

Spring 2024

MRKT 330-454: Principles of Marketing

Rajiv Mehta

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NEW JERSEY INSTITUTE OF TECHNOLOGY
MARTIN TUCHMAN SCHOOL OF MANAGEMENT (MTSM)

COURSE TITLE: PRINCIPLES OF MARKETING	INSTRUCTOR: DR. RAJIV MEHTA
COURSE NUMBER: MRKT 330-454 (ONLINE ASYNCHRONOUS CLASS)	SEMESTER: SPRING 2024
CLASS TIMINGS: MONDAY TO FRIDAY 9 a.m.-5 p.m.	OFFICE: CAB 3018
CLASS LOCATION: ONLINE ASYNCHRONOUS CLASS ON https://canvas.njit.edu/	TELEPHONE: 973.596.6419 (Office)
OFFICE HOURS: THURSDAY 3-5 p.m. on WEBEX; EMAIL FOR APPT.	E-MAIL: mehta@njit.edu
WEBEX ROOM: https://njit.webex.com/meet/mehta	

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 on **CANVAS**.

COURSE MATERIALS

TEXTBOOK: Boone, L. E. and D. L. Kurtz (2016), *Contemporary Marketing*, 17th Edition, South-Western/CENGAGE Learning.
[NOTE: A newest, but higher priced 19th edition of the text is available. However, you will save money by purchasing the 17th Edition e-text or hardcover text from NJIT's Bookstore, which is also available online from Amazon.]

TEXTBOOK FORMAT OPTIONS:

Hardcover: ISBN 978-1305075368 or
e-Book: ISBN 978-1305077324

COURSE DESCRIPTION AND COURSE LEARNING OBJECTIVES

COURSE DESCRIPTION: 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.

COURSE LEARNING OBJECTIVES: Upon satisfactory completion of this course, students will be able to demonstrate comprehension and application of the following skills:

- Define the term marketing and explain its role and importance in an individual firm and the overall economy.
- Understand the importance of strategic marketing and know the basic outline for a marketing plan:
 - a. Analyze the external environment to identify opportunities or challenges to a business.
 - b. Identify and classify marketing segments and targets, demonstrating the use of marketing research techniques.
- Describe the elements of the marketing mix (4Ps/4Cs of marketing):
 - a. **Product/Customer Solution:** product mix, product development, product life cycle
 - b. **Pricing/Cost to Customer:** different pricing strategies and objectives.
 - c. **Place/Convenience/Marketing Channels:** different marketing channels and distribution strategies.
 - d. **Promotion/Communication:** the role of all elements of the promotional mix in marketing a product or service also known as Integrated Marketing Communications (IMC)
- Explain marketing's role and importance in global context
- Identify ethical dilemmas in the context of marketing and make decisions grounded in ethical principles
- Effectively communicate the components of a marketing plan.

B.S. IN BUSINESS PROGRAM LEARNING GOALS (LG) AND LEARNING OUTCOMES (LO)

LEARNING GOALS (LG) AND LEARNING OUTCOMES (LO): 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:

<u>LEARNING GOALS (LG)</u>	<u>LEARNING OUTCOMES (LO)</u>
<u>Learning Goal 1: Develop an Understanding of Business Concepts and Problem Solving</u>	<u>Learning Outcome 1.1:</u> You will demonstrate knowledge of business. <u>Learning Outcome 1.2:</u> You will demonstrate an ability to analyze concepts, to apply these concepts to solve business problems and use quantitative methodologies as tools to solve business problems.
<u>Learning Goal 2: Develop Effective Communication and Information Literacy Skills</u>	<u>Learning Outcome 2.1:</u> Oral communication - You will demonstrate the ability to deliver effective presentations enhanced by technology. (Not Applicable For This Course.) <u>Learning Outcome 2.2:</u> Written Communication - You will demonstrate the ability to write clear and concise reports. (Not Applicable For This Course.) <u>Learning Outcome 2.3:</u> You will demonstrate the ability to search databases, locate, use, and properly cite relevant information. (Not Applicable For This Course.)
<u>Learning Goal 3: Interact Effectively in Teams (Not Applicable For This Course.)</u>	<u>Learning Outcome 3.1:</u> You will demonstrate the ability to understand and use team building behaviors to accomplish group tasks. (Not Applicable For This Course.)
<u>Learning Goal 4: Develop Ethical Reasoning Skills</u>	<u>Learning Outcome 4.1:</u> You will demonstrate the ability to identify ethical dilemmas and make decisions grounded in ethical principles.
<u>Learning Goal 5: Acquire Technological Skills (Not Applicable For This Course.)</u>	<u>Learning Outcome 5.1:</u> You will demonstrate the ability to use technology for effective project management. (Not Applicable For This Course.)
<u>Learning Goal 6: Understand the Global Context of Business</u>	<u>Learning Outcome 6.1:</u> You will demonstrate understanding of the global context in which business is conducted.

