



**CINCINNATI**  
CHRISTIAN UNIVERSITY

# **BUSN 260 99 Principles of Marketing**

**School of Business – Cincinnati Christian University**

**Instructor:** Dave Farris (david.farris@ccuniversity.edu)

**Meeting Times:** This is a fully online course. If you need to meet with the professor in person or over video chat, please make an appointment to do so.

## **Course Description:**

This course provides an introductory overview of management tools and decisions within the marketing function of the firm. The course places an emphasis on the processes and activities for creating, capturing, communicating, delivering and exchanging offerings that have value for consumers, clients, partners and society at large.

This course meets CCU's mission to "[provide] a Christ-centered, liberal arts education taught with a Christian worldview in students' chosen field of study" by giving students tools and tactics that they can use to create strategic and operational goals related to the marketing of products and services within the for-profit and non-profit sectors.

## **Course Learning Outcomes:**

After completing this course the student will be able to:

- Discuss the key components and current strategies related to marketing.  
**(Assessment: Chapter Assignments)**
- Analyze key management issues in a particular industry or company and propose appropriate managerial solutions to the situation.  
**(Assessment: Marketing Plan Development)**
- Recall important facts and concepts that relate to the current ethical, analytical, and practical concerns of marketing.  
**(Assessment: Marketing Plan Presentation)**

## **Course Books:**

Grewal, Dhruv; Levy, Michael. *M: Marketing*. 5<sup>th</sup> ed. McGraw-Hill Education. New York. 2017. (ISBN: 9781259446290)

## **Student Assignments and Grade Breakdown**

Students in this course will be evaluated by the grading system that is contained at the end of this syllabus. **No late work will be accepted for any assignment.** The criteria for determining that grade will be as follows:

### **1. Module Assignments (40%)**

Within each week's module, you will need to complete an assignment that will check your understanding of what was covered in the textbooks. These assignments might be reading comprehension essays, online quizzes, or online discussion forums. The details for each assignment will be discussed in class and posted on Canvas for you to review.

## **2. Marketing Plan Development (40%)**

You will be putting together a marketing plan for a real company that will be made up of an executive summary; a SWOT analysis; segmentation, targeting, and positioning strategy; key features and benefits messaging; communication channels and examples; and suggested success metrics.

The final marketing plan will contain at least 20 pages of information including the written reports, exhibits to explain what is written, and examples for many of the recommendations. The plan will take shape over the course of the semester so that you will have the opportunity to apply what you're learning when you're learning it.

A template will be provided for some of the basics of the report and samples will be provided for some of the standardized portions such as the SWOT analysis and STP strategy.

## **3. Marketing Plan Presentation (20%)**

You will be required to create a PowerPoint slideshow where you will present your marketing plan as if you were selling it to the business. This presentation should include slides some of your exhibits and some of your main recommendations and you will need to add audio to the slideshow as if you were doing a presentation in front of the business. Your job will be to convince the business to adopt your marketing plan for use in their operations. You will have a maximum of 15 minutes to present your marketing plan.

