

Course Syllabus

[Jump to Today](#)

 [Edit](#)

Welcome to Marketing 730: Marketing Analysis Foundation Course Description

The marketing function is critical to the success of every organization around the world. This course examines how profit and nonprofit organizations identify, research, and evaluate customer needs; select target markets; and create, price, distribute, and promote need-satisfying products and services to individuals, organizations, and societies.

This course is arranged in 7 weekly units. You will start the course with Chapter 1 and continue through the other units.

Course Objectives

As an introduction to marketing the emphasis of this course is to provide the student with a foundation for developing an understanding of a wide range of marketing concepts. Specifically, the objectives of this course are:

- To provide the student with an understanding of the fundamental concepts, techniques and challenges of marketing in a global economy using present-day marketing situations and problems.
- To allow the student to understand ethical challenges that marketers face.
- To provide the student with an tools for understanding how consumer and industrial buying behavior is researched and major differences between the two groups.
- To explore how products and services are developed, nurtured and managed.
- To explore how products and services are placed in the hands of those who need them.
- To explore how working within an integrated marketing approach, communications about the products and services are delivered to buyers.
- To examine alternative strategies available for pricing goods and services.

Textbook

Marketing, 19th ed.(2017) by Pride and Ferrell, Cengage Learning with MindTap. Students have two options and may purchase MindTap access with either an electronic text or a loose leaf text.

ISBN Mindtap and eBook: 978-1337090971

ISBN Mindtap, eBook and Loose leaf book: 978-1337537551

Course Evaluation and Grading Policy

The course uses input from several areas to determine grades: chapter assignment quizzes via the MindTap online instructional portal, video quizzes via MindTap, essay exams, written assignments applying key concepts to real-world marketing situations, and unique and timely discussion contributions.

Specifically here's how students will be evaluated:

Assignment	Points	Total
Essay Exams	100 points x 2 exams	200 points
Discussions	10 points x 8 discussions	80 points
Written Assignments (Weeks 1, 2, 4, and 6)	25 points x 2 written assignments	100 points
Video quiz assignments in MindTap (Weeks 1, 2, 3 and 6)	5 points x 4 video quizzes	20 points
Chapter assignment quizzes in MindTap	5 points x 20 chapter quizzes	100 points
	Total Points	500 points

Discussion activities are due before 11:59 p.m. CST on the date indicated.

You may work ahead and MindTap due dates are strictly enforced. No credit will be given for any late submissions to MindTap.

Students will have two attempts for the chapter assignment quizzes and video quizzes. The best score will be recorded in MindTap.

Grades related to MindTap assignments and video quizzes are always available in MindTap and will be transferred to the course grade book in Canvas at the end of the semester.

Essay exams are available over several days - Thursdays from 12:01 am to the following Monday at 8:00 am CST. **Late exams** are not accepted.

Contributions to discussions after the posting date are not read by students and will not be given credit. **Late discussion posts are not given credit.**

Any late written assignment submitted to the Dropbox is discounted 10% each day for a maximum of 2 days. Materials not submitted within 2 days of the due date will not be considered.

Grading Scales

Percentage	UWEC/Consortium/ UW-Parkside	UW-Oshkosh	UW-LaCrosse
93-100%	A	A	A
90-92.9%	A-	A-	AB

87-89.9%	B+	B+	AB
83-86.9%	B	B	B
80-82.9%	B-	B-	BC
77-79.9%	C+	C+	BC
73-76.9%	C	C	C
70-72.9%	C-	C	C
67-69.9%	D+	F	D
63-66.9%	D	F	D
60-62.9%	D-	F	D
0-59.9%	F	F	F

The final grading scale will be no stricter than the above scale and *may* be lowered based on a curve established after the results from the final exam have been determined.

Discussions

Rubric- Everyone who makes meaningful contributions to the discussion should receive full credit.

Comments such as "I agree with Bill" don't reflect your input and won't be given full credit--most require you to add from your experiences so such a comment shouldn't really be used. (See the separate listing on Discussion Rubric for details).

Here are a few additional tips I've found help make discussions interesting and an efficient use of your time:

- Use an informative title in the memo line – don't leave it blank
- Use bullets to list
- Include white space between paragraphs
- Include details – but keep it brief
- If the thread of the discussion is getting long – cut out the redundant material
- DON'T FLAME – by using caps

Exam Policy

Each of the two essay exams covers material from the on-line commentaries (lecturettes), videos, book chapters and other assigned readings for that section of the course. The exams are not cumulative.

