



Welcome to Principles of Marketing *Online*!

My name is Cheryl O'Meara Brown and I am very glad to have you in my class. (Please read the "Welcome" Announcement on the course home page for some info about me.)

Read this syllabus very carefully, as it is a substitute for a first class meeting -- it contains all of the important information that you need to know for this class.

You also need to review the course schedule and make note of the important deadlines for assignments. I recommend printing the course schedule out for easy reference throughout the semester as a backup to the CourseDen calendar and/or any other electronic calendars you use.

LEARNING MANAGEMENT SYSTEM: COURSEDEN

- UWG uses CourseDen (a.k.a. Brightspace Daylight Experience) for our learning management system. Since this is an entirely online course, please take a few minutes to review the Online Student Guide:
<http://uwgonline.westga.edu/online-student-guide.php>.
- **Our UWG Online team is a FANTASTIC resource. *If you need assistance with CourseDen at any time during the semester, please don't hesitate to contact them. Their helpdesk info is below (under Technical Issues), and their website is <https://uwgonline.westga.edu/students.php>. (This site includes accessibility information for disabled students.)***

SCHEDULED COURSEDEN MAINTENANCE

Please **PAY ATTENTION** to the scheduled maintenance days/times that are performed on a regular basis. **(For example, CourseDen undergoes scheduled maintenance every other Friday starting at 10:00pm.)** **You need to avoid taking quizzes, turning in assignments, etc. anywhere near the scheduled maintenance times or else your work could be lost!** You will NOT be allowed to retake or re-submit assignments.

The scheduled maintenance calendar can be found by clicking "Maintenance Schedule" at the TOP of the CourseDen home page.

You should also note that CourseDen can be accessed directly (via <https://westga.view.usg.edu>) in the case that the MyUWG portal is down. (Save it to your favorites/bookmarks.)

TECHNICAL ISSUES

Problems with Computers or Internet on Campus:

Should you encounter problems using any of the computers on campus and are unable to locate a lab assistant, please contact the **ITS Helpdesk**. Their website is:

<http://www.westga.edu/its/>.

Problems with CourseDen:

UWG Online Help Desk

Monday - Thursday 8:00 AM - 8:00 PM

Friday 8:00 AM - 5:00 PM

678-839-6248

online@westga.edu

or 1-855-933-UWGO (8946)

Chat With Us: <http://uwgonline.westga.edu/chat-with-us.php>

If you encounter any problems with Connect (as opposed to CourseDen) at any time, you will need to contact McGraw Hill Customer Service Support:

Hours of Operation:

Sunday: 12:00 PM to 2:00 AM EST

Monday-Thursday: 8:00 AM to 4:00 AM EST

Friday: 8:00 AM to 9:00 PM EST

Saturday: 10:00 AM to 8:00 PM EST

Phone: (800) 331-5094

Unfortunately, when taking an online class, **you must assume that some technical problems will occur, and plan accordingly when possible.** (E.g., you should not wait until until 11:00 PM to start a quiz; don't put off an assignment until the day it's due; do not purposely skip a quiz thinking that it will be your dropped grade; etc.)

**Technical problems (along with serious personal issues) are why the lowest quiz grade and lowest assignment/discussion grade are dropped.* More on this later.*

MINIMAL TECHNICAL SKILLS REQUIRED FOR THIS COURSE

Ability to navigate CourseDen and use word processing software such as MS Word.

ACADEMIC SUPPORT

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness,

or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please visit <https://www.westga.edu/student-services/counseling/accessibility-services.php>.

Please also read the important information at the following link:
<https://www.westga.edu/UWGSyllabusPolicies/>

Accessibility statements, privacy statements, and technical requirements:
<https://uwgonline.westga.edu/technology-requirements.php>

INTRO TO THIS CLASS

Online classes are great in that they allow you to work on them at your convenience, which is especially helpful to those who have busy work schedules and family lives. Sometimes, however, students will take an online class assuming that it will be “easier.” You will not find that to be true for this class.