COURSE PROCEDURES

DIGITAL MULTIMEDIA POWERPOINT VIDEO LECTURE MODULES AND INSTRUCTIONAL METHOD: The instructional delivery system will primarily consist of Digital Multimedia PowerPoint Video Lecture Modules that exemplify various marketing theories and concepts discussed in the text and other external sources. Video programs from news channels and additional examples from other media are seamlessly embedded into the Digital Multimedia PowerPoint Video Lecture Modules that illustrate marketing strategies at work. The digital multimedia lectures are developed by the Instructor specifically for this course.

COURSE WEBSITE AND LEARNING MANAGEMENT SYSTEM: The 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. As such, please be sure to check the website regularly. For technical problems with CANVAS, please contact the helpdesk at 973-596-2900.

CONTACTING THE INSTRUCTOR: The **best method** to contact me is by email at mehta@njit.edu. You may also contact me at the office by telephone. If I am not available, please leave your name, phone number and message. I will contact you as soon as possible.

CAVEAT: The instructor reserves the right to change or revise the syllabus during the course of the term in consultation with students.

COURSE DELIVERABLES AND PERFORMANCE EVALUATION CRITERIA

3 TERM EXAMS: The three term exams given during the semester will be administered online on **CANVAS**. Each of the 3 Term Exams will primarily comprise **50 MULTIPLE CHOICE QUESTIONS** based on marketing concepts and theories discussed **ONLY** in the relevant **TEXTBOOK CHAPTER(S)** and **DIGITAL MULTIMEDIA POWERPOINT VIDEO LECTURE MODULES**. The exams will assess your ability to apply and remember key marketing concepts. Assignments and Exams must be completed by the predetermined date and time. **THERE IS NO FINAL EXAM.**

12 WEEKLY QUIZZES ON TEXT CHAPTERS AND VIDEO MODULES: There are twelve weekly quizzes are administered online on **CANVAS**. **Each quiz contains 10 MULTIPLE CHOICE QUESTIONS** based on marketing concepts and theories discussed **ONLY** in the relevant **TEXTBOOK CHAPTER** and **DIGITAL MULTIMEDIA POWERPOINT VIDEO LECTURE MODULE** discussed **during each week**. The quizzes will assess your ability to apply and remember key marketing concepts, which will also help you prepare for the three term exams. Quizzes and Exams must be completed by the predetermined date and time stated on **CANVAS** without exception. **NOTE: LATE SUBMISSION OF QUIZZES IS NOT ACCEPTED.**

9 DISCUSSION EXERCISE ASSIGNMENTS, TIMINGS, PROCEDURES AND DIRECTIONS: To apply course concepts as well as engender interactive class participation by learning the diverse perspectives of fellow students, 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 and in brief below, which **APPLY TO ALL STUDENTS:**