What are the exams like? Each exam is comprised of 2 multi-part essay questions which are designed to allow you to apply concepts to real-world situations. You are operating under an **honor** policy. You should not give or receive assistance from any person while completing this part of the exam.

The essay questions are designed to be succinct. I encourage outlines and/or the use of bullets. I believe that you can answer most of the questions in 1 - 2 pages depending on your writing style. Please do not go beyond TWO pages per question. (Do use a 12-point font and margins.)

The exam is timed and once the exam is opened your time limit begins. You will have one hour to complete the exam.

Plan your time so that you can complete your exam in one sitting. Once you open the exam you need to complete and submit it.

How should you review? I realize you are covering a great deal of material in a limited amount of time. There are several things you might do as a review for your exam:

- Review the outcomes given for each unit. Can you respond to each?
- Read the summary section at the end of each chapter. Do you understand what has been covered?

Chapter Assignment Quizzes

Students will complete a chapter assignment quiz for each chapter assigned during the week. Assignments are available at the beginning of the course and are due by 11:59 p.m. on the date noted in the Course Calendar. Two attempts are allowed with unlimited time to complete the exam.

Students should prepare for the chapter assignment quizzes by using the Study Tools available in MindTap. *Adaptive Test Prep* is available for each chapter where students can create practice quizzes to check their learning prior to taking the assigned chapter quizzes. In addition, flashcards and chapter PowerPoint slide decks are available.

Grades related to the chapter assignment quizzes will be available in MindTap and feedback is automatically provided. Questions are randomly assigned to each student and the answers are programmed in MindTap. The questions were developed by authors chosen by Cengage for the Pride & Ferrell *Marketing* textbook. Thus, your MKTG 730 instructor did not author the quizzes and will not consider any questions related to the "correct" or "incorrect" answers. Since feedback and multiple attempts are provided, it is expected that students will receive a high score on these assignments.

Grades from these MindTap activities will be transferred to the Canvas grade book at the conclusion of the course.

Video Quiz Assignments

Four video quiz activities are assigned in Weeks 1, 2, 3 and 6 but are also available as "practice" activities to check your understanding of marketing concepts and apply concepts to real-world situations. Similarly to the chapter assignment quizzes, the video quizzes were developed by outside authors and the MKTG 730 instructor did not develop the questions or select the "correct" answer. Thus, your MKTG 730 instructor did

not author the quizzes and will not consider any questions related to the "correct" or "incorrect" answers. Students have two attempts for each video quiz and it is expected that students will receive a high score on these assignments.

Grades from these MindTap activities will be transferred to the Canvas grade book at the conclusion of the course.

Written Assignments

Four written assignments applying marketing concepts to real-world contexts are due by Friday at 11:59 p.m. on the due date specified in the course calendar for Weeks 1, 2, 4 and 6. Each assignment is worth 25 points and will be evaluated using the rubric shown below. Students should follow the assignment instructions and address the questions posed in the instructions. Students are expected to formulate their answers using at least five to six well written paragraphs, not including optional introduction or concluding paragraphs.

Rubric for Individual Written Assignments

25 points each

	Excellent	Average	Needs Work
Critical Thinking	Shows deep, critical thinking and knowledge of reading or activity assigned. Answers all parts of the question and follows directions of the assignment. Includes critical, interpretive analysis of the quoted material from each source.	Repeats basic, correct descriptions but does not link analytical commentary to the primary sources nor provide critical analysis of the evidence. Fails to answer all of the questions.	Shows limited understanding and engagement of the interpretive issues.
Supporting Details and Research	Supports all of the main points, solutions or tactics with outside research or opinions. If using a required source, including the textbook , identify clearly each source, using author, short title, and date using APA guidelines).	Supports some (not all) of the main points, solutions or tactics with outside research or opinions.	Fails to support most of the main points, solutions or tactics with outside research or opinions.
Organization and Grammar	Writes at least five to six well-focused, topical paragraphs. Intro and conclusion paragraphs are optional unless specified in the	Fails to organize major points into at least five to six major paragraphs.	Weak organization. Little or no evidence of having done the assignment according to the

assignment.	Some typos, grammatical errors, failure to use proper "voice" and tense.	directions.
Free of typos, grammatical errors, voice, and tense errors.		

