



**Course Syllabus
SEMESTER
School of Business, Hospitality Management and Public Safety _**

<i>Course Name:</i>	Marketing
<i>Course & Section Number:</i>	MKT 101-XXX
<i>Meeting Day(s) & Time(s):</i>	
<i>Credits:</i>	3
<i>Contact Hours:</i>	3
<i>Text:</i>	Marketing 21st Edition (Pride and Ferrell)
<i>Instructor's Name:*</i>	
<i>Office Hours & Location:</i>	
<i>OCC Phone:</i>	
<i>OCC Email:**</i>	
<i>Additional Contact Information:</i>	

*Please call me NAME; it is my preferred name. If you have a preferred name, please let me know so I can use it. (Optional)

**Please use only Owens email for course communications.

Catalog description:

Examines the problems and practices in marketing management. This includes marketing strategy planning; the marketing manager's role in the social, economic, and political environment, and the marketing functions of buying, selling, transportation, and market risk are also discussed. Discusses marketing policies, the relationship between employee and manager, and the activities of the manager in various business situations. This course must be taken in the same semester as ECO 201 to be compliant with the Ohio Transfer Assurance Guide.

Prerequisites/Co-Requisites: NONE

Course Materials:

MY COURSE MATERIALS

MKT 101 002 Fall 2025

MARKETING - ANNASTASIA BALOGUN

Verify with the instructor the textbook and edition that will be used for this course.

Inclusive Access

This course features an Inclusive Access product where course materials are delivered digitally on the first day of class and are included in your course fee.

Have questions about Inclusive Access? Contact our [IA Support team](#).

INCLUSIVE ACCESS



MINDTAP FOR PRIDE/FERRELL'S MARKETING
WILLIAM M. PRIDE;O.C. FERRELL

ISBN13: 9780357984284
EDITION: 21ST
FORMAT: INCLUSIVE ACCESS
PUBLISHER: Cengage
COPYRIGHT: 1/1/2025

Inclusive Access (I.A.) Materials are included in the cost of this course to provide students with day one access to required course materials and to save students money through lower negotiated rates with publishers. You should receive an email to your Owens Community College email from the Owens e-Campus Bookstore on the first day of class, if not before, with the subject line, “Your inclusive Access Materials.” Be sure to check your spam (junk email) if you do not find it in your inbox. To access the I.A. Materials, you must use a link provided in the Blackboard course. This link in Blackboard could be labeled “Course Materials by e-Campus” or it could be an online activity/assignment that the instructor has linked to Blackboard. Contact your instructor immediately if you are unable to access the I.A. Materials.

What You Will Learn in the Course

Course Objectives:

1. Define “marketing.”
2. Explain the strategic planning process.
3. Summarize why it is important to examine and respond to the marketing environment.
4. Critique the role of social responsibility and ethics in improving marketing performance.
5. Name the five basic steps in conducting marketing research, including the two types of data and four survey methods.
6. Define what markets are and explain how they are generally classified.
7. Describe the social influences that may affect the consumer buying decision process.
8. Identify the major characteristics of business customers and transactions.
9. Describe the use of the marketing mix internationally.
10. Describe different types of digital media and how they can be used for marketing.
11. Explore the product life cycle and its impact on marketing strategies.

12. Explain how companies manage existing products through line extensions and product modifications.
13. Identify the characteristics of services that differentiate them from goods.
14. Explain the role and significance of marketing channels and supply chains.
15. Describe online retailing and explain how it is changing the field of retailing.
16. Define integrated marketing communications.
17. Summarize the eight major steps in developing an advertising campaign.
18. Describe team selling and relationship selling.
19. Summarize why price is important to the marketing mix.
20. Identify issues related to developing pricing objectives.

