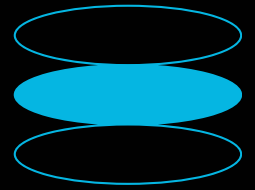




PRINCIPLES OF MARKETING



Principles of Marketing

Course Information

Course Title: Principles of Marketing
Delivery Format: 100% Online, Asynchronous
Instructor: Dr. Liz Kheng

Course Description

This course introduces key marketing concepts used to create value for customers and organizations. Students will learn how to analyze markets, identify target customers, build positioning, and apply the marketing mix (product, price, place, promotion). The course emphasizes real-world application, ethical decision-making, and clear communication.

Course Learning Outcomes

By the end of this course, you will be able to:

1. Explain foundational marketing concepts such as value, exchange, and customer orientation.
2. Analyze a market and identify potential customer segments.
3. Select a target market and justify targeting decisions.
4. Develop a positioning statement and value proposition.
5. Apply the marketing mix to create a coherent marketing strategy.
6. Interpret basic marketing metrics and evaluate performance.
7. Recognize ethical, legal, and social issues in marketing decisions.
8. Create a concise marketing plan for a real or realistic organization.

Required Materials

Textbook: [Insert textbook title/edition OR “No textbook—readings provided in Canvas.”]

Additional Readings/Media: Posted weekly in Canvas

Technology:

- Reliable internet access

- Computer capable of running Canvas (preferred over phone/tablet)
- Word processor (Microsoft Word or Google Docs)
- Ability to upload PDF or Word files
- Optional: Canva / Google Slides for visuals

Course Format (How This Class Works)

This is an asynchronous course, meaning you do not attend live lectures. Each week you will complete a module that includes:

- A short module overview and mini-lecture(s)
- Weekly readings and key terms
- One applied assignment (most weeks)
- A discussion (most weeks)
- A quiz (weekly)
- A small milestone that builds toward the final marketing plan (Weeks 2–7)

Weekly Schedule: Modules open Monday at 12:01 AM (ET) and close Sunday at 11:59 PM (ET).

Expected Time Commitment: Approximately 6–9 hours per week.

Instructor Communication

Best way to reach me: Canvas Inbox or email

When you message, include:

- Course + section
- A clear subject line (ex: “MKT-___ Week 3 Quiz Question”)
- Screenshot(s) if the issue is technical

Assessment & Grading

Graded Components (Recommended)

- Weekly Quizzes (8): 25%
- Discussions (6–7): 15%
- Weekly Application Assignments (6): 25%
- Final Marketing Plan (Scaffolded + Final): 30%
- Orientation + Course Wrap-Up: 5%

Total: 100%

Note: Your instructor may adjust categories slightly based on course section needs.

Major Assignment: Final Marketing Plan (Scaffolded)

You will create a concise marketing plan for a local business, campus service, nonprofit, or realistic startup idea. The plan is built in parts across the term.

Milestones (Weeks 2–7):

- **Business snapshot + customer problem**
- **Segmentation + target market**
- **Positioning + value proposition**
- **Product + pricing strategy**
- **Place/distribution + customer journey**
- **Promotion/IMC plan + sample content**

Final Submission (Week 8):

A compiled marketing plan (approximately 4–6 pages or 1,500–2,000 words, plus optional visuals appendix).

Weekly Assignment Rubrics (Quick Reference)

Weekly Application Assignment Rubric (10 points)

- **Meets the prompt and format (0–4)**
- **Marketing reasoning and logic (0–3)**
- **Correct use of weekly concepts (0–2)**
- **Clarity and professionalism (0–1)**

Discussion Rubric (5 points)

- **Initial post quality (0–3)**
- **Replies (0–2) — at least 2 meaningful replies**

Final Marketing Plan Rubric (100 points)

- **Situation + customer problem (15)**
- **Target market + persona (15)**
- **Positioning + value proposition (15)**
- **Marketing mix coherence (30)**
- **Metrics + feasibility (10)**
- **Professional quality (10)**
- **Ethics/risks (5)**

Late Work & Flexibility Policies (Copy/Paste Options)

Choose the policy that matches your style:

Option A (Lenient, recommended for async)

- **Late work accepted up to 7 days after the deadline.**
- **Late penalty: 10% off per day late (maximum deduction capped at 50%).**
- **Work more than 7 days late may not be accepted unless arranged in advance.**

Option B (Very lenient)

- Late work accepted up to 7 days late with a flat 10% deduction.
- After 7 days, assignments may not be accepted.

Option C (Grace Tokens)

- You receive two (2) Grace Tokens.
- Each token gives a 48-hour extension on an eligible assignment (excluding final project unless stated).
- To use a token, message the instructor before the deadline or within 24 hours after.

Quizzes: [Choose one]

- Two attempts allowed; highest score counts
- One attempt only
- Lowest quiz score dropped

Academic Integrity

You are expected to submit original work. You may use course materials to support your learning, but you must not submit copied work as your own.

AI Tools (Optional Policy—choose what you want)

- Permitted for brainstorming and outlining; final writing must be your own voice
- Permitted with citation/acknowledgement in a note at the end of the assignment
- Not permitted for graded written work unless explicitly allowed

If you are unsure what is allowed, ask before submitting.

Accessibility & Student Support

Students needing accommodations should contact [Accessibility/Disability Services Office] as soon as possible. Support resources (tutoring, writing center, counseling, tech help) are available through [Insert campus links/info].

Netiquette (Online Course Behavior)

- Be respectful and professional in discussions
- Disagree with ideas, not people
- Use clear language and avoid all-caps
- Keep posts course-relevant and constructive

Course Schedule (8 Weeks)

Week 1 — Orientation + What Marketing Is (and Isn't)

Topics: Marketing concept, value, customer orientation

Due: Orientation check, Discussion, Quiz 1, Mini activity (“Marketing in the Wild”)

Week 2 — Strategy + The Marketing Environment

Topics: SWOT, situational analysis, market environment forces

Due: Application #1, Discussion, Quiz 2, Project Milestone #1

Week 3 — Segmentation, Targeting, and Buyer Behavior

Topics: Segmentation bases, targeting, decision process

Due: Application #2, Discussion, Quiz 3, Project Milestone #2

Week 4 — Positioning + Branding + Value Proposition

Topics: Differentiation, positioning statement, brand messaging

Due: Application #3, Discussion, Quiz 4, Project Milestone #3

Week 5 — Product + Pricing Decisions

Topics: Product strategy, pricing approaches, ethics in pricing

Due: Application #4, Discussion, Quiz 5, Project Milestone #4

Week 6 — Place/Distribution + Customer Experience

Topics: Channels, customer journey, friction points

Due: Application #5, Discussion, Quiz 6, Project Milestone #5

Week 7 — Promotion + IMC

Topics: Paid/owned/earned media, IMC planning, basic metrics

Due: Application #6, Discussion, Quiz 7, Project Milestone #6

Week 8 — Metrics + Ethics + Final Marketing Plan

Topics: Evaluation, KPIs, ethics, course wrap-up

Due: Final Marketing Plan, Quiz 8, Reflection

Changes to the Syllabus

The instructor may make updates to improve clarity, pacing, or learning outcomes. Any changes will be announced in Canvas.