

**Virtual Class Meeting via Zoom: Tuesday's 5:30pm – 6:30pm. See details below.**  
**Short weeks with University designated holiday/closure, virtual meeting day MAY change.**

*Pre-requisites: ISM 110, ECO 201, ACC 201 or 218, CST 105, and any one of the following: MAT 115, 120, 150, 151, 191, 292; or major in ACCT, BADM, CARS, ENTR, FINC, INTB, ISOM, MKTG, or STHP*

Professor: Dr. Merlyn Griffiths  
Office: **353 Bryan (Restricted access-Covid19 University Policies)**  
Phone: 334-4472 (please leave a message)  
E-mail: [Magriff3@uncg.edu](mailto:Magriff3@uncg.edu) (most efficient means of contact)  
Office Hours: **On Zoom** Tuesday's immediately following our Zoom virtual class meeting.  
By appointment on Google Meet or Conference Call  
Course Access: <https://canvas.uncg.edu/>  
**Communication:** Send All Questions via Email Only

**ZOOM WEEKLY VIRTUAL CLASS MEETINGS:** [ACCESS FROM COURSE SITE HOME PAGE](#)

### **REQUIRED MATERIALS**

**REQUIRED:** Grewal and Levy, *Marketing*, **7<sup>th</sup> edition**  
McGraw-Hill Publishers.



**REQUIRED:** Mastering the Art: An Entrepreneurial  
Guide to a Profit Driven Marketing Plan  
Kendall Hunt Publishers: ISBN #:978-1-5249-0529-3

**Electronic Access:** <https://he.kendallhunt.com/product/mastering-art-entrepreneurial-guide-profit-driven-marketing-plan>

**EQUIPMENT:** A computer/ internet-enabled accessible device, speaker/audio (optional webcam) to participate in class meetings and group activities; functional equipment to access the course, complete assignments, quizzes and exams on Canvas.

**CANVAS:** All course materials and content are in the Canvas learning platform. You are expected to be familiar with navigating Canvas. Watch the short videos in the "Getting Started" Module to learn how to navigate Canvas, setup your profile and complete the introductions (extra credit points offered). You are responsible for accessing and monitoring Canvas consistently.

**\*\*\*MANDATORY UNIVERSITY POLICIES\*\*\***

**Required UNCG Syllabus Language**

**Approved by the Faculty Senate on July 1, 2020**

As UNCG returns to face-to-face course offerings in fall 2020, the campus community must recognize and address concerns about physical and emotional safety. As such, all students, faculty, and staff are required to uphold UNCG's culture of care by actively engaging in behaviors that limit the spread of COVID-19. Such actions include, but are not limited to, the following:

- [Wearing a face covering that covers both nose and mouth](#)
- Observing [social distance](#) in the classroom
- Engaging in proper hand washing hygiene when possible
- [Self-monitoring for symptoms of COVID-19](#)
- Staying home if you are ill
- Complying with directions from health care providers or public health officials to quarantine or isolate if ill or exposed to someone who is ill.

Instructors will have seating charts for their classes. These are important for maintaining appropriate social distance during class and facilitating contact tracing should there be a confirmed case of COVID-19. Students must sit in their assigned seat at every class meeting and must not move furniture. Students should not eat or drink during class time.

A limited number of disposable masks will be available in classrooms for students who have forgotten theirs. Face coverings will also be available for purchase in the UNCG Campus Bookstore. Students who do not follow masking and social distancing requirements will be asked to put on a face covering or leave the classroom to retrieve one and only return when they follow these basic requirements to uphold standards of safety and care for the UNCG community. Once students have a face covering, they are permitted to re-enter a class already in progress. Repeated issues may result in conduct action. The course policies regarding attendance and academics remain in effect for partial or full absence from class due to lack of adherence with face covering and social distancing requirements.

For instances where the Office of Accessibility Resources and Services (OARS) has granted accommodations regarding wearing face coverings, students should contact their instructors to develop appropriate alternatives to class participation and/or activities as needed. Instructors or the student may also contact [OARS](#) (336.334.5440) who, in consultation with Student Health Services, will review requests for accommodations.

