

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 330

PRINCIPLES OF MARKETING

COURSE DESCRIPTION

The study of the system of activities that constitutes marketing with emphasis on the principles, policies and strategies utilized to identify and satisfy the needs and wants of consumers. The universal application of marketing in all forms of organizations is stressed.

RATIONALE

Today, managers in all departments of all organizations, whether they are for-profit or non-profit, must understand the importance of focusing on the customers or constituents being served and on serving them well. This course introduces the student to the major aspects of the marketing process and environment with the emphasis on providing a practical understanding of how they work and how they can be managed to optimize the organization's goals.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCE PURCHASE

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Office
- E. APA Formatting Information:

<http://ezproxy.liberty.edu/login?url=http://APAStyleCENTRAL.apa.org>

IV. MEASURABLE LEARNING OUTCOMES

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

- A. Distinguish the marketing concept as it applies to creating satisfied customers.
- B. Correlate the marketing environmental forces with marketing strategies that can affect an organization's long-term survivability and success.

- C. Explain the four concepts in marketing (product, price, place, and promotion) as they relate to an organization's marketing strategy.
- D. Integrate Christian Worldview within the field of marketing.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations
- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will then complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (4)

Discussion boards are collaborative learning experiences. Therefore, the student will participate in 4 Discussion Board Forums. Each forum will consist of a (report) thread, posted by the student addressing the instructor's assignment prompt using at least 350 words (not including the required references to support the student's position). The student will also reply to 2 other students' threads within the Discussion Board Forum. Each reply must be at least 250 words.

- D. Collaborative Marketing Plan

The instructor will divide the class into groups that will work together to develop a specific marketing plan for a new product concept. The product must be new, not something that has been previously researched or used prior to this course. Each group will choose a Fortune 500 company. After obtaining the instructor's approval of a concept product (or service), the group will collaboratively prepare a marketing plan for the introduction of the new product. Any deviations must be brought to the instructor's attention prior to beginning work on the first module/week, no exceptions.

Note: Each student is required to participate and *materially* contribute content to each CMP draft in order to receive any point credit for the respective draft.

- E. Quizzes(8)

Each quiz will cover the Reading & Study material for the assigned modules/weeks. Each quiz will be open-book/open-notes, contain 30 multiple-choice and true/false questions, and have a 45-minute time limit.

VI. COURSE GRADING AND POLICIES**A. Points**

Course Requirements Checklist	10
Discussion Board Forums	
Threads (4 at 70 pts ea)	280
Replies (4 at 30 pts ea)	120
Collaborative Marketing Plan (4 drafts at 60 pts ea)	240
Quizzes (8 at 45 pts ea)	360
Total	1010

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Quizzes/Tests/Exams

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

D. Disability Assistance

Students with a documented disability may contact Liberty University Online's Office of Disability Accommodation Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

If you have a complaint related to disability discrimination or an accommodation that was not provided, you may contact ODAS or the Office of Equity and Compliance by phone at (434) 592-4999 or by email at equityandcompliance@liberty.edu. Click to see a full copy of Liberty's [Discrimination, Harassment, and Sexual Misconduct Policy](#) or the [Student Disability Grievance Policy and Procedures](#).

COURSE SCHEDULE

BUSI 330

Textbook: Kerin & Hartley, *Marketing: Core*, (2020).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Kerin & Hartley: chs. 1–3 3 websites	Course Requirements Checklist	10
		Class Introductions	0
		DB Forum 1 Thread	70
		DB Forum 1 Replies	30
		Quiz 1	45
2	Kerin & Hartley: chs. 4–6 3 websites	CMP Draft 1	60
		Quiz 2	45
3	Kerin & Hartley: chs. 7–9 4 websites	DB Forum 2 Thread	70
		DB Forum 2 Replies	30
		Quiz 3	45
4	Kerin & Hartley: chs. 10–12 2 websites	CMP Draft 2	60
		Quiz 4	45
5	Kerin & Hartley: chs. 13–15 1 presentation 3 websites	DB Forum 3 Thread	70
		DB Forum 3 Replies	30
		Quiz 5	45
6	Kerin & Hartley: ch. 16 1 presentation 1 website	CMP Draft 3	60
		Quiz 6	45
7	Kerin & Hartley: ch. 17 1 website	DB Forum 4 Thread	70
		DB Forum 4 Replies	30
		Quiz 7	45
8	Kerin & Hartley: ch. 18 1 website	CMP Final Draft	60
		Quiz 8	45
TOTAL			1010

DB = Discussion Board

CMP = Collaborative Marketing Plan

NOTE: Each course module/week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final module/week ends at 11:59 p.m. (ET) on **Friday**.