Academic Conduct & Plagiarism

To foster a productive learning environment, all students are required to accept and adhere to the Student Code of Conduct agreement in order to participate in this course.

Any work you submit is expected to be your own - not that of other students or authors from published sources. If you are including information obtained from another source, you should cite the complete source using common bibliographic guidelines (e.g. MLA format). All written assignment submissions will be analyzed using Turnitin to check for original content. You should paraphrase source information and in cases where you believe the original authors' words are best, use quotation marks. Failure to provide source documentation and properly acknowledge sources could lead to severe penalties related to academic dishonesty and/or plagiarism. Penalties could include a score of "0" on the assignment, a failing grade in the course, as well as dismissal from the University.

Any form of academic dishonesty will result in a grade of "F" for the assignment and will follow the student academic disciplinary procedures as established by the UW System Board of Regents ([UWS Chapter 14 \(http://docs.legis.wisconsin.gov/code/admin_code/uws/14.pdf\)](http://docs.legis.wisconsin.gov/code/admin_code/uws/14.pdf)).

Accommodation for Students with Disabilities

In order to ensure that all of our students have equitable access to our online course materials, we strive to meet the guidelines set by Section 508 of the Rehabilitation Act, which requires the public to provide reasonable accommodations to individuals with disabilities when posting web-based materials. WebAIM.org, a third party authority in web accessibility, has evaluated the Canvas Learning Management System (LMS) by Instructure and certifies it to be substantially conformant with Level A and Level AA of the Web Content Accessibility Guidelines version 2.0. If you need accommodations, please contact Online Course Support at 888.832.7090 or 715.836.6019 or email [BizHelp@uwec.edu \(mailto:BizHelp@uwec.edu\)](mailto:BizHelp@uwec.edu) and we will work with you to find a reasonable accommodation.

Course Summary:

Date	Details	
Mon Feb 4, 2019	 Complete the Code of Conduct (https://uweau.instructure.com/calendar?event_id=49033&include_contexts=course_136783)	12am
Tue Feb 5, 2019	 Getting to Know Each Other: Introductions Discussion (https://uweau.instructure.com/courses/136783/assignments/279641)	due by 11:59pm

Date	Details	
	 Week 1 Discussion: Chapter 1, Customer Lifetime Value https://uweau.instructure.com/courses/136783/assignments/279640	due by 11:59pm
	 Update Your Canvas Profile	to do: 11:59pm
Thu Feb 7, 2019	 Week 1 Discussion Response	to do: 11:59pm
	 Chapter 1: Assignment https://uweau.instructure.com/courses/136783/assignments/331910	due by 11:59pm
	 Chapter 2: Assignment https://uweau.instructure.com/courses/136783/assignments/331912	due by 11:59pm
Sun Feb 10, 2019	 Chapter 2: Video Quiz - BoltBus https://uweau.instructure.com/courses/136783/assignments/331911	due by 11:59pm
	 Chapter 3: Assignment https://uweau.instructure.com/courses/136783/assignments/331913	due by 11:59pm
Tue Feb 12, 2019	 Week 2 Discussion: Chapter 5, Competitive Intelligence https://uweau.instructure.com/courses/136783/assignments/279642	due by 11:59pm
Thu Feb 14, 2019	 Week 2 Discussion Response	to do: 11:59pm
Fri Feb 15, 2019	 Week 2 Individual Assignment Submission: Market Segmentation https://uweau.instructure.com/courses/136783/assignments/279644	due by 11:59pm
	 Chapter 4: Assignment https://uweau.instructure.com/courses/136783/assignments/332110	due by 11:59pm
	 Chapter 4: Video Quiz - Theo Chocolate https://uweau.instructure.com/courses/136783/assignments/332108	due by 11:59pm
Sun Feb 17, 2019	 Chapter 5: Assignment https://uweau.instructure.com/courses/136783/assignments/332111	due by 11:59pm
	 Chapter 6: Assignment https://uweau.instructure.com/courses/136783/assignments/332113	due by 11:59pm
	 Week 1 Individual Assignment Submission: Chapter 2 Video Case: BoltBus https://uweau.instructure.com/courses/136783/assignments/279643	due by 11:59pm
Tue Feb 19, 2019	 Week 3 Discussion: Chapter 7, Media Behavior https://uweau.instructure.com/courses/136783/assignments/279639	due by 11:59pm
Thu Feb 21, 2019	 Week 3 Discussion Response	to do: 11:59pm