**Approved by the Faculty Senate Executive Committee on July 30, 2020**

Health and well-being impact learning and academic success. Throughout your time in the university, you may experience a range of concerns that can cause barriers to your academic success. These might include illnesses, strained relationships, anxiety, high levels of stress, alcohol or drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may experience. You can learn about the free, confidential mental health services available on campus by calling [336-334-5874](tel:336-334-5874), visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. For undergraduate or graduate students in recovery from alcohol and other drug addiction, The Spartan Recovery Program (SRP) offers recovery support services. You can learn more about recovery and recovery support services by visiting <https://shs.uncg.edu/srp> or reaching out to [recovery@uncg.edu](mailto:recovery@uncg.edu)

**COVID-19 Spartan Shield Video**

UNCG Chancellor Frank Gilliam has challenged us to create a Culture of Care at UNCG where we all wear face coverings and social distance, less to protect ourselves but rather more to protect everyone around us. It shows that you care about the well-being of everyone around you. We have created this video featuring your student body presidents to better explain how and why this is so important.

**Please watch this video before the first day of classes. <https://youtu.be/Mb58551qxEk>**

<b>Catalog Course Description</b>	Introduction to marketing with an emphasis on market segmentation, targeting, and positioning for consumer and business markets in domestic and international economics.	
<b>The Bryan School Mission Statement</b>	In the Bryan School of Business and Economics, we create and disseminate knowledge about the theory and practice of business. In addition to our courses and research, we accomplish this through hands-on projects, global experiences, and outreach to the community.	Our work produces principled leaders and exceptional problem solvers who have a global perspective, an innovative mindset, a broad understanding of sustainability, and a commitment to improve the organizations in which they work and the communities in which they live.
<b>Bryan School Student Learning Goals</b>	Each program within the Bryan school has separate learning goals as listed with the degree program. The essential components of a professional education in business (excluding the B.S. and B.A. in Economics, the B.S. in Consumer, Apparel, and Retail Studies and the B.A. in Sustainable Tourism and Hospitality) include common courses for breadth and opportunities for advanced work for depth in the various business disciplines. These core business programs share the following common learning goals: 1. Students will implement the various steps of the critical thinking process, supported by the appropriate use of analytical and quantitative techniques, to formulate recommendations for subsequent decision making.	2. Students will apply appropriate ethical standards when making recommendations for business decision making. 3. Students will evaluate business decisions in the context of sustainability goals, balancing environmental, social, and economic needs, conditions, and potential decision impacts. 4. Students will formulate appropriate strategies, in the context of global issues and forces, to improve business performance in the world economy. 5. Students will explain the roles of innovation and innovation management in achieving successful business strategies, decisions, and performance. 6. Students will be able to plan, schedule, contribute to, and lead projects.
<b>Impact of this Course on the Program Student Learning Goals</b>	Upon successful completion of Principles of Marketing (MKT320), students will have met the various components of the Critical Decision-Making:	(#1), Ethical Marketing practices (#2), Role of innovation in creating new products (#5) and Team Collaboration, Communication, and Knowledge-Integration in developing an implementable marketing plan (#6) Goals.

## **COURSE OBJECTIVES**

The primary objective of this course is to introduce the fundamental concepts of marketing. Consequently, the course covers a wide range of topics and materials – giving you a broad view of the many areas of marketing. All students - regardless of major - will benefit from this course by gaining an appreciation of marketing's expanding role in society. Additionally, each student should develop the ability to understand organizational decision-making from a marketing perspective. This course will also make you a more knowledgeable consumer by heightening your awareness of marketing activities and customer behavior.

This course begins to develop the core competencies of integrated business knowledge and strategic thinking by guiding students towards accomplishing the following objectives:

- To understand the concepts and terminology of marketing, and the role within the organization and society.
- To understand the consumer decision making process, and tactical and ethical issues that marketers encounter relating to segmentation, targeting and positioning strategies.

- To develop a framework for analyzing and understanding the organization's marketing mix (4P's), positioning, branding, and its marketing resources, customers, and competition.
- To apply this framework as the basis of decision-making and resource deployment (i.e., target market selection and marketing mix design) in developing an implementable marketing plan.

Students will accomplish these objectives by participating in lecture discussions, experiential activities and collaborating with classmates on marketing projects.

## **COMMUNICATION**

All communications will be sent through Canvas. Communications sent to all registered students will address: "Class." In your communications to me, you may address me as Dr. G; Professor G; Dr. Griffiths; Professor Griffiths; Prof. G. any of these will be fine.

