A. COURSE DESCRIPTION

As consumers, we each experience what could be marketing case studies every day. We are exposed to thousands of advertising messages. We develop needs, research solutions, evaluate options, make purchases, and experience satisfaction or disappointment. This makes marketing a particularly stimulating subject for teachers and learners, since its practical application is visible every day. Old rules of marketing are no longer useful to those who want to influence these new consumer’s choices. Our course will lead the exploration of the leading edge of this paradigm shift that is now underway. Our course introduces students to the concepts and processes of marketing and takes them deeper into the world of marketing.

B. METHOD OF INSTRUCTION

This course is self-paced, independent study, in an online environment. It takes a lot more discipline than an in person class. You are responsible for scheduling your study time and sticking to it regularly. This course will take approximately 135 hours to complete. This includes your reading, module activities, and module exams. The text for this course is an embedded eTextbook.

Each of your modules consists of reading materials, learning activities, videos, websites, and a module exam. Your module exams determine your grade in the course. The final module of the course involves a cumulative, timed, proctored exam. Your exams include questions from the reading only, however we encourage you to view all the videos and read the associated articles. These materials are an extension of your reading materials and will be great resources for you in the future.

C. LEARNING OUTCOMES

1. Identify the marketing process and how it fits into business operations
2. Differentiate between categories of consumer criteria for determining value
3. Recall the strategies used within each of the marketing mixes
4. Recognize how to identify target markets and environments by analyzing demographics and consumer behavior
5. List best practices for responsible marketing and how to manage marketing efforts
# D. COURSE TOPICS/UNITS

