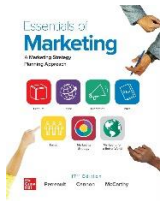


**Instructor:** Ms. Tammy Crays, Instructor  
**Office Hours:** By appointment only  
**E-mail:** [tcrays@pittstate.edu](mailto:tcrays@pittstate.edu)

### Textbook

The following material is required for this class:



### Essentials Of Marketing - Connect Access

**By:** Perreault, William  
**Edition:** 17TH 21  
**Publisher:** MCG COURSE  
**ISBN 13:** 822012380975

### Catalog Course Description

Distribution of goods and services. Product planning, channels of distribution, pricing, and personal selling. Emphasizes role of consumer.

### Prerequisites

Junior standing (55 hours passed)

### Course Objectives/Learning Outcomes

1. Develop an introductory understanding of the marketing concept and customer orientation in today's marketing environment.
2. Develop an understanding of the marketing mix elements, and development of a marketing plan in consumer marketing.
3. Develop an appreciation of social, political, economic, legal and regulatory, technological, ethical, and global issues that affect the marketing environment.
4. Advance written communication through required homework assignments and papers. This includes use of the Internet as a marketing research tool.
5. Promote communication through active participation in class discussion.

### Tentative Course Outline

This is a fully online class. All work will be done through Canvas and Connect.

There are 15 weekly modules to the course. Students will have weekly quizzes for the text chapters. All work will be due by midnight on Sunday nights. Students will also points through homework assignments, discussions, and quizzes.

All quizzes are open book/note. Students will have two attempts at the quizzes, with the highest score being counted. Each student is expected to work alone. If students appear sharing quiz information to with other students, the student will be dropped from the class. If something prevents a student from taking a quiz, please notify the instructor as soon as possible. The Axe Library has computers available for testing if the student does

not own the necessary technology ([Axe Library schedule](#)). Technical difficulties should be directed to campus support, namely Gorilla Geeks.

### **Tentative Course Outline:**

- **Week 1 (Jan 17):** Course Overview;  
Chapter 1: Marketing's Value to Consumers, Firms, and Society
- **Week 2 (Jan 23):** Chapter 2: Marketing Strategy Planning
- **Week 3 (Jan 30):** Chapter 3: Evaluating Opportunities in the Changing Market Environment
- **Week 4 (Feb 6):** Chapter 4: Focusing Market Strategy with Segmentation and Positioning
- **Week 5 (Feb 13):** Chapter 5: Final Consumers & Their Buying Behavior
- **Week 6 (Feb 20):** Chapter 6: Business and Organizational Customers and Their Buying Behavior
- **Week 7 (Feb 27):** Chapter 7: Improving Decisions with Marketing Information
- **Week 8 (Mar 6):** Chapter 8: Elements of Product Planning for Goods and Services
- **Week 9 (Mar 13):** Spring Break
- **Week 10 (Mar 20):** Chapter 9: Product Management and New-Product Development
- **Week 11 (Mar 27):** Chapter 10: Place and Development of Channel Systems  
Chapter 11: Distribution Customer Service and Logistics
- **Week 12 (Apr 3):** Chapter 12: Retailers, Wholesalers, and Their Strategy Planning  
Chapter 13: Promotion-Introduction to Integrated Marketing Communications
- **Week 13 (Apr 10):** Chapter 14: Personal Selling and Customer Service  
Chapter 15: Advertising and Sales Promotion
- **Week 14 (Apr 17):** Chapter 16: Publicity: Promotion Using Earned, Owned, and Social Media
- **Week 15 (Apr 24):** Chapter 17: Pricing Objectives and Policies  
Chapter 18: Price Setting in the Business World
- **Week 16 (May 1):** Chapter 19: Ethical Marketing in a Consumer Oriented World
- **Week 17 (May 8):** **No work – all work has been completed!!**

### **Teaching Methods**

All course content and testing will be delivered online. As such, students **MUST** have access to a high-speed Internet connection. It is the students' responsibility to secure access to the Internet as needed, including having a back-up plan should they experience difficulties with their primary source. Not having access to the Internet is **NOT** an acceptable excuse for missing course deadlines. Students should use the latest version of their browser and set it to allow cookies.

### **Canvas**

All students in the class are enrolled as Canvas users for this course listing. Please refer to the course site often. It is **YOUR** responsibility to check Canvas and Connect in order to keep up with assignments, due dates, and any course schedule changes.

### **Academic Integrity**

Academic misconduct or dishonesty is inconsistent with membership in the academic community. This includes submitting another person's work as your own, as plagiarism is a form of cheating, turning in work for other students, and working together on quizzes.

All Pitt State students are bound by the academic integrity policies of the university as outlined in the current [Syllabus Supplement](#). Please familiarize yourself with these rules and guidelines. Students are expected to obey the stated policies of the university on plagiarism. Copying anyone else’s work, published or unpublished, may result in an “F” for that assignment or a non-passing grade for the course. All sources must be cited appropriately. Students in this class are also obligated to adhere to the college’s *Student Code of Ethics* as outlined below. Students pledge to:

- Refrain from use of profane or vulgar language in a threatening or disruptive manner.
- Treat fellow students, staff, faculty, administrators, and property with respect.
- Refrain from giving or receiving inappropriate assistance.
- Prepare assignments and exams honestly, refraining from such unacceptable conduct as plagiarism or unacknowledged appropriation of another’s work in any academic work.
- Obey the policies, regulations, and laws of the United States of America, the State of Kansas, The Kansas Board of Regents, Pittsburg State University, and the Gladys A. Kelce College of Business.

If students need to miss consecutive classes, they need to contact the professor. Should a student decide to drop the class, it is their responsibility to complete the appropriate forms with the Registrar’s Office to officially withdraw from the class.

For those who will be absent due to PSU related events, please submit a schedule of those dates ahead of time from your faculty sponsored advisor. Students should contact the Registrar’s Office if special consideration needs to be given for personal problems that arise.

**Proposed Course Evaluation Methods (this may change):**

Introductions (10) and Connect Access (5)	15
Homework (25 points each)	475
Discussions (25 points each)	475
<u>Chapter Quizzes 19 @ 50 points each</u>	<u>950</u>
<b>Total Points (subject to change)</b>	<b>1,915</b>

Grades will be based on a standard scale of 90% or greater = A; 80%-89% = B; 70-79% = C; 60-69% = D; below 60% = F.

Assignments and quizzes are due by Sunday at midnight every week. No late work will be allowed without prior approval of the instructor. It is the students’ responsibility to have make-up work submitted within the expected time frame. Should something prevent a student from being able to participate in the class, they should contact the instructor immediately.

**Students with Disabilities**

Please inform the instructor if you have a learning or physical disability that interferes with course requirements. Assistance and/or appropriate accommodations may be available through the contacts listed on the current [Syllabus Supplement](#).

**PLEASE NOTE**

*The instructor reserves the right to amend and to reorganize this syllabus at any time. Dates, topics covered, and possible points are subject to change. Please check Canvas and/or contact instructor immediately if you have any questions or concerns*