



**Framingham**  
State University

## MRKT 181 Marketing Principles

### COURSE INFORMATION

Semester	: December 23, 2021 – January 17, 2022
Credit	: 4
Teaching Hours	: 50 Hours
Location	: Online
Professor	: Werner Krings
Email	: wkrings@framingham.edu

### DESCRIPTION

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An examination of marketing functions, the activities of producers, wholesalers, retailers and other middlemen, the channels of distribution, integration of the marketing functions, price policies and government regulation. Special emphasis is given to the aspect of marketing management. Students prepare a marketing plan for a corporate or a start up product.

Undergraduate Level: 4 Hours, 1 Credit; Prerequisites: None.

### LEARNING OUTCOMES

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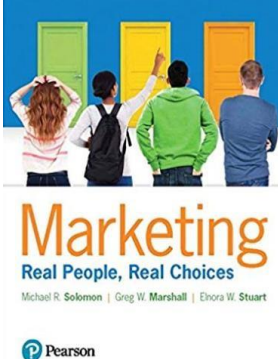
1. To understand the language and vocabulary of marketing and utilize critical terms like positioning, branding, marketing mix, competitive analysis, marketing research, SWOT analysis, portfolio matrix, business plan, marketing strategy, new product development, b2b, b2c, etc.
2. To create and present a simple marketing plan and apply relevant marketing concepts.
3. To transfer marketing concepts, e.g. value proposition to your personal and career development to brand, position and differentiate yourself on the job market.

## REQUIREMENTS

The *course objectives* are achieved through a number of structured means:

<b>Lectures</b>	Lecturers are based on the materials covered in the text (not restricted to the text). Slides will be regularly posted on Blackboard.
<b>Attendance and Interactive Discussion</b>	Regular class attendance and active, articulate, and insightful participation are necessary if the course is to be a worthwhile experience for you and your class members. Especially, personal branding content relevant to career development.
<b>Internet</b>	Relevant websites are used for researching marketing and company information.
<b>Introduction</b>	One-page essay covering short background and biography, targeted skills, career goals and objective.
<b>Series of Mini Exams</b>	These exams will cover the content of one chapter at a time (15 minutes) and support students in progressively preparing for the Mid-Term and Final Exam.
<b>Marketing Plan</b>	Group project and presentation. Template will be provided. The students have to create a marketing plan for a new product in a corporate or start-up, entrepreneurial setting. The presentation requires business attire.
<b>First Exam after one week</b>	The exam will cover the content of the 1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> , 6 <sup>th</sup> and 7 <sup>th</sup> chapter (60 minutes). The format is Multiple choice, True-False, Fill-in-the-blank questions.
<b>Final Exam after three weeks</b>	The final exam will cover the content of the 8 <sup>th</sup> , to the 13 <sup>th</sup> chapter (60 minutes). The format is Multiple choice, True-False, Fill-in-the-blank questions.
<b>Missing an Exam</b>	<u>(No matter what your circumstances are on the day of the exam or of your presentation, you will get a day to make-up the exam only with a written excuse before the exam. Unexcused, you will be considered as 'F' Fail).</u>

## TEXTS AND MATERIALS



- The main textbook for the course and quizzes is:
  - [Amazon](#)
  - Marketing: Real People, Real Choices**  
Value Edition (9<sup>th</sup> Edition), Pearson Publisher, 2017  
Authors: Solomon, Michael R.; Marshall, Greg W.; Stuart, Elenora W.  
ISBN-13: 978-013-464011-2  
ISBN-10: 978-013-464011-2
- Additional material will be provided in class.

Slides which summarize the major points of the textbook will be regularly provided after class on blackboard. They will not substitute studying the book and attending the class!

Recommendation: Join: [LinkedIn \(SNS\)](#)

This space allows you to establish yourself professionally online and to build your professional network. It is a free-of-charge service. All your posts should be very professional!