***Email communications:*** I will respond to emails in a timely manner – usually within 24 hours weekdays and 48 hours on the weekend. All email communications to you will be to your email address associated with your name in Canvas, so be sure to check that account often.

## **COURSE DESIGN**

**Weekly sessions (Modules) run on a Monday to Sunday schedule. New sessions begin on Monday at 5:00am and end on Sunday at 11:59pm. These are in the "Modules" tab on the course site.**

Class sessions will include a combination of lectures, discussions, experiential exercises, and films. The class sessions will be based on content from the textbooks and any additional readings that will be posted on Canvas or distributed via email.

## **WEEKLY VIRTUAL CLASS MEETING**

**Zoom: Tuesday 5:30–6:30pm**

The class meets virtually via Zoom each week on Tuesday 5:30pm to 6:30pm. To access, simply click on "Zoom" in our course site "home page" and join the meeting. While attendance to the virtual class meetings is not mandatory, learning what is covered during the sessions is mandatory. Two extra credit points are offered for attending each meeting.

**Understandably, some students may not be able to join in the virtual class meeting, and attendance is not mandatory. However, you MUST either attend the VIRTUAL meeting OR watch the Zoom recording of the class meeting. The Zoom recordings are available within 24 hrs. of the virtual class meeting and can be viewed at any time. You are responsible for learning and understanding the material covered during the class meeting and can expect questions regarding this material on the exam.**

<b>KEYS TO HAVING A SUCCESSFUL EXPERIENCE IN THIS CLASS</b>	
<b>Read each chapter of the text prior to the class in which it will be discussed.</b>	This will help you become familiar with the language we will use in our class discussions and provide you with an overview of the concepts that you will apply during class activities.
<b>Attend virtual class meetings on Zoom.</b>	Class discussions and activities are intended to give you a chance to apply the information discussed in the text. This will help you understand more intuitively and recall the information for exams. <b>CRITICAL NOTE:</b> If you do not attend virtual class meetings, you are responsible for watching the recorded video of the Zoom session to learn what you have missed and learn the additional material covered in the session which will be on the exams. <b><u>There is no penalty for NOT attending the meetings as you can watch the recording of the session.</u></b> However, as an incentive, two extra credit points are offered to those who attend for the entirety of the session.
<b>Ask questions and participate in virtual class discussions and activities.</b>	This is the best chance to clarify and reinforce the information presented in the text.
<b>Participate 100% with the marketing team and work together on the successful completion of the marketing plan project.</b>	Your team meetings will require you to be flexible in meeting virtually, utilizing Canvas conference, collaborate, Google Docs, etc. <b>Your participation in the marketing project is MANDATORY.</b> Your individual grade is based on a peer review completed by each member of your team. A team member who fails to contribute can be dismissed. A dismissed team member will lose <b>50%</b> of his/her grade based on the peer review and will not be credited for submitted work related to the marketing project after the dismissal. <b>No individual plans, or alternative assignments or options will be given.</b>
<b>Time Management</b>	It is imperative that you manage your time to ensure that you complete the required assignment by the appointed due dates. It is unwise to wait until the last minute to begin an assignment. Starting ahead of time will allow you to manage any technical or personal issues that may arise in a timely manner and still meet the required deadlines. Any technical problems reported AFTER the deadline of an assignment due date will not be considered.

## **EVALUATION AND GRADES**

The objective here is to learn, and your grades are a demonstration of that. I have designed this course to provide you with numerous opportunities to demonstrate what you are learning. Your final grade therefore will be determined by your actual performance on the combination of "ALL" assignments. **Personal issues or constraints ARE NOT considered under any circumstance.**

**\*\*Note:** All submitted work may be randomly checked for plagiarism. To avoid discrepancies, be sure to cite appropriately works of others that you are referencing. For details on what constitutes plagiarism, please visit <http://academicintegrity.uncg.edu/>

Grades are comprised of following components:

COMPONENTS	Percentage Weight
Participation: Online Discussion & Contribution, (10 points each)	10 %
11 Quizzes (9.1 points each, total 100.1 points )	12 %
Exam 1	10.5 %
Exam 2	12.5 %
Exam 3	15 %
Exam 4	15 %
Marketing plan project **	12%
Marketing Plan project-peer evaluation***	13%

### CRITICAL NOTES:

\*\* Includes the cumulative average grade received on Milestones 1 and 2.