1. The answer to each of the Discussion Exercise Assignments (**WORTH 10 POINTS**) should be **A MINIMUM OF 600 WORDS** if there is 1 Question or **300 WORDS EACH** if there are 2 Questions. **POST 1 (YOUR ANSWER) IS DUE ON WEDNESDAY BY 11:00 P.M.** If you do not submit **POST 1** by the deadline, **POST 2** also does **NOT** count and will receive **0 POINTS**.
2. Read answers of other students and submit **POST 2 (WORTH 5 POINTS)**—a thoughtful discussion response indicating whether you agree/disagree or if they should have thought about additional perspectives (**WORTH 5 POINTS**) to any one (or more) students, which should be **A MINIMUM OF 200 WORDS**. **POST 2 (YOUR RESPONSE) IS DUE ON FRIDAY BY 11:00 P.M.** REMEMBER, if **POST 1** is **NOT** received by Wednesday 11 pm, the whole Assignment will receive a 0/15 even if you submit **POST 2** by the Friday 11 pm deadline.
3. **POST 1 and POST 2** are graded. For **POST 2** to be graded, submission of **POST 1** by the deadline is **MANDATORY DUE TO THE INTERACTIVE NATURE OF THE ASSIGNMENT**.
4. **THE DISCUSSION EXERCISE ASSIGNMENTS ARE GRADED BASED ON THOUGHTFUL POSTS THAT:**
 - (a) **USE COURSE CONCEPTS**
 - (b) **PROVIDE DEFINITIONS OF CONCEPTS, and**
 - (c) **PROVIDE CORRECT CONTENT,**
 - (d) **QUALITY OF ANSWERS, AND**
 - (e) **CORRECT GRAMMAR.**
5. **FOLLOW ADDITIONAL DIRECTIONS PROVIDED IN EACH DISCUSSION EXERCISE AND SUBMISSION DEADLINES ON CANVAS. ALSO FOLLOW DIRECTIONS AND GRADING RUBRIC PROVIDED ON CANVAS FOR EACH DISCUSSION EXERCISE.**
6. **TO BE EQUITABLE TO ALL STUDENTS, NO EXTENSIONS ARE POSSIBLE DUE TO THE INTERACTIVE NATURE OF THE ASSIGNMENTS.**

IMPORTANT NOTES:

DIRECTIONS, AND MODALITIES FOR 3 TERM EXAMS, 12 QUIZZES, AND 9 DISCUSSION EXERCISES ON TEXT CHAPTERS AND VIDEO MODULES:

1. **COMPLETE THE TERM EXAMS, DISCUSSION EXERCISE ASSIGNMENTS, AND QUIZZES AFTER REVIEWING THE RELEVANT TEXT CHAPTERS AND VIDEO LECTURE MODULES.**
2. The Three Term Exams that can be accessed on **CANVAS** are **scheduled in the syllabus** are **not subject to date change and make-up requests as it will be impossible to identify a common date and time that will be suitable for each student**. And even if time changes are permitted, other students may find it unsuitable.
3. Additionally, to be equitable to all students and mitigate any infractions and violations to the **NJIT HONOR CODE**, students must take their exams as specified in the syllabus. Being an online Distance Learning course, it is difficult to give **make-up exams**.
4. **GIVEN THE REASONS ABOVE, MISSING ANY EXAM, DISCUSSION ASSIGNMENT AND QUIZ WILL EARN A ZERO SCORE.**

<u>COURSE DELIVERABLES AND PERFORMANCE EVALUATION CRITERIA</u>	
<u>COURSE DELIVERABLES</u>	<u>POINTS</u>
First Term Exam	100 Points
Second Term Exam	100 Points
Third Term Exam	100 Points
12 Weekly Quizzes (10 points each)	120 Points
9 Discussion Exercises (15 points each)	135 Points
	555 Points
<u>COURSE GRADE SCHEDULE</u>	
<u>GRADE</u>	<u>NUMERICAL SCORE</u>
A (Superior)	90 - 100%
B+ (Excellent)	87 - 89%
B (Very Good)	80 - 86%
C+ (Good)	77 - 79%
C (Acceptable)	70 - 76%
D (Minimum)	60 - 69%
F (Inadequate)	Below 60%

GRADING POLICY: Once assigned, grades will not be changed under any circumstances unless there is a computational error. **TO BE EQUITABLE TO ALL STUDENTS, NO ADDITIONAL ASSIGNMENTS ARE GIVEN TO INCREMENT GRADES.**

EXAM AND QUIZ POLICIES AND PROCEDURES

ONLINE COURSE EXAM PROCTORING POLICY: NJIT policy requires that all midterm and final exams must be proctored, regardless of delivery mode, in order 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 in 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.

