| **Georgetown University, Bachelor of Arts in Liberal Studies**  **BLHV-2001: Introduction to Marketing**  **Spring 2024** |
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**Credits:** 3

**Dates:** January 10, 2024 - April 30, 2024

**Location**: Georgetown University School of Continuing Studies (SCS) utilizes the Coursera platform for this course. As an online course, all course content will be provided and exchanged on the Coursera platform.

**Instructo**r: Craig O'Connor

**Contact Information:** [bls-support@georgetown.edu](mailto:bls-support@georgetown.edu)

*Note: This mailbox is monitored on a frequent and ongoing basis. Please use this email address for all technology and course-related questions, and your inquiry will be directed to the appropriate person.*

**Office Hours:** By appointment

| **Course Description** |
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People confuse marketing with advertising — a highly visible activity by which organizations try to persuade customers to buy products and services, maybe even persuade them to buy things they don't really want. However, marketing is much more than advertising, which is just one piece of the puzzle. At its core, marketing is a business strategy that helps businesses achieve their goals and deliver shareholder value.. It is a multi-layered and faceted approach that is grounded in understanding consumer and market behavior.

Thus, marketing involves ALL the activities that lead up to a purchase or behavior change decision. These activities include:

1. Identifying customer needs and satisfying these needs with the right offering;
2. Assuring availability to customers through the best distribution channels and platforms;
3. Using promotional activities to build awareness and motivate purchase; and
4. Choosing a suitable price to boost the firm’s profitability while also maintaining customer satisfaction.

These decisions—product, place, promotion, and price—often referred to as “The 4 Ps,” comprise the marketing mix. Today, we may reframe the 4Ps to focus on the consumer/customer through the 4Cs – Customer, Cost, Convenience, and Communication.

Marketing mix strategies and tactics flow from a rigorous analysis of the company, customers, competitors, collaborators, and overall business context. These are the key activities of marketing management and crucial to the success of a business. Failure to find the right combination of the “mix” may result in product or service failure, leading to loss of revenue, loss of jobs, and economic inefficiency.

The objective of this course is to introduce you to the concepts, analyses, and activities that comprise marketing management and to provide practice in assessing and solving marketing problems. You will also learn about the ethical considerations of the marketing function. This will be accomplished through a combination of readings, lectures, exercises, case study, and project work.

| **Course Learning Objectives** |
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By the end of this course you will:

1. Describe and apply fundamental marketing concepts such as “Marketing Mix,” “The 4 Ps,” and “the 4Cs.”
2. Describe how to apply appropriate data, strategies, and tactics to each part of the marketing mix to achieve marketing goals.
3. Apply knowledge gained about the marketing mix and strategic principles to develop a real-world marketing plan.
4. Analyze and interpret marketing data, including data relationships.
5. Apply ethical considerations to the marketing function.

| **Required Materials for Purchase** |
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Kerin, R. A., & Hartley, S. W. (2022). *Marketing: The Core*, 9th Edition. New York, NY: McGraw-Hill Education. ISBN: 9781260729184.

**Note:** This book is best purchased in digital format because it will enable you to link directly to the case study videos. The [digital format](https://www.mheducation.com/highered/product/marketing-core-kerin-hartley/M9781260729184.toc.html#buying-options) is also less costly and is available for rental.

| **Course Structure** |
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This course consists of 13 modules plus the orientation module which are taken over a 15-week term. Each module length is either one week or multiple weeks as designated in this syllabus.

| **Assignments** |
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Your course grade will be based on your completion of the following activities and assignments. You will read full details about each of them in the Coursera course. Each assignment category will be weighted according to the percentages below.

| **Activities** | **% Grade** |
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| **Knowledge Checks (6 Total)**  These short auto-graded quizzes provide you with opportunities to assess how well you are grasping the content. | **20%** |
| **Discussions (4 Total)**  Discussion forums provide you with a means to have conversations with your fellow learners and are reflective by nature. They allow you to read others’ perspectives about the concepts you are learning and carefully consider a response, thus supporting critical thinking. Your Final Reflection will help you to look back at what you’ve learned over the course of this semester | **20%** |
| **Mini Case Studies (6 Total)**  This assignment provides you with an authentic business case to apply your analytical skills and to reflect on the fundamental marketing concepts you are learning in this course. | **20%** |
| **Marketing Plan: Team Project (6 Milestones and 1 Final)**  Through a marketing case, you and several classmates will form a marketing design team and have an opportunity to put your marketing skills and knowledge to work and actively collaborate over the course of the semester. | **25%** |
| **Marketing Plan: Team Participation/Effectiveness**  Evaluating your teammates' contributions to your project. | **15%** |
| **TOTAL** | **100%** |

## Submission Policy

Submit all assignments to the Coursera course site. Assignments submitted through email are not acceptable and will be considered missing/and or late. Please also retain a personal copy of all assignments submitted until the end of this course is complete and you’ve received your final grade.