\*\*\* Individual grade for marketing plan will be reflective of the peer evaluation. An individual's non-performance will result in an additional 20% decrease from the team grade. Thus, if the team accomplishes a 97, the non-performer will receive 20% less (77.6) for his/her individual grade.

### Grading Scale

A	93-100%	B	83-86%	C	73-76%	D	60-66%
A-	90-92%	B-	80-82%	C-	70-72%	F	Below 60%
B+	87-89%	C+	77-79%	D+	67-69%		

**All grades are based on this scale and on the weights for the assignments in this syllabus, NOT ON CANVAS PERCENTAGE TOTALS**

**Grades are non-negotiable** and final grades can only be changed to correct calculation or input errors on my part. If you have any questions as to the validity of a grade this must be brought to my attention **within three days of the date the grade is posted/received.**

Grades **WILL NOT** be determined by a standard bell curve whereby most of the class receives a 'C' and the minority receives otherwise. Rather, grades will strictly depend on the number of points accumulated relative to the total number of points allotted in the course per assignment.

### Proper submission of class assignments

I will not accept work that does not meet the following requirements:

- 1 Must be typed, **your name must appear at the top of the document**
- 2 Must be uploaded into Canvas – in the specific assignment section only
- 3 **No late submissions of any kind will be accepted. No excuses.**
- 4 **No e-mail submissions for any assignment will be accepted under any circumstance.**
- 5 **Do not email your assignments. Emailed assignments will not be graded.**
- 6 No credit will be given to assignments loaded in the “wrong” assignment box or typed directly into Canvas. Be sure you pay attention to the assignment box upload area.

## EXTRA CREDIT

Points received for extra credit assignments are added to the Participation component.  
No make-up for missed extra credit opportunities.

## ONLINE DISCUSSION PARTICIPATION

We will utilize online discussion board in Canvas, to engage in discussing key facets of marketing strategy and tactics each week. Students are expected to contribute to these discussion boards. The topic and the specific guidelines are included in each week's Module.

### Requirements:

- 1) Your own positing of your original thoughts must be posted by 11:59pm on Thursday (6points). **Your post must be at least 20 sentences or more.**
- 2) You will read, assess and reply to ONE other student's post (4 points) by Friday 11:59pm. **Your response must be at least 10 sentences or more.**
- 3) You must make your original complete posting first before you will see the posts of others. **If you post few words or insert a period or other characters just to get access to what others have posted and then you write your post, you will receive ZERO points.**
- 4) **Keep in mind that the due date of Thursday by 11:59 is for your original post. Your response to one-other student's post is due Friday by 11:59pm.**

In assessing and replying to another student's posts, you must provide thoughtful details reflecting deep thinking and analysis. Simply saying you like/dislike/agree/disagree is insufficient. To provide meaningful contributions/responses, it is crucial for you to be prepared for class.

Grading criteria for an individual's original post, and reflection and response to other's postings include:	
1. All online responses should be concise, but meaningful and substantive.	2. The standard in this course is a 2 to 3 paragraph post per question incorporating material from the text, lecture slides, AND outside sources to support your statements. Sources must be cited and referenced.
3. Going beyond simple repetition of assignment facts, or statements in the post you are responding to.	4. Offering ideas or resources and inviting a critique of them.
5. Asking challenging questions of your peers.	6. Articulating, explaining and supporting positions on your ideas.
7. Reflecting on and re-evaluating personal opinions.	8. Offering a critique of others' posts.

## EXAMS

### A COMPUTER IS REQUIRED TO TAKE ALL EXAMS.

Exams may consist of any combination of multiple choice and short essay questions. These questions will cover material from virtual class meeting and activities, lectures AND the textbook.

If you do not have a computer, you can borrow/rent one from the Library and from the Technology Service Center in Forney Building, Floor 1, on a first-come, first-served basis. You can also use the Computer Lab in the Bryan building, or a computer in the Jackson Library. **You cannot take the**

**exams without a computer. There are no proctors or other arrangements that will or can be made. No other means of completing the exams.** Be sure your device can connect to Canvas before exam day.

I design exams to include material from the textbook, lectures, and class discussions. Therefore, if you do not read the book, attend virtual class, or listen/watch the recorded virtual class meetings, it will be difficult to pass the class. **You will not receive any additional extra credit assignments**, and your grade will not be changed at the end of the semester for any reason except for a clerical error on my part.