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<thead>
<tr>
<th>Module # and Topics</th>
<th>Module Subtopics</th>
<th>Module Learning Objectives</th>
<th>Assignments</th>
<th>Learning Outcomes</th>
</tr>
</thead>
</table>
| Module 1: Marketing Fundamentals | • What is Marketing and Value  
• The History of Marketing  
• Who Does Marketing?  
• Delivering Customer Value  
• Marketing Benefits Society  
• The Value Proposition  
• Strategic Planning  
• Developing Organizational Objectives  
• Strategic Portfolio Planning | • Recall the relationship between marketing and value  
• Identify the historical forms of marketing  
• Recognize who does marketing  
• Identify how to deliver customer value  
• Recall marketing benefits society  
• Define the value proposition  
• Recognize strategic planning  
• Identify how to develop organizational objectives  
• Recall the basics of strategic portfolio planning | 1. Read Chapters 1-2  
2. Practice the Learning Activities  
3. Watch the Videos  
4. Review the Webliography (Web Links)  
5. Take the Exam | 1, 2 |
| Module 2: The Marketing Process | • Factors that Influence Consumers’ Buying Behavior  
• Stages in the Buying Process  
• The Marketing Process: Crucial to Business Operations  
• Situation Analysis  
• Characteristics of Business to Business Markets  
• B2B E-Commerce and Social Media Marketing  
• International B2B Markets and Ethics in B2B Markets | • Recall factors that influence consumers’ buying behavior  
• Recognize stages in the buying process  
• Identify the marketing process  
• Recall situation analysis  
• Recognize characteristics of business to business markets  
• Identify B2B e-commerce and social media marketing  
• Recall international B2B markets and ethics in B2B Markets | 1. Read Chapters 3-4  
2. Practice the Learning Activities  
3. Watch the Videos  
4. Review the Webliography (Web Links)  
5. Take the Exam | 1 |
<table>
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<tr>
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| Module 3: The Marketing Mix: Place | • Targeted Marketing VS. Mass Marketing  
• Segmenting and Targeting  
• How Markets are Segmented  
• Segmenting by Demographics  
• Segmenting by Geography  
• Selecting Target Markets  
• Choosing Number of Markets to Target  
• Positioning and Repositioning Offerings  
• Place Strategy: A Global Approach | • Differentiate between targeted marketing and mass marketing  
• Define segmenting and targeting  
• Identify how markets are segmented  
• Recall segmenting by demographics  
• Recognize how to segment by geography  
• Identify how to select target markets  
• Recall how to choose number of markets to target  
• Recognize how to position and reposition offerings  
• Identify place strategy | 1. Read Chapter 5  
2. Practice the Learning Activities  
3. Watch the Videos  
4. Review the Webliography (Web Links)  
5. Take the Exam | 1, 3 |
| Module 4: The Marketing Mix: Products | • Creative Offerings  
• Product, Price, and Service  
• Product-Dominant Approach  
• Service-Dominant Approach  
• Types of Consumer Offerings  
• Types of Business-to-Business Offerings  
• Branding, Labeling, and Packaging | • Recall the basics of creative offerings  
• Recognize product, price, and service  
• Define product-dominant approaches  
• Define service-dominant approaches  
• Recall types of consumer offerings  
• Identify types of business to business offerings  
• Recognize branding, labeling, and packaging | 1. Read Chapter 6  
2. Practice the Learning Activities  
3. Watch the Videos  
4. Review the Webliography (Web Links)  
5. Take the Exam | 1, 3 |
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<th>Module # and Topics</th>
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| Module 5: The Marketing Mix: Price | • New Offering Development Process  
• Managing Products over the Course of the Product Life Cycle  
• Marketing Channels and Channel Partners  
• Typical Marketing Channels  
• Functions Performed by Channel Partners  
• Distribution  
• Managing Inventory  
• Marketing Channel Strategies  
• Channel Dynamics | • Identify the new offering development process  
• Recall how to manage products over the course of the product life cycle  
• Recognize marketing channels and channel partners  
• Identify typical marketing channels  
• Recall functions performed by channel partners  
• Define distribution  
• Identify how to manage inventory  
• Recall marketing channel strategies  
• Recognize channel dynamics | 1. Read Chapters 7-8  
2. Practice the Learning Activities  
3. Watch the Videos  
4. Review the Webliography (Web Links)  
5. Take the Exam | 1, 3 |
| Module 6: Target Markets | • Outsourcing and Offshoring  
• Sourcing Strategies  
• Supply Chain  
• Product Tracking  
• Demand Planning  
• Inventory Control  
• Warehousing and Transportation  
• Track and Trace Systems | • Define outsourcing and offshoring  
• Identify sourcing strategies  
• Recall the basics of supply chain demand  
• Recognize product tracking  
• Identify demand planning  
• Recall the concepts behind inventory control  
• Recall concepts in warehousing and transportation  
• Identify track and trace systems | 1. Read Chapter 9  
2. Practice the Learning Activities  
3. Watch the Videos  
4. Review the Webliography (Web Links)  
5. Take the Exam | 1, 3 |
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<td>Module 7: The Marketing Mix: Promotion</td>
<td>• Consumer Purchasing Behavior • Marketing Information Systems • Marketing Research and Market Intelligence • Integrated Marketing Communications • Promotion (Communication) Mix • Communication Process • Message Strategies • Advertising and Direct Marketing • Public Relations</td>
<td>• Recall consumer purchasing behavior • Identify marketing information systems • Recognize marketing research and market intelligence • Define integrated marketing communications • Recall basics of the promotion mix • Recognize communication processes • Identify message strategies • Recall advertising and direct marketing concepts • Recognize public relations concepts</td>
<td>1. Read Chapters 10-11 2. Practice the Learning Activities 3. Watch the Videos 4. Review the Webliography (Web Links) 5. Take the Exam</td>
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<td>Module 8: Marketing Environment</td>
<td>• Technological Factors • Email Marketing • E-Commerce Marketing • Social Media Marketing • Mobile Marketing • Professional Selling • Sales Metrics • Ethics in Sales and Sales Management • Outsourcing the Sales Function</td>
<td>• Recall technological factors • Recognize the basics of email marketing • Identify e-commerce marketing • Recall social media marketing • Recognize the basics of mobile marketing • Identify concepts behind professional selling • Recall ethics in sales and sales management • Recognize outsourcing the sales function</td>
<td>1. Read Chapters 12-13 2. Practice the Learning Activities 3. Watch the Videos 4. Review the Webliography (Web Links) 5. Take the Exam</td>
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<td>Managing the</td>
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<td>Marketing Effort</td>
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<td>Module 10:</td>
<td>Marketing Planning Roles</td>
<td>Identify the criticisms of the</td>
<td>1. Read Chapter</td>
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<td>• Recognize ongoing marketing planning and evaluation</td>
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<td>• The Marketing Audit</td>
<td>• Identify the marketing audit</td>
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<td>• Basic Principles of Marketing: Putting It All Together</td>
<td>• Recall basic principles of marketing</td>
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<td>2. Practice the Learning Activities</td>
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<td>5. Take the Exam</td>
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### Module # and Topics

