



Marketing
WW-MKTG 311
EagleVision
Course Syllabus
Worldwide 2024-03 March

Course Information

Term Dates: Mar 18, 2024 - May 19, 2024
Credit Hours: 3
Meetings: 01:00 PM - 04:20 PM Tuesday Time Zone: Eastern
Location: *EagleVision Classroom
Delivery Method: EagleVision Classroom/Blended

Instructor Information

Name: Marylin Godwin
Email: stomplem@erau.edu
Office Hours: 12 Noon to 2 PM EST on
Mondays

Required Course Materials

Title: Required reading materials are provided free of charge in your course.

Format: Note

Notes

Access to a video camera and microphone or other means of producing a video reflection is required.

Title: Headset with Microphone

Notes

A headset with microphone is required for most courses, tutoring, and/or virtual meetings. (Example: [Microsoft LifeChat LX-3000 Headset \(JUG-00013\)](#))

Title: Web Camera

Notes

Built in Webcam or external webcam (recommended: [Logitech HD Pro C920](#))

Catalog Course Description

An exploration of marketing theory and marketing management; market research, customer relations, promotion, distribution and sales management, and creating customer value.

Prerequisite(s): MKTG 311 Prerequisite is MGMT 201.

Course Goals

This course is designed to provide the student with an overview of the entire marketing process and the contributions marketing management makes to the firm.

Student Learning Outcomes

1. Define marketing and trace its evolution in the United States from 1900 to present day and discuss the marketing concept and its relationship to economic utilities.
2. Explain the marketing system with its three subsystems--The firm, the environment, and the market.
3. Describe the relationship between a firm's mission, objectives, and tactics, and the marketing manager's role in these planning areas.
4. Explain these marketing concepts--Product life cycle; marketing research process; consumer behavior model; segmentation process; vertical marketing systems; and strategies for international marketing.
5. Identify and explain the four components of the marketing mix for both the consumer market and the industrial market.

Grading

Scale	Grade
90 - 100	A (Superior)
80 - 89	B (Above Average)
70 - 79	C (Average)
60 - 69	D (Below Average)
Below 60	F (Failure)

Evaluation Items & Weights

Evaluation Items & Weights

Readings & Roundtable Reflections	30%
Marketing Plan Assignments	20%
Video Reflections	15%
Participation	15%
Marketing Plan Final Draft	20%
Total	100%

Readings & Roundtable Reflections

The class readings are included in each weekly module by way of the annotation tool Perusall. Participation is mandatory to earn credit. You have unique consumer experiences and knowledge about the business world. Sharing your knowledge is important to the class. Participation is defined as reading, analyzing, and responding to questions and issues posed by the instructor and fellow students. Your activity in Perusall should demonstrate that you can conduct a scholarly dialogue, applying one or more concepts from your readings with original analysis and interpretation. Engaging in an active dialog, offering responses, and upvoting comments results in a dynamic learning environment.

Marketing Plan Assignments

A primary requirement of the course is the development of a marketing plan. You will develop draft content and receive feedback based on rubric criteria in Modules 1, 3, 5, and 7. Note: All paper assignments are to use Times New Roman, 12-point font, and be double-spaced. All sources should be cited using the current American Psychological Association (APA) style and format. Papers must be grammatically sound and free of spelling errors.

Video Reflection

In Modules 4 and 8, you will create and share a video-based reflection on the marketing concepts learned in the course. The videos must have both audio and visual elements. The videos should be at least 3 minutes but not exceed 5 minutes.

Marketing Plan Final Draft

The comprehensive marketing plan is due in Module 9. It will be submitted through the assignment link in that module. Note: The assignment is to use Times New Roman, 12-point font, and be double-spaced. All sources should be cited using the current

American Psychological Association (APA) style and format. The paper must be grammatically sound and free of spelling errors.

Class Participation

Class participation is graded and includes classroom participation and interaction related to marketing and current events. Class participation is an important component of the educational experience. Superior participation grades will be given to active students, those who exchange ideas in a thoughtful and courteous manner that reflect preparation as well as personal opinion.

Disability and Special Needs

Disability Services Support

ERAU-WW is committed to the success of all students. It is a University policy to provide reasonable accommodations to students with disabilities, who qualify for services. If you would like to request accommodations due to a physical, mental or learning disability, please visit the [Disability Services Support ERNIE page](#) or contact our office at 386-226-7334 or via email at wwdss@erau.edu. ALL DISCUSSIONS ARE CONFIDENTIAL.

Mental Well-Being Statement

ERAU recognize that life stressors, such as depression, anxiety, alcohol/drug problems, relationship problems and various other experiences can hinder the learning process. All ERAU students have access to free, confidential counselling through LifeWorks. You can access a counselor 24/7 via phone, computer or chat in the My SSP app. Please download the app or add the link to your computer and consider using this valuable resource during your educational journey at ERAU. More information on My SSP can be found on the [WW Dean of Students ERNIE page](#).

