



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 (at the end of this document) 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: COURSE DEN

- UWG uses CourseDen (a.k.a. Brightspace/D2L) 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 COURSE DEN 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 MH 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, 6e, by Dhruv Grewal. McGraw-Hill.

ISBN:1260635686 / 9781260635683

Purchase book from this site for a special reduced rate for UWG:

<http://shop.mheducation.com/mhshop/productDetails?isbn=1260635686>

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.

- **Complete the “Pre-Module 1” activities for a MH Connect Orientation, which includes info on using LearnSmart. If you’ve never used LearnSmart, you really need to do this.**
- **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 complete the Pre-Module 1 activities mentioned 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, lowest CourseDen assignment grade, and lowest Connect assignment 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.*****

*****Your lowest CourseDen assignment/discussion will be dropped.*****

*****Your Lowest MH Connect assignment/quiz 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

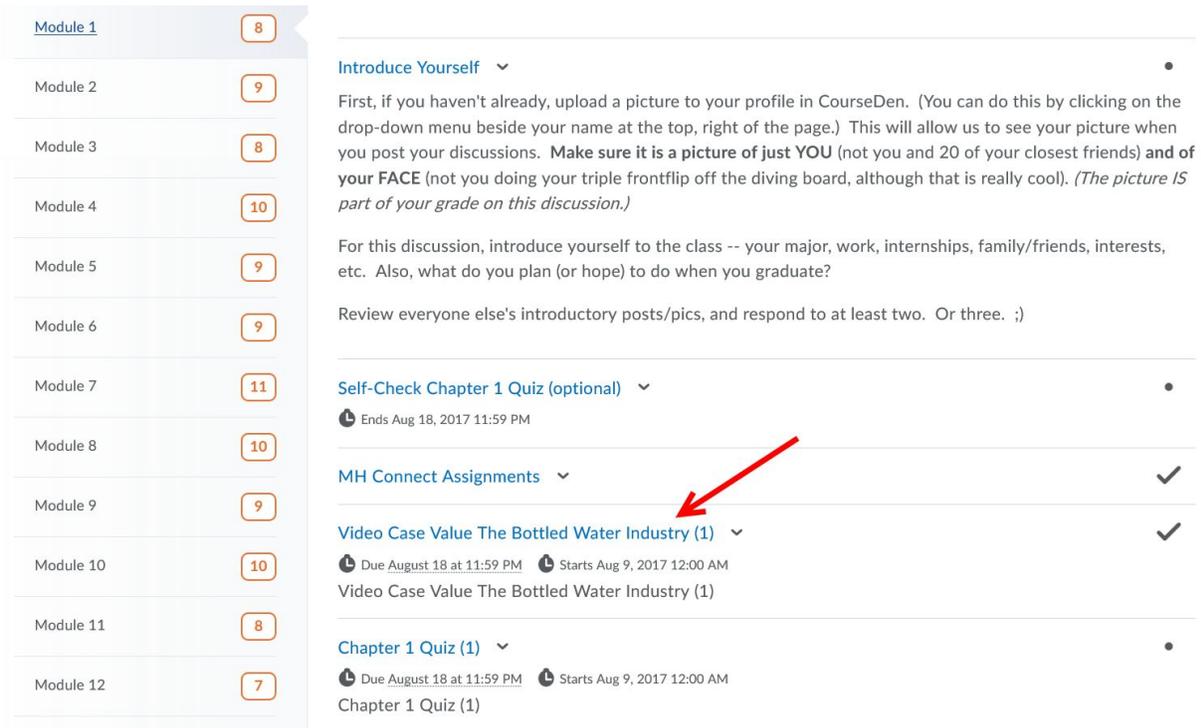
As previously mentioned, you will be using CourseDen and MH Connect to complete this course.

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 shows 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 left sidebar contains a search bar and several menu items: '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), which is highlighted by a red arrow. The main content area shows 'Orientation / Syllabus (START HERE)' with a progress bar at 100% and a link to 'Syllabus - Online Principles of Marketing' (checked).

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”):



The screenshot displays a course management system interface. On the left is a sidebar with a list of modules from Module 1 to Module 12, each with a corresponding number in a red circle. Module 1 is highlighted. The main content area on the right shows a list of assignments:

- Introduce Yourself** (marked with a dot):
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)** (marked with a dot):
Ends Aug 18, 2017 11:59 PM
- MH Connect Assignments** (marked with a checkmark)
- Video Case Value The Bottled Water Industry (1)** (marked with a checkmark):
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)** (marked with a dot):
Due August 18 at 11:59 PM Starts Aug 9, 2017 12:00 AM
Chapter 1 Quiz (1)

A red arrow points to the "Video Case Value The Bottled Water Industry (1)" assignment in the main content area.

