



**WILLIAM  
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UNIVERSITY

CHRISTOS M. COTSAKOS COLLEGE OF BUSINESS  
DEPARTMENT OF MARKETING AND MANAGEMENT SCIENCES  
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## **COURSE SYLLABUS: MKT 2100-80 Principles of Marketing Online Spring 2019**

**Instructor: Rajiv Kashyap, Ph. D. email:kashyapr@wpunj.edu (email)**  
**Office Hours: T 10:00 am to 2:00 pm R 10:00 am to 11:00 am (by appointment)**  
**Text: Marketing, 6th edition with Connect by Druv Grewal and Michael Levy, McGraw-Hill Irwin. Recommended: Digital format**

**Course Objectives:** The basic objectives of this course are to provide you with a broad introduction to marketing concepts, help you understand the factors that influence marketing decisions, and focus attention on the vital role of marketing in today's global economy. The specific objectives for student learning under this broad goal are:

1. To understand how organizations identify customers and their wants/needs.
2. To comprehend marketing decisions, based upon the combination of product, price, promotion, and distribution elements. In this course, you will study consumer and industrial markets and understand the value of the marketing mix in the marketing planning process.
3. To understand marketing is carried out by an organization to meet the requirements of domestic and international buyers, both households and businesses, within the bounds of ethics and the legal environment.
4. To apply key frameworks and methods, and develop analytical skills to solve marketing problems.
5. To provide you with a firm foundation in marketing theory and marketing lexicon.
6. Another course objective is to relate the impact of marketing and its integration with your own major or field of interest.

### **Student Learning Outcomes**

Upon completion of this course, students will be able to:

1. Use a vocabulary of marketing terms correctly.
2. Demonstrate the ability to critically evaluate a marketing program from consumer and marketing practitioner viewpoints, including consideration of ethical implications.
3. Communicate clearly, in an organized fashion, the concepts of marketing in both oral and written work.
4. Demonstrate an understanding of how marketing fits with the other business disciplines within an organization.

5. Develop and write up a marketing plan for an organization

**Course Description:** The course will be taught online. We will use Blackboard as the primary vehicle for course delivery. We will utilize readings, Learning Smart Assignments, quizzes, and a marketing plan project.

**Course Expectations:** Each week you are expected to

1. Read the assigned chapter/s from the text and complete Learning Assignment/s. **(required)**
2. Take an Online Quiz **(required)**
3. Post bonus answers to questions that you missed on the quiz (desirable)

You should read the textbook first and prepare a chapter summary of the key concepts. Next, complete the Learning Smart Assignment/s. These will help you prepare for your quiz. The **Quizzes** section will contain the quiz for the chapter covered that day.

**Technology Standards:** A broadband connection is highly recommended. This will alleviate problems that you may encounter due to slower dial-up connections such as timing out of quizzes, longer loading times for documents and media files, and so forth. Note that all the quizzes are set for a completion time of twenty minutes. Therefore, please try and ensure that you utilize a broadband connection for quizzes if you don't have one by using one of the labs on campus. For all technology related problems please contact the University support staff for BB. Please see [bb.wpunj.edu](http://bb.wpunj.edu) and follow the instructions

**Online Quizzes: Your best 10 out of 20 online quiz scores will be counted towards your final grade.**

**To take a quiz, you must go to the Quizzes section of Bb.** There you will find a hyperlink to the quiz or quizzes for the week. **Please click on the link only when you are ready to take each quiz.** Please note that:

1. questions will be presented one at a time on the quiz.
2. each question is worth ten points.
3. you will need to enter an answer before attempting the next question.
4. if you do not enter an answer, you will receive zero points for the question
5. you cannot backtrack to an unanswered question on the quiz – the system will lock you out (or rate it with an exclamation mark) and you'll receive zero points for the quiz.

**Bonus Answers:** *The purpose of these quizzes is to help you learn the material. Therefore, you will have the opportunity to earn up to fifty bonus points for up to 5 questions incorrectly answered on each quiz.* Note that your quiz + bonus answers score can never exceed 250 points for any quiz.

**LEARNSMART assignments:** You are required to complete one LS assignment for each chapter. Each LS assignment consists of a set of questions that you will encounter as you read the chapter online. Please be prepared to devote about one hour each week for your LS assignments. Sometimes, more than one chapter will be assigned per week. In such cases, you will have to complete more than one assignment per week. However, in such cases, I have tried to ensure that the amount of time devoted to LS assignments will stay the same (approximately an hour per week). LS assignments are counted towards your grade, and are only available the week the topic is to be covered as per the course schedule (at end of this syllabus).

**Marketing Plan:** You are required to prepare a marketing plan for a new product / service (hypothetical or existing) **to be launched by an existing brand / company. Please refer the detailed marketing guidelines in the Marketing Plan folder.** You may choose a B2C product from the gallery of new innovative products that have received a best design award - see the IDSA gallery at [http://www.idsa.org/awards/idea/gallery?combine=&term\\_node\\_tid\\_depth=All&field\\_year\\_value=2018&field\\_idea\\_award\\_level\\_value=All](http://www.idsa.org/awards/idea/gallery?combine=&term_node_tid_depth=All&field_year_value=2018&field_idea_award_level_value=All)

### **Communication**

Please ensure that you check your student mailboxes ([lastnameinitial@student.wpunj.edu](mailto:lastnameinitial@student.wpunj.edu)) for any special instructions or notices every day. You may email me at [kashyapr@wpunj.edu](mailto:kashyapr@wpunj.edu) if you need clarifications or have questions about the course. Please do not expect an immediate response to an email. I will normally reply within 24 hours, but may take longer sometimes when I am traveling.

### **Academic Integrity**

In my experience, I have encountered two types of problems with respect to academic integrity: plagiarism and collusion. Reproduced below are excerpts from the official student handbook.

*Plagiarism is the copying from a book, article, notebook, video or other source, material whether published or unpublished, without proper credit through the use of quotation marks, footnotes and other customary means of identifying sources, or passing off as one's own, the ideas, words, writings, programs and experiments of another, whether or not such actions are intentional or unintentional. Plagiarism also includes submitting, without the consent of the professor, an assignment already tendered for academic credit in another course.*

*Collusion is working together in preparing separate course assignments in ways not authorized by the instructor. Academic work produced through a cooperative (collaborative effort) of two or more students is permissible only upon the explicit consent of the professor. The collaboration must also be acknowledged in stating the authorship of the report.*

**Grades**

LS assignments (20 @ 1.5% each)	30%
Online Quizzes (Best 10 quiz scores @ 2% each)	20%
Marketing Plan Grade	50%
Total	100%