## GRADING CRITERIA

FRAMINGHAM STATE UNIVERSITY GRADING SCALE			DELIVERABLES	WEIGHT
Recorded Grade	Equivalent Quality Points	Total Point Value	Personal Biography (Email Word Doc)	5%
A	4.0	100-95	Mid-of-the Month Exam (Classroom)	25%
A-	3.7	94-90	Four Exams (Classroom)	25%
B+	3.3	89-87	Ind. Project Marketing Plan	25%
B	3.0	86-83	I. Deliverables	
B-	2.7	82-80	• Formal Report	
C+	2.3	79-77		
C	2.0	76-73		
C-	1.7	72-70		
D+	1.3	69-67	Final Exam (Classroom)	20%
D	1.0	66-63	Σ	100%
D-	0.7	62-60	Extra Credits optional if student scores between two final Grades. Deliverables: One-Page Essay: Career Development & Class Participation for Students in Good Standing.	
F	0.0	59-0		

## COURSE EXPECTATIONS

<b>Attendance &amp; Absence</b>	It is imperative to regularly attend the class to successfully pass the exams. In the event of <u>five or more absentees</u> , <u>five points will be deducted from your final grade!</u> If you attend the class later than <u>15 minutes</u> , you are counted as ' <u>Absent</u> '! Moreover, if your late attendance <u>15 minutes and above</u> happens several times, you will <u>not obtain the extra credit option</u> . Instead, you will <u>receive the lesser grade</u> if your <u>final score</u> is <u>between two grades</u> . The use of the bathroom <u>is not permitted</u> during the exam! Please ensure to visit it before!
<b>Laptop or Notebook Use</b>	Student are only allowed to use their laptop/notebooks during class for work related to this course. <u>During and after the exam</u> the laptop/notebook has to be <u>switched off!</u> Students violating this rule may risk to fail the exam and will be asked not to bring their laptop/notebook to class.
<b>Prohibited Electronic Devices</b>	All cell phones, I-pods, MP3 players, pagers and other communication or texting devices have to be <u>switched off and put away</u> (out of sight) <u>during class and the exams</u> . Relax and enjoy the class.
<b>Mini Exams Participation In Class</b>	The <u>purpose of the mini exams is to assess your progress</u> . Class participation is <u>expected to promote your analytical and communication skills</u> . Class participation can be <u>decisive with the Extra Credit option</u> to obtain the better of two grades if your final score is between two grades. It is a <u>subjective</u> criterion, whereby the professor considers the <ul style="list-style-type: none"> <li>• <u>Student's preparation for the class</u>: completed assignments, read chapter, etc.</li> <li>• <u>Student's contribution</u>: <i>adds value</i> to class discussions, <i>makes effort</i> to answer questions, <i>shows involvement</i> in course material and <i>makes meaningful comments</i> in class discussions.</li> <li>• <u>Student's attendance and timeliness</u>: Classes will start <i>on time</i>. If you are <u>more than 15 minutes late or leave early without reasonable excuse</u> it counts as 'absence'!</li> </ul>