FOR "CLASSIC" QUIZZES IN CANVAS:

The LockDown Browser integration with Classic Quizzes still requires students to:

1. Manually start LockDown Browser,
2. Log into Canvas, and
3. Navigate to the quiz that requires LockDown Browser.

Other helpful directions are provided below in point form:

1. Download and install LockDown Browser from this link:
<http://www.respondus.com/lockdown/download.php?id=264548414>
2. Once your download and installation has finished, locate the "LockDown Browser" shortcut on your desktop and double-click it. (For Mac users, launch "LockDown Browser" from the Applications folder.)
3. You will be brought to the Webauth Authentication Service page, where you can log in with your NJIT UCID and password.
4. From your Dashboard or under "Courses", click on the course in which you have to take the exam that requires LockDown Browser.
5. After you enter the course, find the exam and click on it.
6. Click the "Take the Quiz" button. Once a quiz has been started with LockDown Browser, you cannot exit until the "Submit Quiz" button is clicked.
7. If you are required to use a webcam (Respondus Monitor), you will be prompted to complete a Webcam Check and other Startup Sequence steps.
8. **NOTE: The 3 Term Exams and Quizzes for your course were created using "CLASSIC QUIZZES."**

TAKING A RESPONDUS PRACTICE QUIZ IN THE ONLINE EXAMS AND PROCTORING MODULE:

In the Canvas Orientation for Students ([NJIT Canvas - Student Orientation](#)), please refer to [Respondus Testing Quiz for CLASSIC Quizzes](#) section where you can attempt to take the Practice Quiz. However, but you can follow the steps below:

1. First, download and install Respondus using the link in the syllabus as above:
<http://www.respondus.com/lockdown/download.php?id=264548414>
2. Then launch Respondus on your computer device, and select "NJIT Canvas" as the appropriate system.
3. Then navigate to the "NJIT Canvas - Student Orientation course."
4. Then, attempt the "Respondus Practice Quiz" in the "Online Exams and Proctoring Module."

OTHER MISCELLANEOUS POLICIES

ACADEMIC INTEGRITY: *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.

NJIT HONOR CODE: *If an exam or test or case has been compromised, I reserve the right to retest the whole class or any individual in the class. Students are expected to comply with the University Honor Code. Violations of the University's academic code include, but are not limited to: possession of or use of unauthorized materials during exams; providing information to another student. Any Violations to the Honor Code will be brought to the immediate attention to the Dean of Students, which will result in academic penalties, including receiving an "F" in this course. The University Honor Codes can be accessed at: <http://www.njit.edu/academics/honorcode.php> and <http://www5.njit.edu/policies/sites/policies/files/academic-integrity-code.pdf> will be followed.*

STUDENT DISABILITY 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 accommodations 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 accommodations will be required. Accommodations need to be requested in advance and will not be granted retroactively.

COURSE WITHDRAWALS: In order to insure consistency and fairness in application of the NJIT policy on withdrawals, student requests for withdrawals after the deadline will not be permitted unless extenuating circumstances (major family emergency or substantial medical difficulty) are documented.

TECHNICAL SUPPORT: For assistance with UCID, Library database access, Webmail by Google email system, and Password assistance, please contact NJIT IST Helpdesk at: 973-596-2900 or <http://ist.njit.edu/support/helpdesk.php>. NJIT passwords may be changed using the Global Password Change link. You will need to know your UCID and current password. Changing passwords regularly is an effected strategy against your computer email account being

hacked.

LIBRARY SUPPORT: Contact (<https://library.njit.edu/staff>) the library staff for assistance. Electronic databases and other sources of information can be accessed at library.njit.edu.

STUDENT EVALUATIONS: At the end of the semester students will be asked to complete course evaluations. Course evaluations can be accessed by logging into my.njit.edu the Faculty Services tab and then in the Academic and Faculty Services section. The evaluations are designed to receive feedback from students regarding their class experience.

