



EAST TENNESSEE STATE
UNIVERSITY

College of Business and Technology

Department of Management and Marketing

MKTG 3200
Principles of Marketing

Required Source

Grewal and Levy. (2020). Marketing, 7th 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
- 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 5th P)

The 5th 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.

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.