**\*\*\*\*\*[CRITICALLY IMPORTANT]\*\*\*\*\***

Given the online setting for quiz and exam-taking, **any student unusual activities detected DURING the quiz or exam** either by the instructor or the technical proctors or the Canvas activity recording, will be handled most severely for academic misconduct and will result in F in this class and Academic Integrity Violation reporting which can lead to University sanctions. Once you enter the testing site and begin the exam or quiz, you should NOT leave the test site of the exam or quiz window until completed. Do not click off the test page or open files or pages. Once you have started the exam or quiz, your allotted time will continue to run even if you shut down your window and your exam or quiz will automatically submit once the allotted time has expired.

### Technical Difficulties

**Technical problems are not acceptable reasons for missing a quiz, exam or completing an individual or team assignment.** If you experience technical difficulties, contact 6-TECH Service Center at [techsc@uncg.edu](mailto:techsc@uncg.edu) or call **336.256.TECH (8324)**. Be sure to report it to me **immediately** with accompanying evidence (e.g. a screenshot). **This must be reported to me at least 5-hours before the due date and time** of the assignment.

**Any technical problems reported after the expiration of the deadline will not be considered and are not valid excuses for not completing an assignment.** However, situational circumstances like “verifiable computer glitches” which results in LATE SUBMISSION may be accepted with a grade penalty.

### Missed Exams

\*\*\*\*No makeup exam will be given without prior notification in writing of dire or unavoidable circumstances (\*\*being sleep deprived or unprepared, or travel for holiday or break is not dire or unavoidable\*\*). A DAY AND TIME WILL BE ARRANGED FOR YOU TO COMPLETE THE EXAM. The specified time may be before or after the exam date. **Verifiable documentation substantiating your circumstance IS required.**

**CRITICAL NOTE:** No special arrangements will be made for any student to take exams earlier or later than the scheduled date, in order to accommodate travel for any holiday including spring/fall break, Easter, Thanksgiving, vacations, family gatherings, etc. Please plan accordingly.

**ATHLETES:** As this is an online course, student athletes can complete the requirements for each week/module without interference to their athletic schedules. If you know that you have an away game, then complete the required assignments early. Given that the course is asynchronous, the student IS NOT excused from learning what materials or activities they missed during the virtual meeting. Catch up by watching the recording of the Zoom meeting available on Canvas as information

from the virtual class meetings will appear on Exams. In other words, stating you were away on the day something is covered IS NOT justification for not knowing the answers to questions on exams.

### Marketing Plan Team Project

To integrate and practice the various components of marketing strategy, teams will create a strategic marketing plan. The objective is to simulate real world marketing situations requiring consideration of customers/consumers, competition, marketplace changes, micro and macro environmental changes and the marketing mix elements.

By the 2nd week of class, teams must be formed. Each student will self-select a team within Canvas. Five person per team is the maximum size and no fewer than 3. Teams are responsible for coordinating and meeting each member virtually.

**\*\*Each team will be responsible for completing and submitting each Milestone requirement as they build their marketing plan. Extensive detailed feedback on each Milestone will be sent electronically to each member of the team. The team will receive a grade on each Milestone to indicate the level of satisfactory progress on the Marketing Plan. Individual grades will be based on the individual's performance and contribution to the project and the peer evaluations. The final grade on the Marketing Plan will include the average of the grades received on Milestones 1, 2, and 3 (final document). All submitted work will be checked for plagiarism. All marketing plan documents must be uploaded into Canvas by the deadline. If no submission is loaded, the team receives a 0 (zero) grade. Further details and specific requirements of the Marketing Plan Team Project will be posted and discussed.**

#### Helpful Resources: US Marketing and Advertising Magazines

Advertising Age – <http://adage.com/> Direct  
Marketing News <http://www.dmnews.com/>  
Brand Republic <http://www.brandrepublic.com>  
Ad Week <http://www.adweek.com/>

DMA News <http://www.the-dma.org/news/>  
Target Marketing  
<http://www.targetmarketingmag.com>  
B toB – The Magazine for Marketing Strategists  
<http://www.btobonline.com/>

### Online Meeting Access

Each team will be set on Canvas to have the following access: Google doc, File Exchange, Discussion Board, Virtual Classroom, Blog and Email. You are strongly encouraged to utilize these resources in communicating with team members.

