



MKT 325 – Principles of Marketing

Summer II Session – Harlaxton University, July 14 – August 12

Instructor Douglas Albertson

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Course Meeting Days and Time M-TH AM classes

Required Experiential Learning Dates July 18, July 24, July 29, Aug. 7

Office Hours With appointment or drop in

Catalog Description:

The Principles of Marketing course is an experiential class where we will explore marketing as an integrating function of the firm. We explore marketing from a theoretical perspective as well as from an applied perspective. Our focus will be on the study of product, price, place, and promotions in the creation of customer value. We will discuss real-life examples of the marketing concepts and constructs we learn. We also discuss extensively the roles of corporate social responsibility and ethics in marketing decision-making. By the conclusion of the semester, students will understand how the following concepts lead to the development of a market-driven organization: the marketing concept; the selling concept; the role and management of product, price, channels, promotions; consumer behavior; market segmentation; target marketing; positioning; branding; and international marketing. Students will learn how marketing decisions are influenced by forces that are internal and external to the organization. Finally, by the end of the semester, students will understand the ethical issues that arise in various marketing situations and the role of corporate social responsibility in marketing decision making.

Credit Hour Policy Statement:

Combination of standard lecture and other academic activities:

“This class meets the federal credit hour policy through a combination of lecture + laboratory (or lecture + practicum) for a total of 45-75 hours of supervised learning activities for each credit.” (Def 1 & 2)

Course Learning Objectives:

- Students will apply the four elements of the marketing mix, as well as the ways they connect to one another for business sustainability and growth.
- Students will make effective and sustainable decisions considering the legal, ethical, and environmental factors involved in marketing.
- Students will assess and prioritize business opportunities, using marketing research and segmentation principles.
- Students will connect marketing concepts to other business disciplines.
- Students will advance their own career and professional opportunities by creating a personal marketing plan.

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Methods of Instructions:

- Class meetings/lectures
- Independent work
- Group work
- Experiential learning

Textbooks and Required Reading:

1. *Principles of Marketing*, 19th Edition, Kotler, Philip, and Gary Armstrong. 19e. Pearson, bundled with MyMarketingLab [ISBN-13: 978-0137864898]
2. Access to Pearson website. The Pearson class code is: **albertson70117**

Course Schedule:

Week 1: Course introduction, Marketing: Creating Customer Value and Engagement, Partnering to Build Customer Engagement, Value and Relationships, Understanding the Marketing Environment, Managing Marketing Information to Gain Customer Insights; Chapters 1-4

Week 2: Consumer Markets and Buyer Behavior; Business Markets and Business Buyer Behavior, Customer Value-Driven Marketing Strategy, Products, Services and Brands: Building Customer Value; Chapters 5-8; **Exam #1**

Week 3: Developing New Products and Managing the Product Life Cycle, Pricing: Understanding and Capturing Customer Value, Pricing Strategies: Additional Considerations, Integrated Marketing Communications; Chapters 9-11, 14

Week 4: Customer Value-Driven Marketing Strategy; Products, Services, and Brands: Building Customer Value; Chapters 18, 19

Week 5: Final Exam

Experiential Travel Locations and Dates

Week 1 (Friday, July 18): London – Museum of Brands; Portobello Market; Westfield Shopping Center

Week 2 (Thursday, July 24): York – The Chocolate Story; Railway Museum.

Week 3 (Tuesday, July 29): London – Wembley Stadium, East End, Design Museum.

Week 4 (Thursday, August 7): TBA



Grading Criteria:

Evaluation	Points	Final Grading
Examinations (3 x 100 points)	300	A+ \geq 97 - 100
Pearson assignments	700	A = 93 - 96
Class Attendance	100	A- = 90 - 92
		B+ = 87 - 89
		B = 83 - 86
		B- = 80 - 82
		C+ = 77 - 79
		C = 73 - 76
		C- = 72 - 70
		D+ = 67 - 69
		D = 63 - 66
		D- = 60 - 62
		F \leq 59
TOTAL	1100	

Withdrawal and Attendance policies:

Harlaxton College expects regular class attendance by all students. Students are considered sufficiently mature to appreciate the necessity of regular and punctual attendance, to accept this personal responsibility and to accept the consequences of failure to attend. When absences occur due to emergency or medical reasons, students are expected to notify their instructors of the absence prior to class or to seek the assistance of the College nurse or a member of the Student Experience Team for help in notifying instructors.

Instructors have the authority to grant excused absences for medical, psychological, or personal reasons upon review of appropriate documentation and professional recommendation supporting such a request. In the event of long-term illness, reasonable accommodations will be made to allow a student to complete a course. In these cases, the Dean will need to approve the long term nature of the accommodation.

The Dean of Harlaxton College has the authority to grant excused absences for medical, psychological, or personal reasons.

Each instructor is expected to maintain an attendance policy in keeping with the nature of the Harlaxton program and may consider it in evaluating performance in their courses.