Date	Details	
Sun Feb 24, 2019	 Chapter 7: Assignment (https://uweau.instructure.com/courses/136783/assignments/332419)	due by 11:59pm
	 Chapter 7: Video Quiz - Ford (https://uweau.instructure.com/courses/136783/assignments/332418)	due by 11:59pm
	 Chapter 8: Assignment (https://uweau.instructure.com/courses/136783/assignments/332420)	due by 11:59pm
	 Chapter 9: Assignment (https://uweau.instructure.com/courses/136783/assignments/332421)	due by 11:59pm
Tue Feb 26, 2019	 Week 4 Discussion: Chapter 13, Service Examples (https://uweau.instructure.com/courses/136783/assignments/279638)	due by 11:59pm
Thu Feb 28, 2019	 Week 4 Discussion Response	to do: 11:59pm
Fri Mar 1, 2019	 Week 4 Individual Assignment Submission: Product Successes and Failures (https://uweau.instructure.com/courses/136783/assignments/279645)	due by 11:59pm
Sun Mar 3, 2019	 Complete midterm course evaluation (https://uweau.instructure.com/calendar?event_id=37823&include_contexts=course_136783)	11:59pm
	 Chapter 11: Assignment (https://uweau.instructure.com/courses/136783/assignments/332427)	due by 11:59pm
	 Chapter 12: Assignment (https://uweau.instructure.com/courses/136783/assignments/332428)	due by 11:59pm
	 Chapter 13: Assignment (https://uweau.instructure.com/courses/136783/assignments/332429)	due by 11:59pm
Mon Mar 4, 2019	 Complete the midterm course evaluation (https://uweau.instructure.com/calendar?event_id=60862&include_contexts=course_136783)	12am
Tue Mar 5, 2019	 4.7 Midterm Essay Exam (Fall) (https://uweau.instructure.com/courses/136783/assignments/279634)	due by 8am
	 Midterm Essay Exam (Spring) (https://uweau.instructure.com/courses/136783/assignments/279989)	due by 8am
	 Week 5 Discussion: Chapter 14, Supply Chain Management (https://uweau.instructure.com/courses/136783/assignments/279637)	due by 11:59pm
Thu Mar 7, 2019	 Week 5 Discussion Response	to do: 11:59pm
Sun Mar 10, 2019	 Chapter 14: Assignment (https://uweau.instructure.com/courses/136783/assignments/332434)	due by 11:59pm

Date	Details	
Tue Mar 12, 2019	 Chapter 15: Assignment (https://uweau.instructure.com/courses/136783/assignments/332435)	due by 11:59pm
Tue Mar 12, 2019	 Week 6 Discussion: Chapters 16 and 17, IMC and Effective Marketing Campaigns (https://uweau.instructure.com/courses/136783/assignments/279636)	due by 11:59pm
Thu Mar 14, 2019	 Week 6 Discussion Response	to do: 11:59pm
Fri Mar 15, 2019	 Week 6 Individual Assignment Submission: Targeted Advertisements (https://uweau.instructure.com/courses/136783/assignments/279646)	due by 11:59pm
Sun Mar 17, 2019	 Chapter 10: Assignment (https://uweau.instructure.com/courses/136783/assignments/332447)	due by 11:59pm
	 Chapter 10: Video Quiz - Zappos (https://uweau.instructure.com/courses/136783/assignments/332446)	due by 11:59pm
	 Chapter 16: Assignment (https://uweau.instructure.com/courses/136783/assignments/332448)	due by 11:59pm
	 Chapter 17: Assignment (https://uweau.instructure.com/courses/136783/assignments/332449)	due by 11:59pm
Tue Mar 19, 2019	 Week 7 Discussion: Chapters 19 and 20, Pay What You Want (https://uweau.instructure.com/courses/136783/assignments/279635)	due by 11:59pm
Thu Mar 21, 2019	 Week 7 Discussion Response	to do: 11:59pm
Fri Mar 22, 2019	 Final course evaluation (https://uweau.instructure.com/calendar?event_id=37822&include_contexts=course_136783)	12am
Sun Mar 24, 2019	 Chapter 18: Assignment (https://uweau.instructure.com/courses/136783/assignments/332459)	due by 11:59pm
	 Chapter 19: Assignment (https://uweau.instructure.com/courses/136783/assignments/332460)	due by 11:59pm
	 Chapter 20: Assignment (https://uweau.instructure.com/courses/136783/assignments/332461)	due by 11:59pm
Mon Mar 25, 2019	 7.5 Final Essay Exam (Fall) (https://uweau.instructure.com/courses/136783/assignments/279633)	due by 8am
	 Final Essay Exam (Spring) (https://uweau.instructure.com/courses/136783/assignments/280093)	due by 8am