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 for \$55 with NO printed textbook, or you can choose "courtesy access" (for two weeks) if you've ordered your book (or plan to) via the link I gave you but haven't received it yet.

How to access your course materials:

<p>Use Connect Code</p> <p>To access Connect, first enter your 20 digit access code.</p> <p>Access Code <input type="text"/></p> <p>What is this?</p> <p>REDEEM</p>	<p>Connect</p> <p>Full digital experience with discounted loose leaf textbook available after registration.</p> <p>Price: \$ 55.00 Access until 02/11/2019</p> <p></p> <p>BUY IT</p> <p></p> <p>BUY IT ↗</p>	<p>Connect + Printed Textbook Rental</p> <p>Save up to 30% more versus purchasing separately.</p> <p>Want to know more about rental?</p> <p>Price: \$123.00 Connect access until: 02/15/2019</p> <p>RENT IT ↗</p>	<p>Temporary Access</p> <p>Get started now with two weeks free of access to Connect. Your work will be saved and available to you and your instructor once you purchase.</p> <p>ACCESS NOW</p>
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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. Also, keep in mind that *jumbled, one-continuous-paragraph posts are difficult to read and will receive*

lower grades. 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 will take longer to grade.)

Note that the feedback for MH Connect assignments will be held until 1 hour after their due dates.

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 8:00 until 9:15 AM, 10:45 until 11:45 AM and by appointment. 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 either not reply or 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 retype 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/>

It is also very helpful if you'll mention which class you are in when you email me, as I teach 4 different courses each semester.

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:

LearnSmart Readings & Questions (you should make a 100% on all of these!)-----10%
CourseDen Assignments, Discussions, Quizzes (lowest dropped) -----55%
MH Connect Assignments, Quizzes (lowest dropped)-----35%

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 since I'm outnumbered almost 200 to 1 (students to me), I am unable to respond to students individually asking what their current grade is or 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!



COURSE SCHEDULE

PRINT THIS SCHEDULE OUT AND KEEP IT WHERE YOU WILL SEE IT EVERY DAY!

Also, put all assignment deadlines into your phone's calendar (or whatever you use most) to keep up with what's due when.

PRE-MODULE 1 - due by January 20

- Inside Content, view the Connect Orientation videos (5 parts/questions)
- Complete the Troubleshooting Your Computer, Clear Your Cache & Browser, and CSG Customer Support links (quick and easy)

MODULE 1 - due by January 20

- Introduction / Orientation
- Chapter 1: Overview of Marketing
- **In CourseDen:**
 - **Syllabus Quiz**
 - **Electronically sign the Wolf Pact**
 - **Discussion: Introduce Yourself**
 - **Self-Check Chapter 1 Quiz (optional)**
- **In MH Connect:**
 - **SmartBook/LearnSmart Chapter 1**
 - **Video Case: Value -- The Bottled Water Industry**
 - **Chapter 1 Quiz**

MODULE 2 - due by January 27

- Chapter 2: Developing Marketing Strategies and a Marketing Plan
- **In CourseDen:**
 - **Self-Check Chapter 2 Quiz (optional)**
- **In MH Connect:**
 - **SmartBook/LearnSmart Chapter 2**
 - **Drag & Drop: Disney and the Strategic Marketing Planning Process**
 - **Drag & Drop: SWOT Analysis - Domino's Pizza**
 - **iSeelt Video Case: Marketing Strategy and the Marketing Plan**
 - **Chapter 2 Quiz**

MODULE 3 - due by February 3

- Chapter 3: Social and Mobile Marketing
- **In CourseDen:**
 - **Self-Check Chapter 3 Quiz (optional)**
 - **Discussion: Social Media Marketing**
- **In MH Connect:**
 - **SmartBook/LearnSmart Chapter 3**
 - **Drag & Drop: Types of Social Media**
 - **Chapter 3 Quiz**

MODULE 4 - due by February 10

- Chapter 4: Marketing Ethics
- Chapter 5: Analyzing the Marketing Environment
- **In CourseDen:**
 - **Self-Check Chapters 4 and 5 Quiz (optional)**
 - **Assignment: Marketing Ethics**
- **In MH Connect:**
 - **SmartBook/LearnSmart Chapters 4 and 5**
 - **Video Case: Newman's Own Ethics & Social Responsibility**
 - **iSeelt Video Case: Macroenvironmental Factors**
 - **Chapters 4 and 5 Quiz**

