



**East Tennessee State University  
Department of Management and Marketing**

**MKTG 3200  
Principles of Marketing  
Fall 2021 (10/8 – 12/3)**

**Professor and Contact Information**

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*Welcome!*

Hello and welcome to our class. I hope that the next few weeks will be useful, enlightening and even fun for you. Please read the Syllabus, make sure you are familiar with its contents and let me know if you have any questions.

*Professor Communication*

Since this is an online class, the main mode of communication is virtual. As your online instructor, my prompt response to you is crucial. Email is the quickest and you will usually receive a response within 24 hours or less. I am generally available 7 days a week for your convenience. In addition, I am available to schedule virtual meetings at mutually convenient times.

*Announcements*

I post announcements regularly on our course home page on D2L to keep you current on course developments and other news. It is your responsibility however, to follow the schedule of coursework, submit all assignments by deadlines and to adhere to any other requirements. Announcements will not necessarily be reminders of what/when assignments are due for that week. Please access the class often as active participation is required.

Let's have a happy and productive course!

*D.P.*

## Required Source

Grewal and Levy. (2020). Marketing, 7<sup>th</sup> Ed. McGraw-Hill, New York.  
ISBN13: 9781260087710



## Course Purpose and Goals

The structure for this course will be based on one of the best-known digital/marketing concepts – the 4P’s. This concept is comprised of Product, Place, Price and Promotion. All assignments, readings, etc. will be related to the 4P concept. Though digital/marketing is comprised of many strategies, the fundamental core of each is the 4P concept.

The nature of the course is an introductory course designed to create an understanding of basic digital/marketing concepts and functions in market-oriented institutions. Digital/Marketing strategy is studied with appreciation for the constraints imposed by consumer behavior, marketing institutions, competition and law. This class will explore the traditional and online marketing environments.

## Course Objectives (Content, Cognitive, Application Outcomes)

- Develop a meaningful definition of marketing and digital marketing
- Develop an understanding of the role digital/marketing plays in contemporary society, in an organization’s overall strategic direction and how marketing relates to other functions
- Develop a working digital/marketing vocabulary
- Develop an appreciation of the complexity of the digital/marketing environment
- Understand the relationships between the marketing mix variables (price, product, place, promotion)
- Explain how Internet-related technologies can help digital/marketers improve the productivity of their activities
- Improve written communication skills
- Familiarize students with credible digital/marketing journals and practitioner sources

## Required Technology

- Access to the Internet
- Access to Desire to Learn (D2L) – [www.elearn.etsu.edu](http://www.elearn.etsu.edu)
- Format: .doc or .docx are required (See Technical Help on this Syllabus.)
- The ability to listen to audio/watch video posted by the professor. Please note that many assignments, etc. will be explained via audio. Students should have ability to listen to the following formats: .mp3, .mp4, .wmv., .mpeg, .mpeg-4, and/or .mov
- This is a 100% online course. No physical/on-ground class is required.
- Meeting all technology requirements and adhering to the course schedule is the student's responsibility. Technology/computer problems are not a valid excuse for not completing any assignment, etc.

## Grading Scale

A	=	94-100%
A-	=	90-93%
B+	=	88-89%
B	=	82-87%
B-	=	80-81%
C+	=	78-79%
C	=	72-77%
C-	=	70-71%
D	=	60-69%
F	=	59% and below

## Schedule

### **10/18 – 10/19 (Introduction Discussion Board)**

Introduction Discussion Board

Due: Tuesday, October 19 by 11:59 p.m.

### **10/20 – 10/26 (P of Product)**

Chapters 11 & 12

P of Product Assignment

Due: Tuesday, October 26 by 11:59 p.m.

### **10/27 - 11/2 (P of Place)**

Chapters 16 & 17

P of Place Assignment

Due: Tuesday, November 2 by 11:59 p.m.

### **11/3 – 11/9 (P of Price)**

Chapters 14 & 15

P of Price Assignment

Due: Tuesday, November 9 by 11:59 p.m.

**11/10 – 11/16 (P of Promotion)**

Chapters 3 & 18

P of Promotion Assignment

Due: Tuesday, November 16 by 11:59 p.m.

**11/17 – 11/23 (The 5<sup>th</sup> P)**

The 5<sup>th</sup> P Assignment

Due Tuesday, November 23 by 11:59 p.m.

**11/24 – 11/30 and 12/1 – 12/3 (Summary Discussion Board)**

Summary Discussion Board

Due: Friday, December 3 by NOON

**Grading for submissions (unless otherwise noted)**

- Requirements for each submission (8 points)
  - an original response that specifically addresses the topic/assignment
  - superbly incorporate and apply material learned from the textbook, individual research, and individual experience
  - critical thinking, reasoning, and evidence of understanding
  - professionalism, grammar, and inclusion of all requirements
  
- Two (2) credible APA references (2 points)  
Examples of credible/scholarly sources:
  - Scholarly Journal Articles (Ex: Journal of Marketing, Psychology & Marketing, Business Horizons)
  - Official practitioner/Industry publications (Ex: American Marketing Association)
  - Textbooks
  - Government Reports
  - Non-Governmental Organization (NGO)

Examples of non-credible/non scholarly sources:

- Wikipedia
- Investopedia
- Essay-sharing web sites
- Non scholarly academic sources (Marketingtutor, etc.)
- Information blogs that pose as authoritative websites
- Non-authoritative personal websites

Place reference list at the end of the document. All references should be in APA form. An APA citation guide is provided on D2L under the “Syllabus and Useful Links” module.

**Other Notes:**

- Each student will receive individualized feedback on all assignments and is required to access professor feedback.
- Post submissions in the proper location and with the correct file. Submissions sent via email will not be accepted.
- All assignments should be posted as a Word or PDF with 12 pt. font.
- Page length/word count requirements will be given where applicable.
- Late submissions will not be accepted. Please contact the instructor if there is an extenuating circumstance.
- Use ETSU email as opposed to a personal/external email address.
- Address technical problems immediately.
- Observe net etiquette (respect for classmates/professor, tone of posts, etc.) with all class communication (Ex: email, chats, discussion boards, etc.).
- All submissions are required to complete the class.

**Student Accommodations**

*Student Accommodation:* Students who need accommodations because of disabilities must make a request through the Office of Disability Services. More information may be found online at: <http://www.etsu.edu/students/disable/>

*University Syllabus*

<http://www.etsu.edu/reg/academics/syllabus.aspx>

*Technical Help*

If the student encounters technical problems, contact the OIT's student help desk at (423) 439-5648 (off-campus) or 9-5648 (on-campus) immediately or e-mail [shdesk@goldmail.etsu.edu](mailto:shdesk@goldmail.etsu.edu).

*ETSU Library Help*

<http://libguides.etsu.edu/elearn>

*Academic misconduct*

ETSU Policy #3.13, October 1, 1979.

All students in attendance at East Tennessee State University are expected to be honorable.

Academic misconduct will be subject to disciplinary action. Any act of dishonesty in academic work constitutes academic misconduct. This includes plagiarism, the changing or falsifying of any academic documents or materials, cheating, and the giving or receiving of unauthorized aid, in tests, examinations, or other assigned school work. Penalties for academic misconduct will vary with the seriousness of the offense and may include, but are not limited to: a grade of "F" on the work in question, a grade of "F" for the course, reprimand, probation, suspension, and expulsion. For a second academic offense, the penalty is permanent expulsion.

The professor retains the right to alter the syllabus and/or tentative schedule at any time. Students will be notified of any syllabus change immediately via D2L announcement and/or ETSU email.