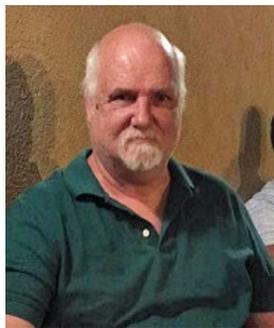
Date**Details**

Final Letter Grade (<https://uweau.instructure.com/courses/136783/assignments/334839>)

Instructor Introduction - Peter Knight

Dr. Peter Knight

Email: [knightp@uwp.edu \(mailto:knightp@uwp.edu\)](mailto:knightp@uwp.edu)



Response Time: I will respond to all emails within 24 hours. All graded assignments will be graded within 72 hours of the submission deadline.

My Role. In addition to teaching this course and grading your assignments I am here to answer any questions you may have. I will also be active in the course by providing a weekly summary of our progress and will post in the discussion boards if I feel you are getting off track or there is anything helpful I can add.

This my 19th session teaching this course since 2008 but my first time in

Canvas.

Biography

Peter is a marketing generalist with 25 years broad corporate and SME experience including very recent consulting experience in Europe working to develop a key account program, 17 years experience in academia and wide ranging interests in the field of Marketing.

Dr. Knight has curriculum development skills in emerging areas, including Digital Marketing, Multi Cultural and Global Marketing, Sports and Event Marketing, Marketing in the Hi-Technology Sector, Sales, Flexible Learning Methods, Community-Based, Competency-Based and Online Learning. Extensive experience with simulation learning including Stukent MIMIC, CAPSIM, Country Manager, Momentum, New Shoes and Marketplace

He has taught well over 100 undergrad courses and nearly 50 MBA courses (including 14 3 credit 12 week courses in a professional MBA) .

Peter has also authored and co-authored over 50 peer reviewed journal and conference publications, including those in prestigious journals such as the Journal of Marketing Education, the Journal of Electronic Commerce in Organizations, Organizations and Markets in Emerging Economies, Leisure Studies(UK) , Higher Education Policy, the International Journal of Sports Marketing and Management and the Journal of Teaching in International Business, as well as Best Conference Paper at the Fall 2013 Marketing Management Association Conference at the Drake Hotel in Chicago and being the only North American Presenter at global conferences in Seoul and Dubai.

Our Sales Program

Since 2009 UW-Parkside teams have garnered 47 individual and team awards in National Sales Competitions in a field that has virtually doubled in terms of participation during that period.

Buoyed by 3 National Titles at the 2013 Team Selling Championship, the 2016 National Sales Challenge and the graduate division title at the National Collegiate Sales Competition in 2017 we believe our Sales Program is on the ascent. In fact we have recently received industry funding for a new sales lab and will apply for University Sales Center Alliance membership.

Links

-  [Sales Lab \(https://www.linkedin.com/pulse/best-class-sales-center-launched-5-inducted-uw-hall-fame-knight-ph-d/\)](https://www.linkedin.com/pulse/best-class-sales-center-launched-5-inducted-uw-hall-fame-knight-ph-d/)
-  [Sales Competition Success \(https://www.linkedin.com/pulse/white-hot-university-wisconsin-parkside-sales-program-knight-ph-d/\)](https://www.linkedin.com/pulse/white-hot-university-wisconsin-parkside-sales-program-knight-ph-d/)
-  [UW Parkside Students Score with Bucks \(https://www.uwp.edu/explore/news/bucksinterns.cfm\)](https://www.uwp.edu/explore/news/bucksinterns.cfm)
-  [LinkedIn Profile \(https://www.linkedin.com/in/peter-knight-ph-d-5a87391b/\)](https://www.linkedin.com/in/peter-knight-ph-d-5a87391b/)
-  [Community Based Learning Award \(https://www.uwp.edu/explore/news/knightconvoaward.cfm\)](https://www.uwp.edu/explore/news/knightconvoaward.cfm)