MODULE 5 - due by February 17

- Chapter 6: Consumer Behavior
- **In CourseDen:**
 - **Discussion: How's it Going? (optional)**
 - **Self-Check Chapter 6 Quiz (optional)**
- **In MH Connect:**
 - **SmartBook/LearnSmart Chapter 6**
 - **Drag & Drop: Video Streaming Service**
 - **Buyer Behavior Mini Sim**
 - **Chapter 6 Quiz**

MODULE 6 - due by February 24

- Chapter 8: Global Marketing
- **In CourseDen:**
 - **Self-Check Chapter 8 Quiz (optional)**
 - **Assignment: Global Expansion**

- **In MH Connect:**
 - **SmartBook/LearnSmart Chapter 8**
 - **Drag & Drop: Country Market Assessment - Starbucks Corporation**
 - **Case Analysis: The Globalization of the American Hamburger**
 - **Chapter 8 Quiz**

MODULE 7 - due by March 3

- Chapter 9: Segmentation, Targeting and Positioning
- Chapter 10: Marketing Research
- **In CourseDen:**
 - **Self-Check Chapters 9 and 10 Quiz (optional)**
 - **Assignment: Positioning**
- **In MH Connect:**
 - **SmartBook/LearnSmart Chapters 9 & 10**
 - **iSeelt Video Case: Segmentation Process**
 - **Drag & Drop: Methods for Segmenting Markets**
 - **Drag & Drop: Segmentation, Targeting and Positioning Process**
 - **Video Case: Dunkin Donuts Marketing Research**
 - **Chapters 9 and 10 Quiz**

MODULE 8 - due by March 10

- Chapter 11: Product Branding and Packaging Decisions
- **In CourseDen:**
 - **Self-Check Chapter 11 Quiz (optional)**
 - **Assignment: Packaging**
- **In MH Connect:**
 - **SmartBook/LearnSmart Chapter 11**
 - **Drag & Drop: Branding Strategies**
 - **Video Case: Frito Lay - Branding with Doritos**
 - **Chapter 11 Quiz**

MODULE 9 - due by March 31

- Chapter 12: Developing New Products
- **In CourseDen:**
 - **Self-Check Chapter 12 Quiz (optional)**
 - **Discussion: Which Category of Adopter are You?**
- **In MH Connect:**
 - **SmartBook/LearnSmart Chapter 12**
 - **Video Case: Sara Lee - Developing a New Product**

- **Drag & Drop: Diffusion of Innovation**
- **Chapter 12 Quiz**

MODULE 10 - due by April 7

- Chapter 14: Pricing Concepts for Establishing Value
- Chapter 15: Supply Chain and Channel Management
- **In CourseDen:**
 - **Self-Check Chapters 14 and 15 Quiz (optional)**
- **In MH Connect:**
 - **SmartBook/LearnSmart Chapters 14 & 15**
 - **Drag & Drop: The 5 Cs of Pricing**
 - **iSeelt Video Case: Supply Chain**
 - **Case Analysis: Walmart - Pioneer in Supply Chain Management**
 - **Chapters 14 and 15 Quiz**

MODULE 11 - due by April 14

- Chapter 16: Retailing and Omnichannel Marketing
- **In CourseDen:**
 - **Self-Check Chapter 16 Quiz (optional)**
- **In MH Connect:**
 - **SmartBook/LearnSmart Chapter 16**
 - **Drag & Drop: Types of Retailers**
 - **Video Case: Staples - The Retail Mix**
 - **Chapter 16 Quiz**

MODULE 12 - due by April 21

- Chapter 17: Integrated Marketing Communications
- **In CourseDen:**
 - **Self-Check Chapter 17 Quiz (optional)**
- **In MH Connect:**
 - **SmartBook/LearnSmart Chapter 17**
 - **Video Case: Frito Lay - Integrated Marketing Communications**
 - **Chapter 17 Quiz**

MODULE 13 - due by April 28

- Chapter 18: Advertising, Public Relations, and Sales Promotions
- Chapter 19: Personal Selling and Sales Management
- **In CourseDen:**
 - **Self-Check Chapters 18 and 19 Quiz (optional)**

- **Discussion: Best and Worst (optional)**
- **Marketing Field Exam Quiz (GRADED)**
- **In MH Connect:**
 - **SmartBook/LearnSmart Chapters 18 & 19**
 - **iSeelt Video Case: The Differences among Advertising, PR, and Sales Promotion**
 - **Drag & Drop: Steps in Planning an Ad Campaign**
 - **Video Case: Sweetwater - Personal Selling**
 - **Chapters 18 and 19 Quiz**

By May 5

- **Final grades posted!**

THE INSTRUCTOR RESERVES THE RIGHT TO CHANGE ANY PART OF THIS SCHEDULE.