## COURSE EXPECTATIONS (CONTINUED)

<b>Submission of Assignments</b>	Late assignments are <u>accepted</u> . However, 10 points are deducted for each 24-hour period that your assignment <i>is late</i> . Assignments will be accepted <u>no later than 3 days past the due date</u> .
<b>Group Project</b>	<p>The major group project consists of <u>creating a marketing plan</u>. You will be provided with a template and your group has to develop a plan. How you share the work within the group is solely up to you! The students of the group will receive a <u>team grade</u>.</p> <p>However, there will be a peer evaluation by your group members regarding your <u>team contribution and collaboration</u>.</p> <p><u>According to the level of participation/contributions</u> members of the group may receive <u>same, 10, 20 points less or in extreme cases even no credit</u> from the group work. <i>The details will be explained in class.</i></p>
<b>Business Attire</b>	Group projects and presentations are <u>oral exams and part of personal branding</u> . Therefore, it is imperative to <i>demonstrate business demeanor</i> and proficiency in applying concepts learned throughout the semester and to <i>use vocabulary</i> from chapters. The <u>quality of your formal reports affects your final score</u> .
<b>Citation Guidelines</b>	<p>Using <u>appropriate citation form</u> and <u>giving credit where credit is due</u> is an exceptionally important aspect of <i>excellent research and scholarship</i>. To ensure the best information use and presentation practices, <u>use APA guidelines</u>.</p> <p><i>Familiarize yourself</i> with <u>citation guidelines</u> in terms of <u>book, journal, chapter, newspaper article, and web citation forms</u> particularly.</p> <p>Students who <i>violate</i> these FSU rules, may either receive a <u>penalty grade</u>, including – but not limited to – <u>failing grade</u> on the assignment or in the course.</p>
<b>Inaccuracies Irregularities</b>	<p><u>Plagiarism</u> and other forms of <u>academic dishonesty</u> are grounds for <u>course failure</u> and <u>ultimately dismissal</u> from the University.</p> <p><i>Plagiarism</i> is <u>copying, borrowing</u> somebody else’s work <i>without giving</i> them the <i>deserved credit</i>.</p> <p>Whether the work is <u>copyrighted or not</u>, a writer cannot just take someone else’s ideas or language from a work and pass it off as his own. <i>Cheating</i> means <u>copying or misrepresenting the source, nature, or other aspects of your academic work</u> (e.g., assignments, papers, projects, tests) so as to <i>get undeserved credit</i>. These forms of <u>academic dishonesty</u> have serious consequences.</p> <p>Students <u>guilty of academic dishonesty</u> are subject to <u>disciplinary action</u> which may include, but is not limited to <u>reduction of a grade</u> on an assignment or examination, reduction of a grade for the class, <u>suspension or expulsion</u>.</p> <p><i>Contact your lecturer</i> if you <i>are unsure</i> about the appropriateness of your course work. See: <b>ACADEMIC HONESTY POLICY!</b></p>
<b>Backup Safety</b>	Please note that <u>it is your responsibility</u> to <i>keep a copy</i> of <u>all your work</u> . Students are advised to keep a <u>backup copy of any course work completed on a computer</u> . They might <u>send a copy of their work to their email account</u> , save it on their <u>portable USB flash drive, or hard drive</u> .

# ACADEMIC HONESTY POLICY

Framingham State University's policy (Source: [FSU Undergraduate Catalog](#))

<p><b>Academic Honesty Statement</b></p>	<p>“Integrity is <u>essential to academic life</u>. Consequently, students who enroll at Framingham State University agree to <u>maintain high standards of academic honesty and scholarly practice</u>. They shall be <u>responsible for familiarizing themselves with the published policies and procedures</u> regarding academic honesty. If found violating these rules, students will be <u>withdrawn from the class</u>.</p> <p>In addition to the required statement, <i>faculty members</i> shall, at their discretion, include in the course syllabus additional statements relating the definition of academic honesty to their courses. Infractions of the Policy on Academic Honesty include, but are not limited to:</p>
<p><b>1. Plagiarism</b></p>	<p>Claiming as one’s own work the published or unpublished literal or paraphrased work of another author or student. It should be recognized that plagiarism is not only <u>academically dishonest</u> but also <u>illegal</u>.</p>
<p><b>2. Cheating</b></p>	<p>Cheating on <u>exams, tests, quizzes, assignments, and papers</u>, including the giving or acceptance of these materials and other sources of information <u>without the permission of the instructor(s)</u> results in <u>warning and ultimately failure ‘F’</u>.</p>
<p><b>3. Unauthorized Collaboration</b></p>	<p>The preparation of <u>individual course assignments, e.g. exams</u> is the responsibility of the individual student. <u>Unauthorized collaboration, e.g. during or after the exam verbally, text message, mobile devices, or laptop/notebook</u> either <u>in the classroom or from a third location</u> e.g. public bathroom will result in the <u>failure ‘F’ of all involved students</u>.</p>
<p><b>4. Resubmission</b></p>	<p>The submission of the <u>same assignment without authorization</u> for <i>credit in more than one course</i> <u>will result in failure ‘F’</u>.</p>
<p><b>5. Dishonesty</b></p>	<p>The <u>use of dishonest procedures</u> in computer, laboratory, studio, or field work <u>will result in failure ‘F’</u>.</p>
<p><b>6. Misuse</b></p>	<p>The misuse of the university’s technical facilities (computer machinery, laboratories, media equipment, etc.) <i>either malicious or for personal gain</i> <u>will result in failure ‘F’</u>.</p>
<p><b>7. Falsification</b></p>	<p>The <u>falsification of forms used to document the academic record</u> and to <u>conduct the academic business of the University</u> will result in failure ‘F’ and is <u>illegal</u>.</p>