COURSE SCHEDULE: ONLINE ASYNCHRONOUS CLASS DATES AND ASSIGNMENTS		
WEEK	DATES	CHAPTER READINGS, DIGITAL MULTIMEDIA POWERPOINT VIDEO LECTURE MODULES, TERM EXAMS, WEEKLY QUIZZES, AND DISCUSSION EXERCISES
1	JANUARY 16-19 (ONLINE ASYNCHRONOUS CLASS)	<p>STUDENT AND PROFESSOR INTRODUCTIONS AND PRELIMINARY TASKS</p> <ol style="list-style-type: none"> 1. PURCHASE TEXTBOOK OR E-TEXTBOOK 2. DOWNLOAD AND READ COMPLETE SYLLABUS 3. FAMILIARIZE YOURSELF WITH CANVAS 4. READ ALL POSTINGS AND COMPLETE STUDENT INTRODUCTIONS ON CANVAS <p>CHAPTER 1: MARKETING: THE ART AND SCIENCE OF SATISFYING CUSTOMERS DIGITAL MULTIMEDIA POWERPOINT VIDEO LECTURE MODULE 1 = CHAPTER 1 PARTS 1-3 (ART AND SCIENCE) NEW</p> <p>ASSIGNMENT:</p> <ul style="list-style-type: none"> • QUIZ 1—TEXT CHAPTER 1 AND VIDEO LECTURE MODULES: COMPLETE ANYTIME ON CANVAS BETWEEN MONDAY AND FRIDAY FROM 9:00 A.M. TO 11:00 P.M. DURATION: 10 MINUTES
2	JANUARY 22-26 (ONLINE ASYNCHRONOUS CLASS)	<p>CHAPTER 2: STRATEGIC PLANNING IN CONTEMPORARY MARKETING DIGITAL MULTIMEDIA POWERPOINT VIDEO LECTURE MODULE 2 = CHAPTER 2 PARTS 1-3 (STRATEGIC PLANNING) NEW</p> <p>ASSIGNMENTS:</p> <ul style="list-style-type: none"> • QUIZ 2—TEXT CHAPTER 2 AND VIDEO LECTURE MODULES: COMPLETE ANYTIME ON CANVAS BETWEEN MONDAY AND FRIDAY FROM 9:00 A.M. TO 11:00 P.M. DURATION: 10 MINUTES AND • DISCUSSION EXERCISE ASSIGNMENT ON STRATEGIC PLANNING: (A) POST 1 DUE WEDNESDAY 11 P.M., (B) READ ANSWERS SUBMITTED BY OTHER STUDENTS AND POST THOUGHTFUL DISCUSSION COMMENT TO ANY ONE (OR MORE) STUDENT IN POST 2 DUE FRIDAY 11 P.M.
3	JANUARY 29-FEBRUARY 2 (ONLINE ASYNCHRONOUS CLASS)	<p>CHAPTER 3: THE MARKETING ENVIRONMENT, ETHICS, AND SOCIAL RESPONSIBILITY DIGITAL MULTIMEDIA POWERPOINT VIDEO LECTURE MODULE 3 = CHAPTER 3 PARTS 1-3 (MARKETING ENVIRONMENT) NEW</p> <p>ASSIGNMENTS:</p> <ul style="list-style-type: none"> • QUIZ 3—TEXT CHAPTER 3 AND VIDEO LECTURE MODULES: COMPLETE ANYTIME ON CANVAS BETWEEN MONDAY AND FRIDAY FROM 9:00 A.M. TO 11:00 P.M. DURATION: 10 MINUTES AND • DISCUSSION EXERCISE ASSIGNMENT ON MARKETING ENVIRONMENT, ETHICS AND SOCIAL RESPONSIBILITY: (A) POST 1 DUE WEDNESDAY 11 P.M., (B) READ ANSWERS SUBMITTED BY OTHER STUDENTS AND POST THOUGHTFUL DISCUSSION COMMENT TO ANY ONE (OR MORE) STUDENT IN POST 2 DUE FRIDAY 11 P.M.
4	FEBRUARY 5-9 (ONLINE ASYNCHRONOUS CLASS)	<p>CHAPTER 8: GLOBAL MARKETING DIGITAL MULTIMEDIA POWERPOINT VIDEO LECTURE MODULE 4 = CHAPTER 8 PARTS 1-3 (GLOBAL MARKETING) NEW</p> <p>ASSIGNMENTS:</p> <ul style="list-style-type: none"> • QUIZ 4—TEXT CHAPTER 8 AND VIDEO LECTURE MODULES: COMPLETE ANYTIME ON CANVAS BETWEEN MONDAY AND FRIDAY FROM 9:00 A.M. TO 11:00 P.M. DURATION: 10 MINUTES AND • DISCUSSION EXERCISE ASSIGNMENT ON GLOBAL MARKETING: (A) POST 1 DUE WEDNESDAY 11 P.M., (B) READ ANSWERS SUBMITTED BY OTHER STUDENTS AND POST THOUGHTFUL DISCUSSION COMMENT TO ANY ONE (OR MORE) STUDENT IN POST 2 DUE FRIDAY 11 P.M.