In a traditional (in-class) class, students have the option of taking a passive approach to learning, simply going to class and listening to lectures (*receiving* the information). ***In an online class, though, students must *actively* take it upon themselves to learn. They must take the initiative to read the material and do the assignments without any outside encouragement.***

Additionally, in a traditional class, you are expected to spend 3 hours per week IN class and another 6 hours per week outside of class (total of 9 hours per week per course). The same amount of time is expected of you in an online class, which many students fail to realize. (For example, if you spend an hour scanning the material and thirty minutes completing the graded assignment that is due in a particular week, you probably will not receive a very good grade on that assignment.)

If you are willing to take this class just as seriously as you would a traditional class and you are organized and self-directed, you will absolutely do well in this class. If you are not sure, please read this syllabus carefully and decide for yourself whether you would rather take a traditional class or remain with the online version. I look forward to a great semester!

TEXTBOOK, BASIC COURSE INFORMATION

Course: Principles of Marketing Online, MKTG 3803

Instructor: Cheryl O'Meara Brown, MBA

Required Text Material: M: Marketing, 5e, by Dhruv Grewal. McGraw-Hill.

ISBN:1259954455 / 9781259954450

Purchase book from this site for a special reduced rate:

<http://shop.mheducation.com/mhshop/productDetails?isbn=1259954455>

The text must be purchased NEW so that you will have access to "Connect" (the book's accompanying online assignments), as this will be a part of your grade in the course.

Note: it can take up to 10 days to receive your book; you'll have courtesy access to the e-book and Connect while the book ships.

Pre-requisites: Enrollment in this course requires a GPA of 2.00 or above and College of Business Maj-Minor status.

Course Description: This course serves as an introduction to the fundamental principles of marketing for undergraduate students who have no previous background in marketing. The topics covered include market analysis, product development, channels of distribution, promotion and pricing. You will study the basic concepts of marketing, the interrelationships of these basic concepts, and how they can be used to facilitate the process of value exchange.

Learning Goals: The primary goal of this course is to introduce students to the field of marketing, and to help them gain an understanding of the analytical techniques required to develop successful marketing strategies. Theoretical and conceptual issues in marketing will be discussed, along with their implications in formulating marketing strategies.

Upon successfully completing the course, the student should be able to:

1. Critically evaluate the role that Marketing plays in the domestic and global economy and in the individual firm. (LG 5)
2. Have basic knowledge of the marketing concept and the elements of a marketing plan like marketing research, market segmentation, consumer behavior, marketing mix, and positioning. (LG 4)
3. Understand how these affect strategic planning. (LG 6)

4. Have basic knowledge of how social, political, legal, economic, and technological environments affect marketing. (LG 4)
5. Recognize how diversity, ethical decision-making and leadership, social responsibility, globalization, and multicultural considerations affect marketing strategies and decisions. (LG 5)
6. Recognize the pervasive application of marketing principles to goods, services, ideas, people and places, as well as to B2B and consumer marketing, and to non-profit organizations. (LG 4)

*[BBA Marketing Learning Outcomes](#) (page 11)

COURSE FORMAT AND ASSIGNMENTS

In this course, we will utilize UWG's learning management system, **CourseDen**, as well as our textbook's online system called "**Connect**" (a.k.a. MH Campus).

Here in CourseDen, in Content, you will have **Modules**. Within each Module, you'll be given the following:

- **A Checklist** to let you know what's expected of you for that Module, including the required reading. *You should use the checklists to track your progress and mark off (check) the items that you've completed as you complete them. This will help you keep up with what's due in CourseDen versus what's due in Connect within each Module.*
- **Learning Objectives** for that Module.
- **Graded Assignments**, which will include:
 - (1) assignments in CourseDen (discussion posting, written assignment, and/or quiz) PLUS
 - (2) MH Connect assignments:

The Modules in Connect correspond with the Modules in CourseDen. In the Connect Modules, you'll need to complete:



- **A LearnSmart (aka SmartBook) activity.** In these, you're expected to read through the chapter highlights (and/or the entire chapter) and then proceed to the "Practice" area where you'll answer questions about the material. You are NOT penalized for wrong answers! You can answer as many questions as it takes until you make a 100%. In other words, you have no excuse not to have a perfect 100% on these. **(Watch this video**

for a quick tutorial on using the SmartBook and Connect:

<http://screencast-o-matic.com/watch/cbjfbplkHA>)

- **Assignments over the chapter.** You may have a drag-and-drop activity, a video case with questions, a quiz, and/or some other combination of assignments. (Be sure to **watch the video in the bullet point above** for help with navigating the Connect assignments.)
- All assignments are due by 11:59pm (Eastern time) on the due date for the Module they are in. Refer to the Course Schedule for easy reference. If an assignment is not turned in by 11:59pm on its due date, it will not be accepted under any circumstances and you will receive a zero. There are no exceptions to this rule.
- However, your lowest quiz grade and lowest assignment/discussion grade will be dropped!

You ARE ALLOWED to complete any assignments EARLY if you desire to do so. In fact, you're encouraged to complete assignments as early as you can, as late assignments are not accepted.

*****Your lowest quiz grade will be dropped.*****

*****Additionally, assignments and discussions will be grouped together, and the lowest grade will be dropped.*****

I understand that serious personal problems occur (deaths in family, storm damage, etc.).

This (along with technical/computer problems) is why the lowest grades are dropped.

Note: CourseDen undergoes scheduled maintenance every other Friday starting at 10:00pm; see "Scheduled CourseDen Maintenance" section of syllabus for more info.

Connecting with MH Connect

As previously mentioned, you will be using CourseDen and MH Connect to complete this course.

You'll need to register with Connect before you can complete the assignments there.

1. Go to Content and click on Course Modules and Assignments:

The screenshot displays the CourseDen interface for the course 'Principles of Marketing Section E01 Fall Semester 2017 CO'. The top navigation bar includes 'Course Home', 'Content', 'Communication', 'Assessments', 'Grades', and 'Resources'. The 'Content' menu is active, showing a sidebar with the following items: 'Search Topics', 'Bookmarks', 'Course Schedule' (29 items), 'Table of Contents' (120 items), 'Orientation / Syllabus (START HERE)' (checked), 'Course Schedule' (1 item), and 'Course Modules & Assignments' (119 items). The main content area is titled 'Orientation / Syllabus (START HERE)' and features a progress bar at 100% completion. Below the progress bar, the syllabus is listed as 'Syllabus - Online Principles of Marketing' with a checkmark. A red arrow points to the 'Content' menu item, and another red arrow points to the 'Course Modules & Assignments' item in the sidebar.

2. Scroll down to the Modules, click on Module 1, and then click on the first Connect assignment (in this example, the “Video Case: Value - The Bottled Water Industry”):

Module 1	8
Module 2	9
Module 3	8
Module 4	10
Module 5	9
Module 6	9
Module 7	11
Module 8	10
Module 9	9
Module 10	10
Module 11	8
Module 12	7

Introduce Yourself ▾ •

First, if you haven't already, upload a picture to your profile in CourseDen. (You can do this by clicking on the drop-down menu beside your name at the top, right of the page.) This will allow us to see your picture when you post your discussions. **Make sure it is a picture of just YOU** (not you and 20 of your closest friends) **and of your FACE** (not you doing your triple frontflip off the diving board, although that is really cool). *(The picture IS part of your grade on this discussion.)*

For this discussion, introduce yourself to the class -- your major, work, internships, family/friends, interests, etc. Also, what do you plan (or hope) to do when you graduate?

Review everyone else's introductory posts/pics, and respond to at least two. Or three. ;)

Self-Check Chapter 1 Quiz (optional) ▾ •

🕒 Ends Aug 18, 2017 11:59 PM

MH Connect Assignments ▾ ✓

Video Case Value The Bottled Water Industry (1) ▾ ✓

🕒 Due August 18 at 11:59 PM 🕒 Starts Aug 9, 2017 12:00 AM

Video Case Value The Bottled Water Industry (1)

Chapter 1 Quiz (1) ▾ •

🕒 Due August 18 at 11:59 PM 🕒 Starts Aug 9, 2017 12:00 AM

Chapter 1 Quiz (1)

3. Your assignment should launch automatically. If it doesn't, and you see the screen

below, simply click on Launch:

[Course Home](#) [Content](#) [Communication](#) [Assessments](#) [Grades](#) [Resources](#)

[Table of Contents](#) > [MH Connect Assignments](#) > [Module 1](#) > [Chapter 1 Overview of Marketing](#)

Chapter 1 Overview of Marketing



If your assignment hasn't launched, click the button below.