**Module 11: Steps to Course Completion**

- Final Exam
- Course Survey
- Certificate of Completion

### Module Subtopics

**Module Subtopics**

- Final Exam
- Course Survey
- Certificate of Completion

### Module Learning Objectives

N/A

### Assignments

1. Take the Optional Cumulative Practice Final Exam
2. Review the Proctored Exam Information
3. Create an Account with Proctor U
4. Schedule an Exam Time
5. Take the Cumulative Proctored Final Exam
6. Submit the Course Survey
7. Print Your Certificate of Completion

### Learning Outcomes

1, 2, 3, 4, 5

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### E. TEXTBOOK(S) AND REQUIRED MATERIALS

- Textbook (required): *Principles of Marketing (3rd Edition)* by Jeff Tanner
  (All required materials are included in your tuition, there are no additional fees.)

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### F. GRADING RUBRIC

We use a percentage system for grading quizzes.

- **A** = 90-100%
- **B** = 80-89%
- **C** = 70-79%
- **D** = 60-69%
- **F** = 0-59%

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<th>Total Points</th>
<th>Percentage Average</th>
<th>Letter Grade</th>
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<tbody>
<tr>
<td>990 - 1100</td>
<td>90 – 100 %</td>
<td>A</td>
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<tr>
<td>880 - 989</td>
<td>80 – 89 %</td>
<td>B</td>
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<td>770 - 879</td>
<td>70 – 79 %</td>
<td>C</td>
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<tr>
<td>660 - 769</td>
<td>60 – 69 %</td>
<td>D</td>
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<tr>
<td>0 - 659</td>
<td>0 – 59 %</td>
<td>F</td>
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Module Exams & Final Exam Policy

Our module exams are not timed and you are allowed 3 attempts to achieve your highest score. The final module of this course consists of a one hour, 50 question, cumulative, proctored exam through ProctorU. You must achieve a score of 50% on the final exam to pass. Unlike the other module exams, the final cannot be taken more than once. If you do not achieve a 50% on the final exam, please contact us. A minimum 70% cumulative score in the course is required to pass the course. This means you can fail a quiz, but still pass the course if you achieve a 70% cumulative score. All exams and quizzes are weighted equally.

G: PROCTORED FINAL EXAM

The final module of this course consists of a one hour, 50 question, cumulative proctored exam proctored by ProctorU. You will need to have access to a webcam, microphone and a computer in order to take the proctored final exam. You are allowed to bring written and printed notes to the exam, however you cannot access the textbook. You will need to create an account at [https://go.proctoru.com](https://go.proctoru.com) prior to scheduling your final exam. From there, you can select your exam and create an appointment. Possible dates for the exam will appear in a calendar. All exams need to be scheduled 72 hours in advance in order to not incur any additional cost. The normal fee for proctoring is covered in your tuition. If you need to take an exam sooner than 72 hours there will be an additional fee.

**Note:** If you already have a ProctorU account through another institution, you will need to update your existing profile account settings. Log in to your existing account, click on your name in the top right of the screen, select "Account Settings," and then under the "Enrollments" section, press the "Add Enrollment" button to find and select “Ed4Credit.”

Once you are logged in to take the exam, you will be introduced to your proctor who will walk you through the proctoring process. You will need to hold up your government issued photo ID to help the proctor authenticate your identity. Then, the proctor will have you pan the webcam 360 degrees around the room so they can see the surroundings. This step is followed to ensure there are no unauthorized materials in the workspace. During the exam, the proctor is using screen-sharing and audible programs to monitor your surroundings to ensure academic integrity.

To learn more about the proctoring process, go to: [https://www.proctoru.com/portal/ed4credit](https://www.proctoru.com/portal/ed4credit).

H: SYSTEM REQUIREMENTS

**Internet Connection**

- Broadband or High-Speed - DSL, Cable, and Wireless Connections
*Dial-Up internet connections will result in a diminished online experience. Classroom pages may load slowly and viewing large audio and video files may not be possible.

**Hardware Requirements**

- Processor - 2GHz Processor or Higher
- Memory - 1 GB RAM Minimum Recommended

*Our courses are accessible through multiple mobile learning platforms.