Student Learning Outcomes:

Students will:

Outcome	Where Assessed
SLO 1: Identify the characteristics of the Four P's of Marketing: Product, Price, Promotion, and Place	Team Product Launch, Chapter 3 Quiz
SLO 2: Critique examples of product, service, and advocacy television advertising campaigns	Team Case Presentation, DB 3
SLO 3: Identify social and psychological influences in a consumer-buying decision.	Team Case Presentation, DB 3
Describe the ethical, legal, and social responsibilities of a marketer.	Final Essay

Program Outcomes:

The following program outcomes are assessed in this course

Outcome	Where Assessed
Demonstrate an understanding of the ethical, legal, and social responsibilities of a marketer	Final Exam

Institutional General Education Competencies:

As a student at Owens Community College, you will take General Education courses as part of your degree program. While specific to the General Education courses, will be reinforced in many of your degree program major courses and may be measured in your capstone course(s) and others as identified.

Competency	Where Assessed
Communicate effectively.	DB posts. Team Case Presentation, Product Launch Project
Act with professional responsibility.	Product Launch Project
Think analytically, critically, and creatively.	Team Case Presentation, Final Essay

Technology, Lab, and File Requirements:

Computer

Internet Access

Academic Support

Disability Services Resource Center: If you have a disability or acquire one, you may be entitled to receive reasonable accommodations intended to assure you an equal opportunity to participate in and benefit from the program. To receive more information or to register for accommodations, please contact the Disability Resource Center at 567-661-7007, email disability@owens.edu, visit <https://www.owens.edu/disability/>, or stop by College Hall 124.

Tutoring Services: Owens Community College offers academic tutoring and assistance in a variety of subjects including accounting, computing, economics, mathematics, science, and writing. For more information go to: <https://www.owens.edu/successcenters/>.

Counseling Services: Counseling Services provides assistance to students experiencing personal, educational, interpersonal/relationship, family, social, or psychological difficulties. If you feel you may benefit from this service, please contact them at counselingservices@owens.edu. More information is at <https://www.owens.edu/counseling/>.

Campus and Community Connections: The Center for Campus and Community Connections (College Hall 123) is a walk-in office created to provide retention support through resource stability initiatives and community connections. Go here for more information: <https://www.owens.edu/connection/> or contact connections@owens.edu

Owens Library: The Owens Library offers two locations (Toledo and Findlay) as well as online resources. For more information visit <https://www.owens.edu/library/>.

Students can find more information on campus resources, student support, student life, and security at this [link](#).

General Information

Student Code of Conduct: All students are expected to follow Owens Community College's Student Code of Conduct, which includes academic honesty, encompassing plagiarism. See the Board Policy for more information.

Anti-Discrimination and Harassment & Title IX/Sexual Misconduct: All students, faculty, and staff are expected to follow Owens Community College's Anti-Discrimination and

Harassment Policy and the College's [Title IX Policy](#)/Sexual Misconduct Procedures and Guidelines. The College strictly prohibits and will not tolerate harassment, discrimination, intimidation, or hostile/offensive working or learning environments.

Religious Accommodations: A student seeking an accommodation for an absence permitted under Ohio's Testing Your Faith Act must provide the instructor with a written email notice with the specific dates for an absence, and must do so not later than fourteen (14) days after the first day of instruction. Alternative accommodations are not retroactive, and no academic penalty will be imposed for an absence under the policy*. The request for an alternative accommodation will be kept confidential. Students with questions about a religious accommodation under Ohio's Testing Your Faith Act may contact the College's Office of Academic Affairs: provost@owens.edu. The policy may be found on the Owens website: [3358:11-2-63 Accommodation](#) for a Student Absence for the Observance of Religious Beliefs and Practices Policy

Document Collection: Throughout the semester, your instructors may ask for a variety of assignments including tests and/or quizzes for student learning of institutional general education competencies or program assessment. Please save all your class materials until the end of the semester.