Additional Information

Please note that you may be able to see the course content up to 4 (four) days prior to the official term start date. However, you will not be able to actively participate in the course (e.g., submit assignments, participate in discussions, receive credit for an activity, etc.) until 12am on the official day of term start.

APA Format

Go to the [APA website](#) for additional information about the *American Psychological Association Publication Manual*.

Library

Embry-Riddle Aeronautical University has one of the most complete library collections of aviation-related resources in the world. The Hunt Library is the library for all Worldwide students regardless of location. For help finding resources for your assignment, project, or topic, or to learn more about the library services available to you, please contact our librarians using the following information:

- [Hunt Library Worldwide: Information, Services, Help](#)
 - [Library Basic Training](#)
 - [Ask-a-Librarian](#)
 - [Library Hours](#)
- Contact Information
 - Email: library@erau.edu

TITLE IX

The Title IX Office oversees compliance of Title IX Sexual Harassment in accordance with Federal Regulations, as well as incidents falling under the University Sexual Misconduct policy. Policy violations can include sex discrimination, sexual harassment, or sexual violence, such as rape, sexual assault, relationship / dating violence, sexual misconduct, and stalking.

Anyone **may** report suspected or known violations to the Title IX Office and may be able to receive supportive measures. Please see the Title IX website for additional information.

WW Title IX Office

Email: wwtitle9@erau.edu

Website: <https://worldwide.erau.edu/administration/title-ix-compliance>

[Online Complaint Form](#)

Course Policies

1. **Plagiarism:** Presenting as one's own the ideas, words, or products of another. Plagiarism includes use of any source to complete academic assignments without proper acknowledgment of the source. All papers submitted for grading in this course will be submitted to Turnitin where the text of the paper is compared against information contained in the Turnitin database. Papers submitted will be included in the Turnitin database and become the source documents for the purpose of detecting plagiarism.

2. **Cheating:** A broad term that includes the following:

- Giving or receiving help from unauthorized persons or materials during examinations.
- The unauthorized communication of examination questions prior to, during, or following administration of the examination.
- Collaboration on examinations or assignments expected to be individual work.
- Fraud and deceit, that include knowingly furnishing false or misleading information or failing to furnish appropriate information when requested, such as when applying for admission to the University.

3. The most current **APA Edition** format is the ERAU Worldwide standard for all research projects

4. Course-specific Policies:

- **Blended Learning Policy:** This course is offered in blended format; 70% of the required course will be conducted in-class and 30% will take place online in Canvas. Class meetings will be composed of lectures, audio-visual presentations, discussions, exercises (also in small groups), student presentations and other course activities. Online activities will include discussion with classmates, posting of your work, reviewing classmates' work, and feedback from the instructor on your work. During the first face-to-face session, we will thoroughly review the online Blended Course Activities.

Policies: I am here to help you so please contact me with any questions you may have via email and I will get back to you within 48 hours.

Attendance: It is the expectation of the university that all students attend classes when scheduled. To remain in the class, students cannot miss more than 3 classes without a valid excuse such as deployment, sickness, emergencies, etc. In addition, students must submit a one page summary for each covered chapter that they miss in order to receive their class participation points.

Late Policy: Late assignments are accepted but points will be deducted. All assignments that are turned in late will be downgraded -3.5 for each week the assignment is late. (One or two days; -2; and three days through seven days, -3.5.).

Incomplete Grades/Extensions: An incomplete will be granted for those students who have documented extenuating circumstances such as such as deployment, sickness, emergencies, etc.

Inquiry Response Expectations: Students may expect feedback to inquiries within 48 hours or less.

Grading Feedback Expectations: Grades will be posted to the Grades area within one week of the due date or less.

EagleVision Web-Conferencing and Technology

EagleVision courses utilize Zoom, web conferencing software that enables students and instructors to connect in real-time through the use of web cameras, microphones, file sharing, chat and more. Students are expected to participate using audio and/or video when requested by the instructor. Review the [Computer Requirements for Worldwide Courses](#) and run the [ERAU Computer Check](#) to verify your computer meets the technical specifications and system requirements prior to your first class.

Visit the [EagleVision](#) ERNIE page for details on using the application, to join a test meeting, and to confirm that your equipment meets the requirements.

Students not in compliance with equipment requirements can be withdrawn at the second class meeting.

It is in your best interest to become familiar with the application ahead of the first class, so you know how to interact with your instructor and classmates. Attend class in an area where there are no distractions (TV, kids, phones, etc.) to impede your learning, the instructor's teaching, or your classmates' attention.

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Last updated: MM/DD/YYYY

By: