



**WILLIAM
PATERSON
UNIVERSITY**

CHRISTOS M. COTSAKOS COLLEGE OF BUSINESS
DEPARTMENT OF MARKETING AND MANAGEMENT SCIENCES
1600 VALLEY ROAD • P.O. BOX 920 • WAYNE, NEW JERSEY 07474-0920
973.720.2610 FAX 973.720.2809 • WWW.WPUNJ.EDU

COURSE SYLLABUS: MKT 2100-80 Principles of Marketing Online Winter 2022

Instructor: Rajiv Kashyap, Ph. D. email:kashyapr@wpunj.edu (email)

Office Hours: By appointment

Text: Marketing, *Principles of Marketing*. (2010). Minneapolis, MN: eLearning Support Initiative, University of Minnesota Libraries Publishing.¹ This is a free textbook that you can download from the following website: <https://open.lib.umn.edu/principlesmarketing/>.

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

¹ This textbook is licensed under a Creative Commons Attribution-Non-Commercial-ShareAlike 4.0 International License, except where otherwise noted.

Course Description: The course will be taught online and is divided into four modules. We will use Blackboard as the primary vehicle for course delivery. We will utilize chapter readings, TED Talks, and a marketing plan project to achieve the learning outcomes

Course Expectations: You are expected to

1. Read the assigned chapters from the text and complete a quiz (Best 10 of 15 quizzes count towards your grade)
2. Develop 4 Voice over PPT (VOP) using the guidelines in the syllabus.
3. Submit 4 spreadsheet assignments per due dates

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 Assignments, longer loading times for documents and media files, and so forth. Note that all the Assignments are set for a completion time of twenty minutes. Therefore, please try and ensure that you utilize a broadband connection for Assignments 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 and follow the instructions

Online Quizzes: Your best 10 out of 15 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.

Bonus Answers: *The purpose of these quizzes is to help you learn the material.* Therefore, you will have the opportunity to earn up to thirty bonus points for up to 3 questions incorrectly answered on each quiz. Note that your quiz + bonus answers score can never exceed 100 points for any quiz.

Voice over PPTs: You are required to record 4 Voice Over PPTs. Instructions and guidelines for recording your PPTs are contained in Bb.

Spreadsheet assignments: You are required to complete 4 spreadsheet assignments that are aimed at reinforcing marketing concepts and developing analytical skills.

Communication

Please ensure that you check your student mailboxes (lastnameinitial@student.wpunj.edu) for any special instructions or notices every day. You may email me at 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	
Quizzes (10 @ 4%)	40
Voice over PPT assignments (4 @ 7.5%)	30
Spreadsheet assignments (4 @ 7.5%)	30
Total	100
The following scheme shall be used for your letter grade:	
A: 93-100%	A-: 90-92%
B+: 87-89%	B: 84-86%
B-: 80-83%	C+: 77-79%
C: 74-76%	C-: 70-73%
D-: 60-69%	F: <60%