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COURSE SYLLABUS: MKT 2100-80 Principles of Marketing Online Winter 2024

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

Office Hours: By appointment (M, W, F 11:00am – 12:00 pm)

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 Self 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 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

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Course Expectations: You are expected to

1. Read the assigned chapters from the text and complete a quiz (Best 12 of 15 quizzes count towards your grade)
2. Develop 4 Voice over PPT (VOP) using the guidelines in the syllabus.
3. Submit 24 discussion board posts per due dates (8 self-posts and 16 critiques of peer-posts)

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.

Micro lectures: Micro lectures are provided for each chapter of the text. Please view these before you attempt the action learning tasks and the quiz. Note that the micro lectures should not be considered a substitute for the text or vice versa. They complement each other. **Quiz questions are drawn from the text and from my lectures.**

Online Quizzes: Your best 10 of 16 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.

To earn credit, a quiz must be completed on the day that the chapter is scheduled. The quizzes will be Open Book and you will have 10 minutes to complete each quiz. Once you have started a quiz you must complete it.

Action Learning Assignments: To enable skill building, I have included action learning exercises for each chapter. These are aimed at developing skills that you will need in higher level classes and also help understand the course content as you learn by applying the concepts and frameworks in the course.

Voice over PPTs: You are required to record 4 Voice Over PPTs. Instructions and guidelines for recording your PPTs are contained in Bb. The rubric that will be used to grade assignments is provided at the end of this syllabus.

Discussion Boards: You are required to develop and post a total of 24 discussions posts based upon instructions provided in Bb that are based upon readings and videos in the text. You are required to develop and upload 8 self-posts and 16 critiques per instructions provided in Bb (please see sample discussion board assignment below).

This discussion board is aimed at strengthening your understanding of the concepts and frameworks in Chapter 1. The post is centered upon answering a question about applying the lessons from this chapter to enable your efforts to market yourself to an organization. You will have the opportunity to review and critique discussion posts submitted by your peers. To receive credit, please

- 1) submit your discussion post by 11:55 pm on 1/4/2024.
- 2) submit your discussion posts critiquing your peer discussion posts by 11:55 pm on 1/4/2022
- 3) ensure that your posts conform to the guidelines provided in the instructions provided

Assume you are about to graduate. How would you apply marketing principles to your job search? In what ways would you be able to create, communicate, and deliver value as a potential employee, and what would that value be, exactly? How would you prove that you can deliver that value?

Model assignments: I have included samples of student assignments of VOPs and Discussion Boards that I consider best practices. Please review these before you develop your assignments.

Communication

Please ensure that you check your student mailboxes (lastnamefirstinitial@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 Self, 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.

Please review the rubrics at the end of this syllabus to understand my expectations about the quality of your assignments and how they will be graded.

Grades

Quizzes (10 @ 3%)	30%
Voice over PPT assignments (4 @ 10%)	40%
Discussion boards (24 @1.25%)	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%