5	FEBRUARY 12-16 (ONLINE ASYNCHRONOUS CLASS)	<p>CHAPTER 9: MARKET SEGMENTATION, TARGETING, AND POSITIONING</p> <p>DIGITAL MULTIMEDIA POWERPOINT VIDEO LECTURE MODULE 5 = CHAPTER 9 PARTS 1-3 (MARKET SEGMENTATION) NEW</p> <p><u>ASSIGNMENTS:</u></p> <ul style="list-style-type: none"> • QUIZ 5—TEXT CHAPTER 9 AND VIDEO LECTURE MODULES: COMPLETE ANYTIME ON CANVAS BETWEEN MONDAY AND FRIDAY FROM 9:00 A.M. TO 11:00 P.M. DURATION: 10 MINUTES AND • DISCUSSION EXERCISE ASSIGNMENT ON MARKET SEGMENTATION: (A) POST 1 DUE WEDNESDAY 11 P.M., (B) READ ANSWERS SUBMITTED BY OTHER STUDENTS AND POST THOUGHTFUL DISCUSSION COMMENT TO ANY ONE (OR MORE) STUDENT IN POST 2 DUE FRIDAY 11 P.M.
6	FEBRUARY 19-23 (ONLINE ASYNCHRONOUS CLASS)	<p>FIRST TERM EXAM: CHAPTERS 1, 2, 3, 8, AND 9 (CLOSED BOOK)</p> <p>FIRST TERM EXAM DATE: WEDNESDAY, FEBRUARY 21</p> <p>FIRST TERM EXAM MODE: ONLINE EXAM TAKEN ON CANVAS ANYTIME FROM 9:00 A.M. TO 11:00 P.M.</p> <p>FIRST TERM EXAM DURATION: 75 MINUTES</p>
7	FEBRUARY 26-MARCH 1 (ONLINE ASYNCHRONOUS CLASS)	<p>CHAPTER 6: CONSUMER BEHAVIOR</p> <p>DIGITAL MULTIMEDIA POWERPOINT VIDEO LECTURE MODULE 6 = CHAPTER 6 PARTS 1-3 (CONSUMER BEHAVIOR) NEW</p> <p><u>ASSIGNMENTS:</u></p> <ul style="list-style-type: none"> • QUIZ 6—TEXT CHAPTER 6 AND VIDEO LECTURE MODULES: COMPLETE ANYTIME ON CANVAS BETWEEN MONDAY AND FRIDAY FROM 9:00 A.M. TO 11:00 P.M. DURATION: 10 MINUTES AND • DISCUSSION EXERCISE ASSIGNMENT ON CONSUMER BEHAVIOR: (A) POST 1 DUE WEDNESDAY 11 P.M., (B) READ ANSWERS SUBMITTED BY OTHER STUDENTS AND POST THOUGHTFUL DISCUSSION COMMENT TO ANY ONE (OR MORE) STUDENT IN POST 2 DUE FRIDAY 11 P.M.