**PC Software Requirements**

- Operating Systems - Windows 7 or higher
- Microsoft Office 2007 or higher. Also, you could use a general Word Processing application to save and open Microsoft Office formats (.doc, .docx, .xls, .xlsx, .ppt, .pptx)
- Internet Browsers - Google Chrome is highly recommended
  - Cookies MUST be enabled
  - Pop-ups MUST be allowed (Pop-up Blocker disabled)
- PowerPoint Viewer (if you do not have PowerPoint)
- Adobe PDF Reader
- QuickTime, Windows Media Player &/or Real Player

**MAC Software Requirements**

- Operating Systems - Mac OS x 10 or higher with Windows
- Mac office programs or a Word Processing application to save and open Microsoft Office formats (.doc, .docx, .xls, .xlsx, .ppt, .pptx)
- Internet Browsers - Google Chrome is highly recommended
  - Cookies MUST be enabled
  - Pop-ups MUST be allowed (Pop-up Blocker disabled)
- PowerPoint Viewer (if you do not have PowerPoint)
- Adobe PDF Reader
- Apple QuickTime Media Player

**I: TECHNICAL SUPPORT**

Technical Support is available to assist with computing or classroom technical issues. Technical Support is available at the classroom login page, as a link in each course or available at support@ed4online.com. Technical Support utilizes a ticketing system assigning a unique ticket number to track the progress and responses online. For your reference we provide complete archives and history of all your support requests. A valid email address is required to submit a ticket.
J: INFORMATION, POLICIES AND GUIDELINES

College Credit Recommendation

Courses offered by Ed4Credit that are included in the Alternative Credit Project™ have undergone ACE’s credit recommendation process and have been granted an ACE CREDIT® recommendation. This class has been recommended for three (3) college credits. ACE CREDIT has been recommending college credit for non-classroom learning for over 30 years and ACE’s credit recommendations are considered by over 2,000 colleges and universities across the United States. For more information, visit the ACE CREDIT Transcript Service website at www.acenet.edu/credit/transcripts.

Accommodations of Disability Policy

It is the policy of Ed4Credit (Ed4Online, LLC) to provide an appropriate environment to optimize learning of educational materials. Anyone that needs additional assistance for a disability can contact Ed4Credit to make additional accommodations, when available. Ed4Credit can be contacted by calling 727-824-7800.

Non-Discrimination Policy

It is a fundamental policy of Ed4Credit to not discriminate against any student on the basis of gender, ethnic background, religion, sexual orientation, national origin, age, handicap or disability.

Online Etiquette & Courtesy

Online communications need to be composed with fairness, honesty and tact. Spelling and grammar are very important in an online course. What you put into an online course reflects on your level of professionalism. It is important not to take disagreement personally. Responses to different ideas and observations need to be objective. Being objective means maintaining boundaries and not making personal attacks on the ability of others or making statements that have the potential to be taken personally. An important part of online learning is discussion. Differences in thinking are good because our knowledge is broadened. Because we have differences, we will have conflict. The important thing is to handle conflict in a way that does not create defensiveness which blocks learning. Here are online references that discuss online netiquette http://www.albion.com/netiquette/corerules.html.

Academic Integrity

Ed4Credit expects students to exhibit academic integrity through their educational experiences and to avoid all forms of academic dishonesty. Academic dishonesty, which includes but is not limited to plagiarism, collusion, abuse of resource materials, cheating on an examination, or other academic work to be submitted, is subject to disciplinary action. Students are allowed to reference course materials while taking quizzes and tests due to their emphasis on application; however, exams must be taken independently.
Students found responsible for an act or acts of academic dishonesty will be subject to academic and disciplinary sanctions. Academic sanctions may include withdrawal from the course with a grade of F and/or a reduction of a grade in the course. Disciplinary sanctions may include suspension for a specified period of time, permanent separation from the program, and/or filing of criminal charges.

No certificate of completion will be given if the course is completed by anyone other than you. When you enroll in the course you are stating under penalty of perjury that you, and not another person, studied the material in its entirety and completed all requirements. By registering for this course, you understand that it may be a crime to make false statements or to falsify documents submitted.

**Best Practices for Online**

Ed4Credit provides instruction in an online learning environment. An online learning environment needs structure for effective communication to occur. Below is a list of guidelines for effective online communication:

- Stay engaged and on-task in your course.
- Utilize good time management skills.
- Read your messages in the message system.
- Communicate with a respectful, professional tone in discussion threads (collaborative learning).
- Uphold the standards of Academic Integrity set forth by this company.
- Avoid typing in all caps. Typing in all caps in the online environment is viewed as SHOUTING and should not be used. If you wish to place emphasis on an important passage, use bold.
- Recognize that you are participating in an online dialogue. Use correct spelling and grammar in all forms of your writing.
- Utilize Netiquette standards in all forms of communication.