**\*\*\*Firing Non-Performers:** The team has the right to fire any member who is not carrying his or her share of the work. The decision to fire an individual can occur at any time, the reasons must be documented in writing, and ALL other members of the team must be in agreement and indicate as such. More specifically, an individual cannot be fired unless agreed upon by ALL other members of the team and stated as such in writing. Your message must specifically state that the decision of the team is to "Fire" the particular individual. The request will be investigated, and all evidence submitted documenting non-performance of the individual will be reviewed and a decision made. The fired individual will receive credit for the work completed up to the point of being fired but will receive an **F** for the remaining portion that is not completed. **The fired individual cannot be re-hired. The fired individual CANNOT complete a new project on their own or substitute any other work. There is no cost (no charge) to the team for firing a team member. However, the remaining team members are responsible for completing any portion of the assignment left incomplete by the fired team member.**

## Peer Evaluation

Each member of the team will provide evaluative feedback on the performance of each **individual for each milestone of the project**. You will **give yourself a rating** and provide comments on the contributions of each member (including you) made toward the successful completion of the project. The ratings provided by each team member will be taken into account in the calculation of milestone grades and final calculation of the individual's grade on the project. **All peer evaluations are completely confidential. Peer Evaluations must be submitted via UPLOAD to Canvas.**

## CONDUCT AND ACCOMMODATIONS

**Special Accommodations:** Students with disabilities may be eligible for accommodations in this course. Students registered with OARS (Office of Accessibility, Resources and Service) can receive accommodations. Please provide me with the accommodation documentation from OARS by **the second week of class**. (See: <https://ods.uncg.edu/student-services/register/>) **Confidentiality is guaranteed.**

**Academic Integrity:** Students are expected to recognize their responsibility to uphold the Academic Integrity Policies of UNCG. Failure to do so will result in Academic Integrity Sanctions as stipulated by the university. You are encouraged to review these policies at <https://drive.google.com/file/d/0B0rFGGhJvbDHUExSZmFFaWFmb00/view>

**Honor Code & Pledge:** Students are expected to know and abide by the UNCG Honor Code in all matters pertaining to this course. Violations of the Code will be pursued in accordance with set code. All written work submitted is subject to "plagiarism check." Violations include: using oral or written materials previously prepared by former students in this or other marketing classes. Cheating is dishonorable, and the repercussions are severe and final. (<https://osrr.uncg.edu/academic-integrity/the-pledge/>)

**Classroom Conduct:** We subscribe to the UNCG professional standards. This includes, but is not limited to, using respectful comments and humor, employing appropriate manners and decorum, refraining from distracting or disrespectful activities. Equally, disruptive behavior will not be tolerated. Disruptive behavior includes "1) is threatening, or 2) substantially impedes" the successful conduct of class meetings and activities. Refer to the following for more details on school policies, procedures, ethics and conduct: <https://osrr.uncg.edu/faculty/disruptive-behavior/>

## Course Schedule (\*subject to change)

**G&L**=Grewal & Levy text. **MTA**=Mastering The Art text

Date	Readings/Topics	Virtual Meeting	Assignments Due
<b>PART 1 ASSESSING THE MARKETPLACE</b>			
<b>Module 1</b> Jan 19-Jan 24	G&L Ch. 1: Overview of Marketing  MTA: Ch 1: Ideation	Virtual Class Meeting on Zoom  Day: <b>Tue 1/19</b> Time: 5:30-6:30pm	View Videos: Getting Started <ul style="list-style-type: none"> <li>• Canvas Orientation</li> <li>• Read Course Overview</li> </ul> <p style="text-align: center;"><b>Discussion Post 1:</b></p> (Your own posting by Thur 11:59 pm & replies to others by Fri 11:59 pm) <ul style="list-style-type: none"> <li>• <b>Team Selection:</b> <b>Self-sign up for your team:</b> <b>Canvas, People, Groups -drag drop your name into team.</b></li> </ul> <p style="text-align: center;"><b>Quiz 1 covers: G&amp;L Ch 1</b></p>
<b>Module 2</b> Jan 25-Jan 31	G&L Ch 2: Developing Marketing Strategies & Marketing Plan  MTA: Ch 2: Marketing Knowledge-What Every Good Marketer Knows	Virtual Class Meeting on Zoom <b>Day: Tue 1/26</b> Time: 5:30-6:30pm	<p style="text-align: center;"><b>Discussion Post 2:</b></p> (Your own posting by Thur 11:59 pm & replies to others by Fri 11:59 pm) <ul style="list-style-type: none"> <li>• <b>Read: Marketing Plan Project Instructions and begin team discussions to find your new product.</b></li> </ul> <p style="text-align: center;"><b>Quiz 2 covers: G&amp;L Ch 2</b></p>
<b>Module 3</b> Feb 1-Feb 7	G&L Ch 3: Digital Marketing: Online, Social and Mobile	Virtual Class Meeting on Zoom Day: <b>Tue 2/2</b> Time: 5:30-6:30pm	<p style="text-align: center;"><b>Due: Sunday, Feb 7</b> <b>Marketing Project Rationale</b></p> <ul style="list-style-type: none"> <li>• <b>ONE team member will Load into Canvas by 11:59PM.</b></li> <li>• <b>Must be in MS word format only. See example on Canvas</b></li> </ul> <p style="text-align: center;"><b>Quiz 3 covers: MTA Chapter 1&amp; 2</b> <b>Extra Credit Quiz: G&amp;L Ch 3</b></p> <p style="text-align: center;"><b>Discussion Post 3:</b></p> (Your own posting by Thur 11:59 pm & replies to others by Fri 11:59 pm)