<b>Week</b>	<b>Readings</b>	<b>Learning Activities &amp; Assignments</b>
8/19	No course readings this week	<ol style="list-style-type: none"> <li>1. Watch Instructor Introduction Video</li> <li>2. Participate in Introduction Discussion Forum</li> </ol>
8/26	Chapter 1: Overview of Marketing	<ol style="list-style-type: none"> <li>1. Read Chapter 01</li> <li>2. Watch lecture video on the 4 Ps</li> <li>3. Complete Module Assignment #1: Chapter 1 Quiz</li> </ol>
9/2	Chapter 2: Developing Marketing Strategies and a Marketing Plan	<ol style="list-style-type: none"> <li>1. Read Chapter 02</li> <li>2. Complete Module Assignment #2: Marketing Strategy</li> </ol>
9/9	Chapter 3: Social and Mobile Marketing	<ol style="list-style-type: none"> <li>1. Read Chapter 03</li> <li>2. Complete Module Assignment #3: Chapter 3 Quiz</li> </ol>
9/16	Chapter 4: Marketing Ethics	<ol style="list-style-type: none"> <li>1. Read Chapter 04</li> <li>2. Complete Module Assignment #4: AMA Marketing Ethics Discussion</li> </ol>
9/23	Chapter 5: Analyzing the Marketing Environment	<ol style="list-style-type: none"> <li>1. Read Chapter 05</li> <li>2. Complete Module Assignment #5: CCU SWOT Analysis</li> </ol>
9/30	No class – have a great Fall Break!	
10/7	Chapter 6: Consumer Behavior	<ol style="list-style-type: none"> <li>1. Read Chapter 06</li> <li>2. Complete Module Assignment #6: Chapter 6 Quiz</li> <li>3. Complete Marketing Plan Project: SWOT Analysis</li> </ol>
10/14	Chapter 9: Segmentation, Targeting, and Positioning	<ol style="list-style-type: none"> <li>1. Read Chapter 09</li> <li>2. Complete Module Assignment #7: Chapter 9 Quiz</li> </ol>
10/21	Chapter 11: Product, Branding, and Packaging Decisions	<ol style="list-style-type: none"> <li>1. Read Chapter 11</li> <li>2. Complete Module Assignment #8: ____ Discussion</li> <li>3. Complete Marketing Plan Project: Segmentation, Targeting, and Positioning Document</li> </ol>
10/28	Chapter 12: Developing New Products	<ol style="list-style-type: none"> <li>1. Read Chapter 12</li> <li>2. Complete Module Assignment #9: Chapter 12 Quiz</li> </ol>
11/4	Chapter 17: Integrated Marketing Communications	<ol style="list-style-type: none"> <li>1. Read Chapter 17</li> <li>2. Complete Module Assignment #10: Chapter 17 Quiz</li> </ol>
11/11	Chapter 13: Services: The Intangible Product	<ol style="list-style-type: none"> <li>1. Read Chapter 13</li> <li>2. Complete Module Assignment #11: ____ Discussion</li> <li>3. Complete Marketing Plan Project: Communications Plan and Sample</li> </ol>
11/18	No readings this week	<ol style="list-style-type: none"> <li>1. Complete Marketing Plan Project: Summary of Recommendations</li> </ol>
11/25	No class – have a great Thanksgiving!	
12/2	Final Project Work Week 1	<ol style="list-style-type: none"> <li>1. Complete Marketing Plan Project: Marketing Plan Presentation</li> <li>2. Complete Marketing Plan Project: Marketing Plan Final Packet</li> </ol>
12/9	Final Project Work Week 2	<ol style="list-style-type: none"> <li>1. Complete Marketing Plan Project: Marketing Plan Presentation</li> <li>2. Complete Marketing Plan Project: Marketing Plan Final Packet</li> </ol>

## **Attendance and Academic Integrity**

The attendance policy for this course is consistent with CCU's requirements for a 3 credit hour class. Since this class meets online, failure to complete more than two of the weekly module assignments is considered an absence in the course. If a student accumulates more than two absences, a grade of FA will be assigned. Likewise, policies regarding academic integrity and the procedures for addressing integrity issues like plagiarism or cheating on an exam in this course reflect the policies and procedures as they are written in the CCU student handbook.

## **Disabilities and Special Accommodations**

Students who require academic accommodations due to any documented physical, psychological, or learning disability should request assistance from the Student Services Department within the first two weeks of class. The Student Services Department is located on the upper level of the Presidents Hall. You may also contact the office by phone (513.244.8140).

## **Grading Scale for This Course**

Letter Grade	Grade Percentage
A	93 - 100
A-	90 - 92.99
B+	87 - 89.99
B	83 - 86.99
B-	80 - 82.99
C+	77 - 79.99
C	73 - 76.99
C-	70 - 72.99
D+	67 - 69.99
D	63 - 66.99
D-	60 - 62.99
F	59.99 or below