Launch

4. You'll be taken to the page below. You have the choice of entering the access code that came with your textbook (if you've already received it), purchasing it now, or you can choose "courtesy access" (for two weeks) if you've ordered your book but

haven't received it yet.

The screenshot shows a 'Student Registration' page for the textbook 'M: Marketing'. At the top, it states the user is logged in with the email 'cherylobrown@hotmail.com'. Below this, it offers two options to get access: using a registration code or paying with a credit card. The book details include the title 'M: Marketing', ISBN 1259737683, Edition 5, and Author Dhruv Grewal. It also lists 'LearnSmart' as a component product. Under 'What you get with Connect', it lists digital access, interactive tools, and exclusive discounts. There are three main sections: 'Already purchased?' with a registration code input field and a 'Submit' button; 'Need to purchase?' with a price of \$55.00 USD, an expiration date of Feb 14, 2018, and a 'Buy Online' button; and 'Need Temporary Access?' with a 'Start courtesy access' button. Red arrows point to the registration code input field, the 'Buy Online' button, and the 'Start courtesy access' button.

Student Registration

You are currently logged in with email cherylobrown@hotmail.com.
Please continue your product registration below.

Get access to *M: Marketing* using your registration code or by paying with your credit card.

M: Marketing
ISBN: 1259737683
Edition: 5
Author: Dhruv Grewal
Component Products:
• LearnSmart

What you get with Connect:

- Digital Access to the textbook
- Interactive tools that will help you focus your study time
- Exclusive discounts on a print copy of the textbook

Already purchased?

To access your course materials, first enter your 20 digit registration code.

Registration Code:

Submit

Example: GRFU-BYHA-6MYJ-FGMK-F9XA

[How do I register](#) | [What is a registration code](#)

Need to purchase?

Price: \$55.00 USD
Your access will expire on Feb 14, 2018.

VISA MasterCard
Discover

Buy Online

Need Temporary Access?

You can get two week access to your course material.
After that your work will be saved and you can purchase access.

Start courtesy access

More Information on Assignments:

Written Assignments:

Your assignments will be graded according to accuracy (regarding the topic specified), spelling and grammar, and level of effort. You should elaborate, clarify, elucidate, and explain! The more effort you put into your assignments, the higher your grade will be. Additionally, since you'll be entering the business world soon, I expect well-written, grammatically correct assignments. Rubrics are provided for each assignment.

Discussion Posts:

Your original discussion posts will be graded according to accuracy (regarding the topic specified), spelling and grammar, and level of effort. You should elaborate, clarify, elucidate, and explain! The more effort you put into your posts, the higher your grade will be. See the General Discussion Rubric for info on how these are graded.

***When replying to classmates' original posts, really put thought into both what THEY wrote, and how you would like to reply. If they posted something that doesn't make sense to you or**

you think could be incorrect, tell them... You will help each other learn this way. **If you point out a classmate's mistake and clarify what the correct answer should have been (respectfully, of course), you will earn extra points!** Also, if you agree or disagree with something they said, you should specify exactly what you agree/disagree with along with WHY. In other words, you should elaborate and ask questions of one another.*

Review the **General Discussion Rubric** (click on Rubrics at the top of the page) to see specifically how your discussion posts will be graded.

In general, you can expect assignment and discussion grades to be posted within one week of their due dates. (Some assignments take longer to grade.)

You ARE ALLOWED to complete any material (exams, quizzes, assignments, case analyses, discussions) EARLY if you desire to do so. However, please be aware that assignments and discussions will not be graded until after their due dates.