<b>Module 4</b> Feb 8-Feb 14	G&L Ch 4: Conscious Marketing, Corporate Social Responsibility and Ethics	Virtual Class Meeting on Zoom Day: <b>Tue 2/9</b> Time: 5:30-6:30pm	<b>EXAM 1</b> <b>G&amp;L Chptrs 1, 2, 3,4</b> <b>Extra Credit Quiz: G&amp;L Ch 4</b>
<b>PART 2</b> <b>UNDERSTANDING THE MARKETPLACE</b>			
<b>Module 5</b> Feb 15-Feb 21	G&L Ch 5: Analyzing the Marketing Environment  MTA Ch 5: Behind the Doors: Industry Analysis	Virtual Class Meeting on Zoom Day: <b>Tue 2/16</b> Time: 5:30-6:30pm	<b>Discussion Post 4:</b> (Your own posting by Thur 11:59 pm & replies to others by Fri 11:59 pm)  <b>Quiz 4: covers MTA Chapter 5</b>
<b>Module 6</b> Feb 22-Feb 28	G&L Ch 6: Consumer Behavior  MTA Ch 6: Situation and Competitor Analysis	Virtual Class Meeting on Zoom Day: <b>Tue 2/23</b> Time: 5:30-6:30pm	<b>Discussion Post 5:</b> (Your own posting by Thur 11:59 pm & replies to others by Fri 11:59 pm)  <b>Quiz 5 covers: G&amp;L Ch 6</b>
<b>Module 7</b> Mar 1-Mar 7	G&L Ch 7: Business to Business Marketing	Virtual Class Meeting on Zoom Day: <b>Tue 3/3</b> Time: 5:30-6:30pm	<b>Due: Marketing Plan Milestone #1</b> <b>ONE team member will Load into Canvas by Sunday, 11:59PM.</b>  • <b>Must be in MS word format only. Do not submit pdf or links/URLs. These are unacceptable.</b>  • <b>Due: Peer Evaluation#1</b>  <b>Quiz 6 covers: G&amp;L Ch 7</b>
<b>PART 3</b> <b>TARGETING THE MARKETPLACE</b>			
<b>Module 8</b> Mar 8-Mar 14	G&L Ch 9: Segmentation, Targeting and Positioning  MTA Ch 7: Marketing Strategy-Segmentation Targeting and Positioning ( <i>Application</i> )	Virtual Class Meeting on Zoom Day: <b>Tue 3/9</b> Time: 5:30-6:30pm	<b>Midpoint Check-In</b>  <b>Discussion Post 6:</b> (Your own posting by Thur 11:59 pm & replies to others by Fri 11:59 pm)  <b>Quiz 7: covers MTA Chap 6 &amp; 7</b>