Classroom Admittance: OCC classes shall only be attended by the officially registered OCC students or prospective students, instructor of record, guest lecturer, or substitute. Visitors are not permitted to be in the classroom and should not be invited to attend or participate in the class. See [FERPA](#) regulations for more information.

Use of AI:

Use of AI Tools: In this course, students are encouraged to explore and utilize generative AI tools, such as chatbots, text generators, paraphrasers, etc., as part of their learning and coursework. Proper attribution and transparency about your usage of an AI tool are expected. Here are some examples of ethical and responsible generative AI use.

- Use AI tools only for tasks that are appropriate for your level of learning and understanding. Do not use AI tools to replace your own thinking or analysis, or to avoid engaging with the course content.
- Cite any AI tools you use properly, following the citation style specified by the instructor.
APA Example:
 - OpenAI. (2024). *ChatGPT* (Mar 14 version) [Large language model]. <https://chat.openai.com/chat>
- Provide evidence of how you used the AI tool and how it contributed to your assignment. Explain what you learned from the AI tool, how you verified its accuracy and reliability, how you integrated its output with your own work, and how you acknowledged its limitations and biases.
- Take full responsibility for any mistakes or errors made by the AI tool. Do not rely on the AI tool to produce flawless or correct results. Always check and edit the output before submitting your work. If you discover any inaccuracies or inconsistencies in the output after submission, notify the instructor immediately and correct them as soon as possible.

- If you are working on a group assignment, discuss the use of AI tools with your group members and agree on how you plan to use them and how you will be transparent with the instructor regarding their use.

If you have any questions about what constitutes ethical and responsible use of AI tools, please consult with the instructor before submitting your work.

Student Responsibilities & Instructor Expectations

Student Responsibilities:

Assignment Submission: All assignments are to be submitted on Blackboard. **Assignments will be due by TIME on the listed due date.**

Late Submissions: Late Submissions will be subject to point deductions at my discretion.

Communication with instructor: The best way to reach me is via email. I also have office hours listed below and at the top of this syllabus. Please contact me or the business school to make an appointment.

- **WEEKLY ANNOUNCEMENTS:** I will post an announcement with updates from previous weeks and list what assignments are due for the current week. It is very important that you read the weekly announcements to ensure you are caught up.

Attendance: This class is entirely online but you are expected to log in at least 2-3 times a week.

Contact the Owens Help Desk **(567) 661-7120** if you are experiencing technical issues with your username and/or password or having navigational issues in Blackboard.

NOTE: DATE is the **last day students can drop the course without receiving an official letter grade.** Please consult with your academic advisor prior to end of semester to review options.

Instructor Expectations:

Grading: Assignments and Tests will be graded within one week of the posted due date. Late assignments will be graded within two weeks from the submitted date.

Make-Up Policy: I will allow assignments to be made up if you have contacted me at least 24 hours prior to the posted due date explaining why you are unable to meet the deadline.

Email Response: Monday- Friday I will try to respond within 24 hours. On weekends I will respond within 48 hours. When emailing me please include your course and section number.

How Grades are Determined and Major Assignments

Evaluation Measure The grade points for the areas of work are as follows.	Student Learning Outcomes Assessed	Value
Mindtap Quizzes (20 @ 15 points each)	1-4	300 points
Team Case Presentation	1-4	240 points
Discussion Boards (4 @ 25 points)	1-4	100 points
Team Product Launch	1-4	240 points
Final Essay	1-4	120 points
Total		1000 points

The final course grade is to be computed using the following weights.

Grading Scale

Grade	Points
A	900-1000
B	800-899
C	700-799
D	600-699
F	0-599

MindTap Quizzes

You will take a multiple-choice quiz after reading each chapter during the term, each worth 15points. Each quiz will be available online via **BLACKBOARD ULTRA/MindTap**. You have two attempts at each Test. All tests are in their respective **CONTENT/ASSIGNMENT SET/ASSIGNMENT SET ACTIVITIES** locations.