*I understand that serious personal problems occur (deaths in family, storm damage, etc.).
This (along with technical/computer problems) is why the lowest grades are dropped.*

CLASS ANNOUNCEMENTS, CONTACTING THE INSTRUCTOR:

Announcements: Any important course announcements from your instructor (e.g. changes to the course schedule, project info, etc.) will be sent via the “Announcements” tool in CourseDen (you should check the Announcements **daily**).

Contacting the Instructor/Office Hours:

1. In-person, face-to-face office hours (*what?!?*): Please come by my office sometime to say hello, and/or if you have something you need to ask or discuss with me. This semester, I'll be in my office on Mondays and Wednesdays from 8:30 until 9:15 AM; 10:50 until 11:30 AM; and 1:30 until 2:00 PM. Location: Miller Hall, Marketing & Real Estate Department (upstairs), office number 2306.

Note: office hours above do not pertain to holidays or finals week

2. Email: **For the fastest reply, use cbrown@westga.edu.** You may also use the course Email within CourseDen, but since these messages do not come to my phone it may take slightly longer to reply. **Most of the time, I will reply within a few hours. Sometimes it may take a day or two (depending on the nature of the question).** I may or may not respond to e-mails on the weekend.

If you ask a question that can be answered by reviewing the syllabus, I will probably reply with "see syllabus." I don't mean to be rude; I receive many, many, MANY emails and since the information is here in the syllabus, it saves a great deal of time not to re-type or locate/copy/paste what is already here.

3. If my office hours don't work for you, I am happy to schedule an appointment with you at another time! Just send me an e-mail and we'll work it out.

Please feel free to contact me if you have a problem! I am here to help you. Please don't wait until the end of the semester (or until final grades have been posted) to discuss any difficulties that you might be having.

E-mail Courtesy and General Netiquette: Remember that e-mailing is not texting, and the use of *good manners and proper grammar/punctuation* are important, to me AND your future boss and co-workers! Also, when corresponding with anyone in the course, it's expected that we will all be respectful and professional at all times.



I strongly encourage you to use Grammarly, a free online grammar and spelling checker. It's a great resource for papers and even e-mails. <https://www.grammarly.com/>

ACADEMIC HONESTY

Academic Honesty: Students are expected to recognize and uphold standards of intellectual and academic integrity. UWG, the RCOB and the Department of Marketing and Real Estate assume as a basic and minimum standard of conduct in academic matters that students be honest and that they present for credit only the results of their own efforts. **You are expected to work on ALL assignments individually;** an act of academic dishonesty will result in ***a grade of zero for the assignment/assessment and possible failure of the course. It is also grounds for dismissal from the College of Business.***

*Academic dishonesty (cheating) includes, but is not limited to:

- Looking up ("Googling") answers to quiz questions online
- Searching (online or elsewhere) for assignments that have been done by someone else
- Using someone's materials from a previous semester
- Anything that you wouldn't do with your instructor looking over your shoulder*

FINAL GRADE CALCULATION

Assignments will be weighted according to the following scheme in the calculation of your final grade:

Syllabus Quiz-----	5%
LearnSmart Readings & Questions (you should make a 100% on all of these!)-----	10%
Assignments, Discussions in CourseDen & Connect (lowest dropped)-----	60%
Quizzes (lowest dropped) -----	25%

A= 90.0% or more

B= 80.0% to 89.9%

C= 70.0% to 79.9%

D= 60.0% to 69.9%

F= 59.9% or below

I encourage you to be responsible for yourself and keep a spreadsheet with your grades and what each assignment/quiz/exam is worth so that you'll know what your grade is – and what you need to make on various assignments to get your desired grade – throughout the semester.

(There are also helpful websites and videos that you can use, such as

<https://www.youtube.com/watch?v=P0oinC6ejFI>,

<http://www.conquercollege.com/gradecalc/> and

<http://www.youtube.com/watch?v=RaNHV6W1p84>.)

I'm sorry, but I am unable to respond to students asking what they need to make on a particular assignment to get an A (or B, etc.) in the class.

AND FINALLY....

This will be a busy semester, but if you do the reading, keep up with the work, and let me know if/when you have questions about the material, I promise you'll do well and learn a great deal about marketing!

Let's do this!