<b>Module 9</b> Mar 15-Mar 21	G&L Ch 10: Marketing Research  MTA Ch 3 Marketing Research ( <i>Application</i> )	Virtual Class Meeting on Zoom Day: <b>Tue 3/16</b> Time: 5:30-6:30pm	<p style="text-align: center;"><b>EXAM 2</b>  <b>G&amp;L Chptrs: 5, 6, 7, 9</b></p> <p style="text-align: center;"><b>Extra Credit Quiz: G&amp;L Ch 10</b></p>
<b>PART 4 : VALUE CREATION</b>			
<b>Module 10</b> Mar 22-Mar 28	G&L Ch 11: Product, Branding and Packaging Decisions  MTA Ch 8 The Defining Moment: Marketing Mix Developing a Concept Model	Virtual Class Meeting on Zoom Day: <b>Tue 3/23</b> Time: 5:30-6:30pm	<p style="text-align: center;"><b>Discussion Post 7:</b>  (Your own posting by Thur 11:59 pm &amp; replies to others by Fri 11:59 pm)</p> <p style="text-align: center;"><b>Quiz 8: Covers MTA Chapter 3 &amp; 8</b></p>
<b>Module 11</b> Mar 29-Apr 4	G&L Ch 13 Services: The Intangible Product	Virtual Class Meeting on Zoom Day: <b>Tue 3/30</b> Time: 5:30-6:30pm	<p><b>Due:</b> Marketing Plan Milestone #2</p> <ul style="list-style-type: none"> <li>• <b>ONE team member will Load into Canvas by Sunday, 11:59PM.</b></li> <li>• <b>Must be in MS word format only. Do not submit pdf or links/URLs. These are unacceptable.</b></li> </ul> <p><b>Due:</b> Peer Evaluation#2</p> <p style="text-align: center;"><b>Quiz 9: Covers G&amp;L Ch 13</b></p>
<b>Module 12</b> Apr 5-Apr 11	G&L Ch 14: Pricing Concepts for Establishing Value  G&L Ch 15: Strategic Pricing Methods and Tactics	Virtual Class Meeting on Zoom Day: <b>Tue 4/6</b> Time: 5:30-6:30pm	<p style="text-align: center;"><b>Discussion Post 8:</b>  (Your own posting by Thur 11:59 pm &amp; replies to others by Fri 11:59 pm)</p> <hr/> <p style="text-align: center;"><b>EXAM 3</b>  <b>G&amp;L Chptrs: 10, 11,13, 14, 15</b></p> <p style="text-align: center;"><b>Extra Credit Quiz: G&amp;L Ch 14</b></p> <p style="text-align: center;"><b>Extra Credit Quiz: G&amp;L Ch 15</b></p>

**PART 5 & 6: VALUE CAPTURE & DELIVERY**

<p><b>Module 13</b> Apr 12-Apr 18</p>	<p>G&amp;L Ch 16: Supply Chain and Channel Management</p> <p>G&amp;L Ch 17: Retailing and Omni-Channel Marketing</p>	<p>Virtual Class Meeting on Zoom Day: <b>Tue 4/13</b> Time: 5:30-6:30pm</p>	<p><b>Discussion Post 9:</b> (Your own posting by Thur 11:59 pm &amp; replies to others by Fri 11:59 pm)</p> <p><b>Quiz 10 Covers: G&amp;L Ch 16</b></p> <p><b>Quiz 11: Covers G&amp;L Ch 17</b></p>
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**PART 7: VALUE COMMUNICATION**

<p><b>Module 14</b> Apr 19-Apr 25</p>	<p>G&amp;L Ch. 18: Integrated Marketing Communications</p> <p>G&amp;L Ch. 19: Advertising, Public Relations and Sales Promotions</p>	<p>Virtual Class Meeting on Zoom Day: <b>Tue 4/20</b> Time: 5:30-6:30pm</p>	<p><b>Discussion Post 10:</b> (Your own posting by Thur 11:59 pm &amp; replies to others by Fri 11:59 pm)</p> <hr/> <p><b>EXAM 4 (Ch 16, 17, 18, 19)</b></p> <p><b>Extra Credit Quiz: G&amp;L Ch 18</b></p> <p><b>Extra Credit Quiz: G&amp;L Ch 19</b></p>
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<p><b>Module 15</b> Apr 26-Apr 28</p>	<p><b>All Marketing Plans</b></p> <p><b>All Peer Evaluations</b> <i>(one per person)</i></p>	<p><b>All Due:</b> <b>April 28</b></p>	<p><b>Upload MktG Plans</b></p> <p>ONE team member will Load into Canvas by <b><u>11:59PM</u></b></p> <p><b>• Due: Peer Evaluation#3</b></p>
<p><b>Exam</b></p>	<p><b>Final Exam</b></p>	<p><b>Cumulative</b></p>	<p><b>Details will be announced</b></p>