## ACCREDITATION | WORKLOAD EXPECTATIONS

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Accreditation	Expected Study Work
All FSU credit courses are governed by the <b>Federal Definition of credit hour</b>	<p>For every one hour of classroom or direct faculty instruction, a <u>minimum of two hours of out-of-class student work</u> is required.</p> <p>Since the winter courses meet <u>for two contact hours daily (12.5 contact hours of classroom time weekly)</u>, the expectation is that <u>students spend 25 hours per week doing out-of-class work</u>. For the four week 4-credit hour course, this <u>reflects 50 hours of classroom time and 100 hours of out-of-class time</u> since the <i>credit hour is defined</i> as 50 minutes.</p>

## ACCOMMODATION STATEMENT

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<b>Statement of Reasonable Accommodation for Students with Disabilities</b>	<p>Framingham State University <i>offers equal opportunities to all qualified students, including those with disabilities and impairments.</i></p> <p>The University is <i>committed to making reasonable accommodations</i> as are necessary to ensure that its programs and activities do not discriminate, or have the effect of discriminating, on the basis of disability. The <a href="#">Disability/Access Services Office</a> serves students with learning and psychiatric disabilities as well as students with visual, mobility and hearing impairments. For further information about this, please contact <a href="#">Dr. LaDonna Bridges</a>, Associate Dean of Academic Success and Dean of CASA (Center for Academic Success and Achievement) at +1 508-626-4906 or <a href="mailto:lbridges@framingham.edu">lbridges@framingham.edu</a>.</p> <p>If you will require assistance during an <u>emergency evacuation on campus</u>, please <i>notify your lecturer immediately.</i></p>
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## U.S. COPYRIGHT LAW

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<b>Course Material Blackboard</b>	<p>This course website may <u>contain copyrighted materials that are used in compliance with the U.S. Copyright Law</u>. Under that law, materials <u>may not be saved to your computer, revised, copied, or distributed without permission</u>. They are to be used in support of <u>instructional activity as part of this course only and shall be limited to the duration of the course</u>, unless otherwise specified by the instructor or owner of the material. <u>You may only download or print materials</u> at the direction of your instructor who knows <u>which materials are copyrighted and which are not</u>.</p>
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## FSU NOTICE OF NON-DISCRIMINATION

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<b>Social Interactions at FSU</b>	<p>Framingham State University is committed to a <i>policy of non-discrimination, equal opportunity, diversity and affirmative action</i>.</p> <p>Framingham State University is dedicated to providing educational, working and living environments that value the different backgrounds of its people. The Massachusetts Civil Rights Act ("MCRA," <a href="#">M.G.L. c. 12, §§ 11H, 11I, 11J</a>) protects the rights of all residents and visitors to Massachusetts to be free from bias-motivated threats, intimidation, and coercion that interfere with their civil rights. The MCRA protects the right to attend school, live peacefully, and enjoy other basic rights.</p> <p>At FSU we provide a respectful and encouraging learning and research environment.</p>
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## STUDENT RESOURCES