Please note that all the *MindTap* Quizzes will be available at the beginning of their respective Assignment Set Start Dates, and **MUST BE DONE BY THE RESPECTIVE ASSIGNMENT SET DUE DATE!**

Team Case Presentation:

Your team will analyze a marketing case given to you at the beginning of the semester and present (PPT) case to the class. The presentation should be 25-30 minutes MAX in duration, including Q&A. I will grade your team on how well you addressed the two main components: the organizational profile and the synopsis/response. You will also be judged on your professionalism. The complete rubric and instructions are on Blackboard. Please provide me with a copy of the PPT presentation before class.

Team Product Launch Presentation:

Each Team will be responsible for developing a marketing plan for the launch of a fictional product of their choice. The teams will present their Product Launch Plan to the class on the dates outlines in the calendar. Details of the project and the rubric will be shared at a later date and posted on Blackboard.

Final Essay (Exam)-Ethical, Legal and Social Responsibilities of a Marketer:

You will produce ONE essay in which you will examine the ethical, legal, and social responsibilities of a marketer. You will also be graded on grammar, spelling, and format. This paper is worth 120 points. The rubric and instructions can be found in the **BLACKBOARD ULTRA Assignment**.

NOTE: THIS ASSIGNMENT SHOULD BE IN YOUR OWN WORDS. I BOTH ENCOURAGE AND EXPECT YOU TO INCORPORATE EXTERNAL RESOURCES IN YOUR RESPONSE. HOWEVER, YOU MUST CITE ALL REFERENCES USING APA STYLE OR RISK RECEIVING ZERO POINTS. (PLEASE SEE "USE OF AI" SECTION OF THIS SYLLABUS).

Important Dates to Remember

Important Dates to Remember (for 16-week classes): SEMESTER	
DATE	Semester Begins
DATE	Last day to ADD 16-week classes (w/o faculty signature)
DATE	Last day to DROP (100% refund)
DATE	Last day to DROP (60% refund)
DATE	Last day to DROP (50% refund)
DATE	Exam Week
DATE	Last Day of Classes
DATE	Last Day to Drop Course Without a Letter Grade
DATE	Commencement

Tentative Class Assignments:

Week	Topic	Due Dates
1	Course Introduction Chapter 1: Overview of Strategic Marketing Establish Teams Chapter 1 QUIZ	Due DATE
2	Chapter 2: Marketing Strategies Chapter 2 Quiz	Due DATE
3	Chapter 3: Marketing Environment Chapter 3 Quiz Discussion Board 1:	
4	Chapter 4: Social Responsibility Chapter 4 Quiz	Due DATE
5	Chapter 16: Integrated Marketing Chapter 16 Quiz	Due DATE
6	Chapter 17: Advertising and Public Relations	Due DATE
7	Chapter 5: Marketing Research	Due DATE
8	Chapter 6: Target Marketing and Segmentation Team Case Presentations	Due DATE

Week	Topic	Due Dates
9	Chapter 7: Consumer Buying Behavior Team Case Presentations	Due DATE
10	Chapter 8: Business Markets and Buying Behavior	Due DATE
11	Chapter 10: Digital Marketing and Social Networking	Due DATE
12	Chapter 13: Services Marketing	Due DATE
13	Chapter 14: Marketing Channels, and SCM Chapter 15: Retailing, DM, Wholesaling	Due DATE
14	Chapter 9: Reaching Global Marketing Product Launch Presentations	Due DATE
15	Chapter 19: Pricing Concepts Chapter 20: Setting Prices	Due DATE
16	Final Exam	Due DATE
	Graduation DATE	

Disclaimer: The instructor reserves the right to amend this syllabus as deemed necessary and will communicate such amendment to the students in the course. Please note that while unlikely, there is a possibility courses might need to change the delivery method due to external issues like public health concerns, weather issues, etc. If this happens, the college will communicate any changes via email and/or other communication methods.