8	MARCH 4-8 (ONLINE ASYNCHRONOUS CLASS)	<p>CHAPTER 12: PRODUCT AND SERVICE STRATEGIES</p> <p>AND</p> <p>CHAPTER 13: DEVELOPING AND MANAGING BRAND AND PRODUCT CATEGORIES</p> <p>DIGITAL MULTIMEDIA POWERPOINT VIDEO LECTURE MODULE 7 = CHAPTER 12-13 PARTS 1-5 (PRODUCT STRATEGY) NEW</p> <p><u>ASSIGNMENTS:</u></p> <ul style="list-style-type: none"> • QUIZ 7—TEXT CHAPTER 12 AND VIDEO LECTURE MODULES: COMPLETE ANYTIME ON CANVAS BETWEEN MONDAY AND FRIDAY FROM 9:00 A.M. TO 11:00 P.M. DURATION: 10 MINUTES AND • QUIZ 8—TEXT CHAPTER 13 AND VIDEO LECTURE MODULES: COMPLETE ANYTIME ON CANVAS BETWEEN MONDAY AND FRIDAY FROM 9:00 A.M. TO 11:00 P.M. DURATION: 10 MINUTES AND • DISCUSSION EXERCISE ASSIGNMENT ON PRODUCT STRATEGY: (A) POST 1 DUE WEDNESDAY 11 P.M., (B) READ ANSWERS SUBMITTED BY OTHER STUDENTS AND POST THOUGHTFUL DISCUSSION COMMENT TO ANY ONE (OR MORE) STUDENT IN POST 2 DUE FRIDAY 11 P.M.
9	MARCH 11-15 (ONLINE ASYNCHRONOUS CLASS)	<p><u>SPRING RECESS—NO CLASS/NO ACTIVITIES AND ASSIGNMENTS: MARCH 11-15</u></p>
10	MARCH 18-22 (ONLINE ASYNCHRONOUS CLASS)	<p>CHAPTER 14: MARKETING CHANNELS AND SUPPLY CHAIN MANAGEMENT</p> <p>AND</p> <p>CHAPTER 15: RETAILERS, WHOLESALERS AND DIRECT MARKETERS</p> <p>DIGITAL MULTIMEDIA POWERPOINT VIDEO LECTURE MODULE 8 = CHAPTER 14-15 PARTS 1-3 (MARKETING CHANNELS AND SUPPLY CHAIN STRATEGY) NEW</p> <p>VIDEO: “Is Wal-Mart Good For America?”</p> <p><u>ASSIGNMENTS:</u></p> <ul style="list-style-type: none"> • QUIZ 9—TEXT CHAPTER 14 AND VIDEO LECTURE MODULES: COMPLETE ANYTIME ON CANVAS BETWEEN MONDAY AND FRIDAY FROM 9:00 A.M. TO 11:00 P.M. DURATION: 10 MINUTES AND