Policy Governing Unexcused Absences:

Harlaxton College operates an attendance policy that is binding on all faculty and students. The number of unexcused absences that are allowed before incurring a penalty is related to the number of times a class meets each week. For courses which meet three times a week, students are allowed a maximum of three unexcused absences during the semester without attracting penalty points. For courses meeting twice a week two such absences are permitted, and for courses meeting once a week a single absence is allowed. Additional unexcused absences will attract a grade penalty.



Policy Governing Excused Absences.

- Excused absences are not given to facilitate student travel independent of College-sponsored travel.
- Students may be permitted to miss class because of participation in academic field trips.
- Instructors must co-ordinate and confirm academic fieldtrips with the Dean, prior to the commencement of the Semester to ensure their inclusion in the Semester timetable.
- Where authorization for an academic fieldtrip is requested after the commencement of the semester, the request must be submitted to the Dean.

The following information is required:

- Purpose and brief description of the official Harlaxton event or academic fieldtrip.
- Dates, location, and times (as applicable).
- Alphabetical list of students involved [Last Name/First Name] along with their student identification number.

If approval is granted:

- Instructors affected will be notified at least one week prior to the class period during which absence is anticipated, or as soon as possible.
- Missed class time due to student participation is to be considered an excused absence.
- The grade of a student may not be lowered in any class due to excused absences.
- It is the student's responsibility - to take the initiative by consulting with their instructors before the absence occurs, and - to do what is required by the instructor to make up all missed assignments and/or examinations.
- Instructors are required to assist students in these occasional situations of excused absences.

Honor Code:

All students at the University of Evansville agree to the University honor code: *I will neither give nor receive unauthorized aid, nor will I tolerate an environment that condones the use of unauthorized aid.*

AI may be used only with prior permission or direction by the instructor.

- All work submitted in this course must be your own.
- The use of generative AI composition tools, such as those offered by ChatGPT, Google Bard etc. is prohibited in this course except for specific assignments and subject to the instructor's guidelines.
- Work generated by such tools without proper attribution is plagiarism and, thereby, a breach of the University's Plagiarism and Academic Honesty policy.

Disability Policy:

It is the policy and practice of the University of Evansville to make reasonable accommodations for students with properly documented disabilities. Students should contact Disability Services within the Office of Counseling Services by calling 812-488-2663 to seek services or accommodations for disabilities. Written notification to faculty from Disability Services is required for academic accommodations.

The University of Evansville Disability Services office will share the request for academic accommodations with the Academic Support team at Harlaxton College. Staff members at Harlaxton will meet individually with students to discuss needs and provide additional information related to examinations or other assessments.



Students from partner institutions should provide the appropriate letter of accommodation from their institution to the Academic Support team at Harlaxton College.

Non-Discrimination Statement

The University of Evansville expects all members of its community to treat each other with respect and civility. Harassing behaviors directed towards any member of our community will not be tolerated. As part of its commitment to non-discrimination, the University specifically prohibits harassment based on any other characteristics set forth in its nondiscrimination statement as follows: including race, color, gender, gender identity and expression, sexual orientation, creed or religion, national origin, age, disability, veteran status and all federally protected groups/classes. Any form of harassment undermines the mission of the University and negatively impacts the University community as a whole.

Prohibited Conduct and Confidentiality

The University of Evansville is committed to fostering an atmosphere free from harassment and discrimination. This commitment includes identifying problems that may lead to sexual harassment and misconduct, as well as other forms of harassment and discrimination, by creating an atmosphere in which the entire University community is sensitive to preventing prohibited conduct. Additionally, the University is committed to providing support and resources to individuals who have experienced prohibited conduct. This commitment includes effectively responding when a student, visitor, guest or program participant is the victim of prohibited conduct.

All campus employees, students, and guests are required to abide by the Title IX and Other Sexual Harassment and Misconduct Policy, the Harassment and Discrimination Policy, and the Consensual Sexual or Romantic Relationships Between Employees and Students Policy. Violation of these policies could result in disciplinary action, up to and including expulsion for students and termination for employees.



Faculty members at the University of Evansville are considered “Responsible Employees” under the applicable federal guidelines and the University’s policies. This means that I am unable to offer you confidentiality if you report any incidence of prohibited conduct to me as defined by Title IX statute. If I am made aware of a violation, I am required to report any known information to the Office of Institutional Equity.

You may choose to report the violation yourself the following ways:

Email: · Annie Sills, Assistant Director of Institutional Equity and Title IX Coordinator: cs175@evansville.edu ·

Keith Gehlhausen, Executive Director of HR and Institutional Equity: kg77@evansville.edu ·

Title IX: titleix@evansville.edu

Phone: 812-288-5261

Online: <https://www.evansville.edu/safety/report.cfm>

You may also choose to speak with a Confidential Resource. Confidential Resources are required to maintain confidentiality and cannot report violations to the Office of Institutional Equity:

University of Evansville

- Counseling Services: counselingservices@evansville.edu, 812-488-2633
- Health Center Professionals: healthcenter@evansville.edu, 812-488-2033
- University Chaplain: chaplain@evansville.edu, 812-488-5262

Harlaxton College

- College Nurse: Lesley Selby, RGN, +44 01476 403027, lseyby@harlaxton.ac.uk
- Counselling Services: counselling@harlaxton.ac.uk