



MARKETING PRINCIPLES



BUSINESS STUDIES DEPARTMENT MISSION STATEMENT

Aligning with the Lakewood University mission, our innovative business programs will prepare learners to work as valuable managers and leaders in their respective workplaces, facilitating change for the benefit of the organization, its stakeholders, and society.

MKTP200 — Marketing Principles, 3.0 hours

PROFESSOR

Dr. Mike Cattermole, DBA possesses over eighteen years of experience teaching college/university students online and on campus. Mike has eighteen years of experience in the staff development industry as well as experience as an organizational development consultant.

CONTACT INFORMATION

E-mail: mcattermole@lakewood.edu
Cell Phone: 800-517-0857 X 797

ONLINE SUPPORT (IT) AND MOODLE NAVIGATION:

All members of the Lakewood University community who use the University's computing, information or communication resources must act responsibly. Support is accessible by calling 1-800-517-0857 option 2 or by emailing info@lakewood.edu

BOOKS AND RESOURCES

Lamb, Charles, W. and Joe F. Hair. MKTG. 14th Edition. Cengage Learning US, 2024.

EVALUATION METHOD

Graded work will receive a numeric score reflecting the quality of performance.
Course Requirement Summary

- Assignments - Total of 40 Points
- Weekly discussion forums-Total of 70 Points
- Midterm Quiz - 20 Points
- Final Exam - 50 Points

GRADING SCALE

Graded work will receive a numeric score reflecting the quality of performance as given above in evaluation methods. The maximum number of points a student may earn is 180. To determine the final grade, the student's earned points are divided by 180.

Your overall course grade will be determined according to the following scale:

A = (90% -100%)

B = (80% - 89%)

C = (70% - 79%)

D = (60% - 69%)

F < (Below 60%)

ACADEMIC INTEGRITY/ PLAGIARISM:

Cheating (dishonestly taking the knowledge of another person whether on a test or an assignment and presenting it as your work) and plagiarism (to take and pass off as one's own the ideas or writing of another) are a serious issue. While it is legitimate to talk to others about your assignments and incorporate suggestions, do not let others "write" your assignments in the name of peer review or "borrow" sections or whole assignments written by others. We do get ideas from life experiences and what we read but be careful that you interpret these ideas and make them your own.

I am aware that many types of assignments are available on the internet and will check these sources when there is legitimate suspicion.

Penalty is a zero on the assignment. In cases where there is a major or continuous breach of trust, further discipline, such as an "F" in the course, may be necessary.

The major consequence of any form of cheating is damage to your character and the result of trust and respect.

DISABILITY ACCOMMODATIONS

Students who have a disability and wish to request an academic accommodation should contact Jim Gepperth, the Disabilities Services Coordinator and Academic Dean. The student can request an accommodation at any time although it is encouraged to do so early in the enrollment process. The student should complete an accommodation request form which begins a conversation between the school and the student regarding the nature of their disability and an accommodation that would help the student succeed in their program. The school may request documentation regarding the disability to address the accommodation request effectively. The school will communicate to the student the type of accommodation arranged. This process typically follows a team approach, bringing together persons from the academic department (including the instructor) and personnel from other departments as necessary. Additional information on disability accommodations may be found in the Lakewood University Catalog.

Disability Services Email: disabilityservices@lakewood.edu

SUPPLEMENTAL TEXTS

You can use the following resources to assist you with proper source citation.

American Psychological Association Style Guide- https://www.mylakewoodu.com/pluginfile.php/118179/mod_resource/content/1/APA%20Style%20Guide%207th%20edition.pdf

The Purdue OWL website is also a helpful resource for students. Here is a link to the OWL website: https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html

LIBRARY

Mary O'Dell is the Librarian on staff at Lakewood University

She is available by appointment. You can make an appointment with her by emailing her at modell@lakewood.edu or call at 1-800-517-0857 X 730

You may also schedule a meeting at this link: <https://my.setmore.com/calendar#monthly/r3a761583354923270/01032020>

She can assist you with navigating LIRN, research, citations etc.

SUPPORT

Each student at Lakewood University is assigned a Success Coach. Your Success Coach exists to assist you with academic and supportive services as you navigate your program. They will reach out to you, often, to check-in. Please use the resources they offer.

Student Services is available to assist with technical questions regarding Lakewood University and all services available to you.

1-800-517-0857 option 2
info@lakewood.edu
studentservices@lakewood.edu

CAREER SERVICES

Students are offered Career Services at any point as they journey their academics at Lakewood University.

1-800-517-0857 option 2
careerservices@lakewood.edu

LESSONS

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #1	<ul style="list-style-type: none">An Overview of MarketingStrategic Planning for Competitive AdvantageEthics and Social Responsibility	Study Course Syllabus Read Chapters 1, 2, 3 Review PowerPoints Participate in the Discussion Forum Complete Assignment 1	Assignment 1 upon completion of the lesson	Objective 1
Lesson #2	<ul style="list-style-type: none">The Marketing EnvironmentDeveloping a Global Vision	Read Chapters 4, 5, 6 Review PowerPoints Participate in the Discussion Forum		Objective 2

- Consumer Decision Making

TITLE	COURSE TOPIC	READINGS/ASSIGNMENTS	DUE	OBJECTIVES
Lesson #3	<ul style="list-style-type: none"> • Business Marketing • Segmenting and Targeting Markets • Market Research 	Read Chapters 7, 8, 9 Review PowerPoints Participate in the Discussion Forum		Objective 3
Lesson #4	<ul style="list-style-type: none"> • Product Concepts • Developing and Managing Products • Services and Nonprofit Organization Marketing 	Read Chapters 10, 11, 12 Review PowerPoints Participate in the Discussion Forum Complete Midterm	Midterm upon completion of the lesson	Objective 4
Lesson #5	<ul style="list-style-type: none"> • Supply Chain Management and Marketing Channels • Retailing • Marketing Communications 	Read Chapters 13, 14 Review PowerPoints Participate in the Discussion Forum		Objective 5
Lesson #6	<ul style="list-style-type: none"> • Advertising, Public Relations and Sales Management • Personal Selling and Sales Management 	Read Chapters 15, 16, 17 Review PowerPoints Participate in the Discussion Forum		Objective 6
Lesson #7	<ul style="list-style-type: none"> • Social Media and Marketing • Pricing Concepts 	Read Chapters 18 & 19 Review PowerPoints Participate in the Discussion Forum Complete Assignment 2	Assignment 2 upon completion of the lesson	Objective 7 Objective 8
Lesson #8		Review the PowerPoint Complete the Final Exam Request the Next Course Course Evaluation THANKS FOR A GREAT CLASS	Final exam upon completion of the lesson	

DESCRIPTION

This course provides a comprehensive overview of marketing in today's economy, its many facets and considerations. The course will cover: analyzing marketing opportunities, product design, distribution, promotion & communication, pricing and trends in technology including social media. Assignments will introduce the student to marketing strategies and challenges experienced by real businesses operating in today's Marketplace.

Program Objectives

1. Define marketing and the elements of marketing strategy.
2. Analyze the components of the consumer decision-making process.
3. Explain the importance of market segmentation.
4. Explain the differences between services and goods.
5. Describe retail marketing strategies.
6. List steps in the selling process.
7. Describe types of social media platforms.
8. Describe the considerations of pricing a product or service.

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