		<ul style="list-style-type: none"> DISCUSSION EXERCISE ASSIGNMENT ON <u>DISTRIBUTION STRATEGY: (A) POST 1 DUE WEDNESDAY 11 P.M., (B) READ ANSWERS SUBMITTED BY OTHER STUDENTS AND POST THOUGHTFUL DISCUSSION COMMENT TO ANY ONE (OR MORE) STUDENT IN POST 2 DUE FRIDAY 11 P.M.</u>
11	MARCH 25-29 (ONLINE ASYNCHRONOUS CLASS)	<p><u>SECOND TERM EXAM: CHAPTERS 6, 12, 13, 14, AND 15 (CLOSED BOOK)</u> <u>SECOND TERM EXAM DATE: WEDNESDAY, MARCH 27</u> <u>SECOND TERM EXAM MODE: ONLINE EXAM TAKEN ON CANVAS ANYTIME FROM 9:00 A.M. TO 11:00 P.M.</u> <u>SECOND TERM EXAM DURATION: 75 MINUTES</u></p>
12	APRIL 1-5 (ONLINE ASYNCHRONOUS CLASS)	<p><u>CHAPTER 19: PRICING STRATEGIES</u> <u>DIGITAL MULTIMEDIA POWERPOINT VIDEO LECTURE MODULE 9 = CHAPTER 19 PARTS 1-4 (PRICING STRATEGY) NEW</u></p> <p><u>ASSIGNMENTS:</u></p> <ul style="list-style-type: none"> <u>QUIZ 10—TEXT CHAPTER 19 AND VIDEO LECTURE MODULES: COMPLETE ANYTIME ON CANVAS BETWEEN MONDAY AND FRIDAY FROM 9:00 A.M. TO 11:00 P.M. DURATION: 10 MINUTES</u> AND <u>DISCUSSION EXERCISE ASSIGNMENT ON PRICING STRATEGY: (A) POST 1 DUE WEDNESDAY 11 P.M., (B) READ ANSWERS SUBMITTED BY OTHER STUDENTS AND POST THOUGHTFUL DISCUSSION COMMENT TO ANY ONE (OR MORE) STUDENT IN POST 2 DUE FRIDAY 11 P.M.</u>
13	APRIL 8-12 (ONLINE ASYNCHRONOUS CLASS)	<p><u>CHAPTER 16: INTEGRATED MARKETING COMMUNICATIONS (IMC), ADVERTISING AND PUBLIC RELATIONS</u> AND <u>CHAPTER 17: PERSONAL SELLING AND SALES PROMOTION</u> <u>DIGITAL MULTIMEDIA POWERPOINT VIDEO LECTURE MODULE 10 = CHAPTER 16-17 PARTS 1-3 (PROMOTION STRATEGY) NEW</u></p> <p><u>ASSIGNMENTS:</u></p> <ul style="list-style-type: none"> <u>QUIZ 11—TEXT CHAPTER 16 AND VIDEO LECTURE MODULES: COMPLETE ANYTIME ON CANVAS BETWEEN MONDAY AND FRIDAY FROM 9:00 A.M. TO 11:00 P.M. DURATION: 10 MINUTES</u> AND <u>QUIZ 12—TEXT CHAPTER 17 AND VIDEO LECTURE MODULES: COMPLETE ANYTIME ON CANVAS BETWEEN MONDAY AND FRIDAY FROM 9:00 A.M. TO 11:00 P.M. DURATION: 10 MINUTES</u> AND <u>DISCUSSION EXERCISE ASSIGNMENT ON PROMOTION STRATEGY: (A) POST 1 DUE WEDNESDAY 11 P.M., (B) READ ANSWERS SUBMITTED BY OTHER STUDENTS AND POST THOUGHTFUL DISCUSSION COMMENT TO ANY ONE (OR MORE) STUDENT IN POST 2 DUE FRIDAY 11 P.M.</u>
14	APRIL 15-19 (ONLINE ASYNCHRONOUS CLASS)	<p><u>THIRD TERM EXAM: CHAPTERS 16, 17, AND 19 (CLOSED BOOK)</u> <u>THIRD TERM EXAM DATE: WEDNESDAY, APRIL 17</u> <u>THIRD TERM EXAM MODE: ONLINE EXAM TAKEN ON CANVAS ANYTIME FROM 9:00 A.M. TO 11:00 P.M.</u> <u>THIRD TERM EXAM DURATION: 75 MINUTES</u></p>
15	APRIL 22-26 (ONLINE ASYNCHRONOUS CLASS)	<p><u>VIDEO: "The Persuaders"</u> <u>COURSE CONCLUSION EXERCISE: SUMMARIZATION, AND CLOSING REMARKS</u></p>
16	APRIL 29-MAY 3 (ONLINE ASYNCHRONOUS CLASS)	<p><u>LAST CLASS: TUESDAY, APRIL 30</u> <u>READING DAYS: MAY 1-2</u> <u>FINAL EXAM PERIOD: MAY 3-9</u> <u>FINAL EXAM: NO FINAL EXAM FOR THIS COURSE</u></p>
17	MAY 6-9 (ONLINE ASYNCHRONOUS CLASS)	<p><u>GRADES DUE—CHECK HIGHLANDER PIPELINE: SATURDAY, MAY 11</u></p>
<p>HAVE A PRODUCTIVE SEMESTER!!!</p>		