



Course Syllabus

Course Number | Name: BUS250NT - Survey of Marketing

Course Credits: 3

Course Duration: 8 weeks

Course Description:

An integrative course designed to apply marketing concepts in a variety of business applications. Emphasis will be on marketing strategy in the major areas of marketing management including customer identification, product and communication strategies, distribution, pricing, and control.

Applied Business Program Learning Outcomes (PLOs*):

1	Communicate effectively in a professional and diverse global environment.
2	Analyze business problems using appropriate theories and techniques.
3	Demonstrate digital literacy throughout their program.
4	Demonstrate foundational knowledge of the functional areas of business.
5	Work effectively in a team situation.
6	Articulate a biblical understanding of key business concepts.
7	Integrate discipline, specific knowledge, and skills into a complete business plan.

*Every business course must include assessments of some, but not all, of the PLOs. The highlighted ones are assessed in this course.

Course Learning Outcomes (CLOs):

#	CLOs	Bloom's*	PLO(s)~
1	Describe the basic elements of marketing in organizations and society.	2	4
2	Analyze how organizations formulate and implement marketing strategies.	4	2,4
3	Evaluate marketing principles and practices using a biblical worldview.	5	6
4	Create a marketing plan that describes and prescribes marketing strategies.	6	1,5,7

*Indicates Bloom's Taxonomy cognitive domain level.

~Indicates which PLO(s) are aligned with the CLO.

Biblical Worldview Integration Plan:

The students will use the textbook *Principles of Marketing* to develop foundational knowledge in the field of marketing, a book they will discuss in weekly forums. I will require the students to incorporate theological reflection in these discussions, both personally and professionally.

Required Media:

Tanner, J., & Raymond, M. A. (2019). *Principles of marketing* (v. 4.0). FlatWorld. ISBN-13: 978-1-4533-9195-2

Grading Grid:

Assessments (# in parentheses) - # pts. each if > 1	Total Points
Quizzes (8) – 10 pts. each	80
Discussions (8) – 25 pts. each	200
Written Team Assignments (8) – 20 pts (1), 100 pts (7)	720
Total Points:	1,000

Course Schedule:

Week 1

Media:

1. Tanner & Raymond, Chapter 1
2. What is Marketing? - Introduction, Definition, Concept, and Examples of Marketing Video
3. The Marketing Mix - The dynamic nature of the 4 P's Video

Assignments:

1. Assignment 1-1 Quiz: Tanner Chapter 1
2. Assignment 1-2 Team Project - See Instructions in the course
3. Wk1 Discussion - See Instructions in the course

Week 2

Media:

1. Tanner & Raymond, Chapters 2 & 3
2. Value Propositions: What They Are and How to Create Them (with Examples) Video
3. TOWS Analysis - SWOT analysis with actions Video
4. 5 Factors Influencing Consumer Behaviour (+ Buying Decisions) Video

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Assignments:

1. Assignment 2-1 Quiz: Tanner Chapters
2. Assignment 2-2 Team Project - See Instructions in the course
3. Wk2 Discussion - See Instructions in the course

Week 3

Media:

1. Tanner & Raymond, Chapters 5 & 10
2. STP Marketing Explained (Segmentation, Targeting & Positioning Examples) Video
3. How To Make A Perceptual Map (Positioning Strategy Examples) Video

Assignments:

1. Assignment 3-1 Quiz: Tanner Chapters
2. Assignment 3-2 Team Project - See Instructions in the course
3. Wk3 Discussion - See Instructions in the course

Week 4

Media:

1. Tanner & Raymond, Chapters 6 & 7
2. Product Marketing Vs Service Marketing by Clara Carozza MAR3023 Video
3. Are Christians Free to Enjoy Things of Earth? Video

Assignments:

1. Assignment 4-1 Quiz: Tanner Chapters
2. Assignment 4-2 Team Project - See Instructions in the course
3. Wk4 Discussion - See Instructions in the course

Week 5

Media:

1. Tanner & Raymond, Chapters 8 & 9
2. Marketing Channels: Explained in 10 minutes Video
3. What is Supply Chain Management? Definition and Introduction | AIMS Video

Assignments

1. Assignment 5-1 Quiz: Tanner Chapters
2. Assignment 5-2 Team Project - See Instructions in the course
3. Wk5 Discussion - See Instructions in the course

Week 6

Media:

1. Tanner & Raymond, Chapters 11 & 12
2. The Promotional Mix Explained | McDonald's Examples Video
3. SEO In 5 Minutes | What Is SEO And How Does It Work | SEO Explained | SEO Tutorial | Simplilearn Video

Assignments:

1. Assignment 6-1 Quiz: Tanner Chapters
2. Assignment 6-2 Team Project - See Instructions in the course
3. Wk6 Discussion - See Instructions in the course

Week 7

Media:

1. Tanner & Raymond, Chapter 15
2. Pricing Strategy: How to find the Ideal Price for a Product Video

Assignments:

1. Assignment 7-1 Quiz: Tanner Chapter 15
2. Assignment 7-2 Team Project - See Instructions in the course
3. Wk7 Discussion - See Instructions in the course

Week 8

Media:

1. Tanner & Raymond, Chapter 14
2. What is Customer Satisfaction? | Definition and How to Measure Customer Satisfaction Video
3. How to give great customer service: The L.A.S.T. method Video

Assignments:

1. Assignment 8-1 Quiz: Tanner Chapter 14
2. Assignment 8-2 Team Project - See Instructions in the course
3. Wk8 Discussion - See Instructions in the course