spelling and punctuation.
- Conclude the e-mail message with a proper closing (e.g., Regards, Sincerely) and your full name.

(Note: Do not e-mail requests for additional grade points unless there is an error in the grading. Please note that any grade discrepancies must be addressed within 2 weeks of the assignment due date. Grades are not ‘given out’ by the professor; they are ‘earned’ by the student. So, make sure that you ‘earn’ a grade that you can live with.)

Academic Integrity

Learning is both an individual and a cooperative experience. Asking for and giving help freely in appropriate settings helps you learn. However, you should present only YOUR work as your own. University rules and standards define and prohibit “academic misconduct” by all members of the academic community including students. You are asked and expected to be familiar with these standards and abide by them.

Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the academic code of integrity policy that is found

at: <http://www5.njit.edu/policies/sites/policies/files/academic-integrity-code.pdf>.

Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. ***Any student found in violation of the code by cheating, plagiarizing or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university.*** If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at dos@njit.edu.

Accommodations

Educational access is the provision of classroom accommodations, auxiliary aids and services to ensure equal educational opportunities for all students regardless of their disability. If you are in need of accommodation due to a disability, please contact Scott Janz (oars@njit.edu), Associate Director of the Office of Accessibility Resources & Services (OARS), Kupfrian Hall 201, to discuss your specific needs. A Letter of Accommodation Eligibility from the OARS authorizing your accommodation will be required. Accommodation needs to be requested in advance and will not be granted retroactively.

Classroom Policies

ONLINE ASYNCHRONOUS CLASS: Sometimes referred to as eLearning, the delivery of instruction in which all course activity can be completed online through the learning management system. There are no required face-to-face sessions, but students are expected to follow a week-by-week schedule as outlined in the syllabus. Work is typically done in an asynchronous mode and students can complete the coursework without coming to campus.

(a) On Online Asynchronous Class dates, students independently complete assignments, such as reading the relevant chapters in the text, viewing digital multimedia PowerPoint video lectures, and completing term exams through CANVAS.

Final Comments

I reserve the right to change any aspect of this syllabus or the course schedule at any time, as the need

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arises. Students registered for this course assume full responsibility for reading and understanding the course policies as stated above.

The topics are tentative. Updates will be provided.

#	Week of:	Chapter Topics	Due
1	Sep 5	Course Introduction & Syllabus Acknowledgement Chapter 1: Creating Customer Relationships and Value Through Marketing	<ul style="list-style-type: none"> • Read Chapter SB • Post Discussion • Play Mini Sim • Case Assignment • Take Quiz
2	Sep 12	Chapter 2: Developing Successful Organizational and Marketing	<ul style="list-style-type: none"> • Read Chapter SB • Post Discussion • Case Assignment • Take Quiz
3	Sep 19	Chapter 3: Scanning the Marketing Environment	<ul style="list-style-type: none"> • Read Chapter SB • Post Discussion • Case Assignment • Take Quiz
4	Sep 26	Chapter 4: Ethical and Social Responsibility for Sustainable Marketing	<ul style="list-style-type: none"> • Read Chapter SB • Post Discussion • Play Mini Sim • Case Assignment • Take Quiz
5	Oct 3	Chapter 5: Understanding Consumer Behavior	<ul style="list-style-type: none"> • Read Chapter SB • Post Discussion • Play Mini Sim • Case Assignment • Take Quiz
6	Oct 10	Chapter 6: Understanding Organizations as Customers ** Revise for Midterm Exam***	<ul style="list-style-type: none"> • Read Chapter SB • Post Discussion • Play Mini Sim • Case Assignment • Take Quiz
7	Oct 17	Chapter 7: Understanding and Reaching Global Consumers and Markets ** Midterm Examination ** Chapter 1-7	<ul style="list-style-type: none"> • Read Chapter SB • Take Quiz • Midterm Exam
8	Oct 24	Chapter 8: Marketing Research: From Customer Insights to Actions	<ul style="list-style-type: none"> • Read Chapter SB • Post Discussion • Play Mini Sim • Case Assignment • Take Quiz
9	Oct 31	Chapter 9: Market Segmentation, Targeting and Positioning	<ul style="list-style-type: none"> • Read Chapter SB • Post Discussion

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			<ul style="list-style-type: none"> • Play Mini Sim • Case Assignment • Take Quiz
10	Nov 7	Chapter 10: Developing New Products and Services	<ul style="list-style-type: none"> • Read Chapter SB • Post Discussion • Play Mini Sim • Case Assignment • Take Quiz
11	Nov 14	Chapter 11: Managing Successful Products, Services and Brands	<ul style="list-style-type: none"> • Read Chapter SB • Case Assignment • Take Quiz
12	Nov 21	Chapter 12: Services Marketing **Revise for Final Examination ***	<ul style="list-style-type: none"> • Read Chapter SB • Play Mini Sim • Take Quiz
13	Nov 22	Chapter 13: Building the Price Foundation **Revise for Final Examination ***	<ul style="list-style-type: none"> • Read Chapter SB • Take Quiz • Case Assignment
14	Dec 5	Chapter 14: Arriving at the Final Price **Revise for Final Examination ***	<ul style="list-style-type: none"> • Read Chapter SB • Take Quiz • Play Mini Sim
15	Dec 12	Chapter 15: Managing Marketing Channels and Supply Chains *** Final Examination** Chapter 8-15	<ul style="list-style-type: none"> • Read Chapter SB • Take Quiz • Final Exam

ONLINE COURSE EXAM PROCTORING POLICY: NJIT policy requires that all midterm and final exams must be proctored, regardless of delivery mode, to increase academic integrity. Note that this does not apply to essay or authentic based assessments. Effective beginning Fall semester 2019, students registered for a fully online course section (e.g., online or Hyflex mode) must be given the option to take their exam in a completely online format, with appropriate proctoring.

In this course you will be required to use the following proctoring method to ensure academic integrity for exams. Please see NJIT's response to questions about online proctoring [here](#). See below for more information about how exams will be proctored in this course.

RESPONDUS LOCKDOWN BROWSER AND MONITOR USED FOR PROCTORING EXAMS FOR THIS COURSE

Respondus LockDown Browser is a locked browser for taking assessments or quizzes on Canvas. It prevents students from printing, copying, going to another URL, or accessing other applications during a quiz. If a Canvas quiz requires that LockDown Browser be used, students will not be able to take the assessment or quiz with a standard web browser. Students may be required to use LockDown Browser with a webcam (Respondus Monitor), which will record students during an online exam.

The webcam can be built into your computer or can be the type that plugs in with a USB cable. Watch this [short video](#) to get a basic understanding of LockDown Browser and the webcam feature. A student [Quick Start Guide \(PDF\)](#) is also available.

NOTE: Respondus Lockdown Browser and Monitor does not work with Linux and Chromebooks at this time. Please visit the [Respondus Knowledge Base article on computer requirements](#) for additional information.

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