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<b>1. Blackboard</b>	<a href="#">Blackboard Learn</a>
<b>2. Library</b>	<p>The <a href="#">Whittemore library</a> is an excellent source for obtaining information on how to conduct research, research guidelines and research databases. They are available over the Internet, on or off-campus (with your FSC ID) 24 hours a day.</p> <p><a href="#">Introduction to the Whittemore Library at FSU: YouTube video</a></p> <ul style="list-style-type: none"><li>• Shin Freedman, Business Librarian Phone: +1 (508) 626-4666; Email: <a href="mailto:sfreedman@framingham.edu">sfreedman@framingham.edu</a></li><li>• Sandra Rothenberg, Reference Librarian Phone: +1 (508) 626-4083; Email: <a href="mailto:srothenberg@framingham.edu">srothenberg@framingham.edu</a></li></ul>
<b>3. Writing Guide</b>	<p>The <a href="#">American Psychology Association</a> (APA) <i>publication guidelines</i> are the FSU standard for <u>all</u> written assignments and projects.</p> <p>To <i>learn</i> more about writing in the <a href="#">APA format</a> the following resources might offer a starting point.</p> <ul style="list-style-type: none"><li>• APA Style Website: <a href="#">APA Style Q&amp;As</a></li><li>• FSU's Henry Whitmore Library: <a href="#">APA Style Guides</a></li></ul> <p>You also may wish to sign up for REF Works through FSU's Henry Whitmore Library. Please see the online tutorials or <i>contact</i> the Framingham State librarian <a href="#">Contact Partner</a> for more details.</p>

## STATUS

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<b>Syllabus</b>	<p>This syllabus is a living document, i.e., it can be subject to updates. The updated version of the syllabus will be announced in class and posted on Blackboard.</p> <p>It is the student's responsibility to comply with the latest version. The current version is 1.1.</p>
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## COURSE CONTENT/OUTLINE

Wk	Chapter	Content	Assignment
I.	1	Introduction and Overview of Marketing	Biography
		Overview on Marketing (Continued)	Prepare Quiz
	2	Strategic Market Planning	1. Quiz Chapter 1
		Global, Ethical and Sustainable Marketing	
		Individual Project Marketing Plan <b>Motivational Paper Due</b>	<b>Due: Motivational Paper 250 Words (TA Email) 5% Grading</b>
3	Understand Consumer Markets (b2c) Introduce Group Project (GP): Marketing Plan	Submit Ind. Project Proposal (1 Page)	
II.	6 – 7	Understand Business Markets (b2b) Segmenting and Targeting Markets	2. Quiz Chapter 3
			Approval of Project
	8	Product I Review and Strategies for the Mid-Term Exam	Preparing Mid-Term
	9	Optional 9:00 AM to 10:00 AM Digital Social Media iWCU Baku, AZ if you attend one hour webinar Link Below <a href="https://lnkd.in/gpty-Xy">https://lnkd.in/gpty-Xy</a> <b>Mid-Term Chapter 1 – 3; 6 – 7 Life Exam</b>	EXTRA Qualification Certificate from WCU Baku, AZ
9	Product II	3. Quiz Chapter 8	
	10	Price	
	11 – 13	Distribution Strategy	



III.		Deliver the Customer Experience	Projects Due
		Promotion I (Advertising & Sales)	4. Quiz Chapter 10
		1 <sup>st</sup> and 2 <sup>nd</sup> Group Marketing Plan Presentation	Peer Review
		3 <sup>rd</sup> and 4 <sup>th</sup> Group Marketing Plan Presentation	
		<i>Rate Your Professor (10 – 15 minutes)</i>	Submit Online Survey

## COURSE CONTENT/OUTLINE (CONT.)

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IV.	14	5 <sup>th</sup> and 6 <sup>th</sup> Group Marketing Plan Presentation	
		Promotion II	
		Review and Strategies for the Final Exam Final Exam Live Exam <b>Chapter 8 – 13</b>	Final Exam
	WU	Wrap Up	Total Grading

\* Extra Credit Personal and Career Development Essay Topic: The Impact of Marketing on Personal Branding.