## Late Work Policy

Students are expected to submit their assignments by the time on the date indicated on Coursera and the syllabus. No late assignments will be accepted after 3 business days barring emergencies. The instructor will review late submission requests and circumstances on a case-by-case basis and will make a determination if an extension is warranted. If the extension is granted, the instructor can deduct up to 10% of the grade of the assignments submitted late and limit the extension to a maximum of 3 days. If an assignment that has been given an extension is not handed in by the time the allotted extension time has elapsed, it will receive a zero.

## Statement on AI Use

You may not submit any work generated by an AI program as your own. If you include material generated by an AI program, it should be cited like any other reference material. Failure to do so constitutes a violation of academic integrity. Instances of suspected plagiarism or other forms of academic dishonesty will be dealt with under the Georgetown Honor Code.

Additionally, students should note that the material generated by these programs may be inaccurate, incomplete, or otherwise unreliable. Students should be aware that the misuse of AI may also stifle independent thinking and creativity, as well as limit their capacity to learn independently in this course. Please engage with these resources responsibly, and with integrity.

## Instructor Feedback/Turnaround Time

If you have a concern and send me a message, you can expect a response to your email within 2 business days. Please allow 4-7 business days for assessment submission feedback.

| **Grading** |
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Each type of assignment has a detailed grading rubric that you will reference as you complete your assignments. I will grade all of your work using these rubrics.

A: 93% to 100%

A-: 90% to 92%

B+: 87% to 89%

B: 83% to 86%

B-: 80% to 82%

C+: 77% to 79%

C: 73% to 76%

C-: 70% to 72%

D+: 67% to 69%

D: 63% to 66%

F: 62% and below

| **Time Commitment** |
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Online courses meet the same academic standards as on-campus courses. Each week is equal to the same level of participation, commitment, and academic rigor as a face-to-face class. For a 15-week, 3-credit course, you should allocate *6-10 hours per week*. For a 13-week, 3-credit course, you should allocate *8-12 hours per week*.

| **Course Schedule** |
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| **Dates** | **Module & Topic** | **Readings &** Lecture Videos | **Assignments Due** |
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| **1/10 - 1/21** | **Module 1:** Fundamentals of Marketing | **Textbook (Kerin & Hartley)**   1. Ch. 1 & Ch. 2 2. Appendix A | 1. Discussion 1: Introductions    1. Post due Thursday    2. Responses due Sunday 2. Project Milestone 1: Team Charter    1. Due Sunday 3. Module 1 Knowledge Check    1. Due Sunday |
| **1/15** | **MLK Day** | | |
| **1/22 - 1/28** | **Module 2:** Situation Analysis | **Textbook (Kerin & Hartley)**   1. Ch. 3 & Ch. 7 2. Mini Case Study (Bombas), pp. 21-23   **Video**   1. Guest Interview: Cathy Copley | 1. Bombas Mini Case Study 2. Due Sunday |
| **1/29 - 2/4** | **Module 3:** The Customer – Part A | **Textbook (Kerin & Hartley)**   1. Ch. 4 & Ch. 5 | 1. Project Milestone 2: Proposal & Strategy Focus    1. Due Sunday 2. Module 3 Knowledge Check 3. Due Sunday |
| **2/5 - 2/11** | **Module 4:** The Customer – Part B | **Textbook (Kerin & Hartley)**   1. Ch. 8 2. Mini Case Study (IBM), pp. 51-53 | 1. IBM Mini Case Study 2. Due Sunday |
| **2/12 - 2/18** | **Module 5:** Product: The First P – Part A | **Textbook (Kerin & Hartley)**   1. Ch. 9   **Video**   1. Guest Interview: Kate Van Name | 1. Project Milestone 3: Situational Analysis 2. Due Sunday 3. Module 5 Knowledge Check 4. Due Sunday |
| **2/19** | **President’s Day** | | |
| **2/19 - 2/25** | **Module 6:** Product: The First P – Part B | **Textbook (Kerin & Hartley)**   1. Ch. 10 2. Mini Case Study (Justin’s), pp. 294-296   **Videos**   1. Guest Interview: Dick Newman 2. Guest Interview: Kelly Chmielewski | 1. Discussion 2: Summarize    1. Post Due Thursday    2. Responses Due Sunday 2. Justin’s Mini Case Study    1. Due Sunday |
| **2/26 - 3/10** | **Module 7:** Price: The Second P | **Textbook (Kerin & Hartley)**   1. Ch. 11   **Videos**   1. Guest Interview: Joe Spinelli 2. Guest Interview: Gordon Ho | 1. Project Milestone 4: Product Strategy    1. Due Sunday 2. Module 7 Knowledge Check    1. Due Sunday |
| **3/02 - 3/10** | **Spring Break** | | |
| **3/11 - 3/17** | **Module 8:** Place: The Third P – Part A | **Textbook (Kerin & Hartley)**   1. Ch. 12 & Ch. 13 2. Mini Case Study (Mall of America), pp. 372-374   **Additional Reading**   1. [8 Channels of Distribution for Marketing](https://www.brafton.com/blog/distribution/channels-of-distribution/) (Keleher, 2022) | 1. Mall of America Mini Case Study 2. Due Sunday |
| **3/18 - 3/24** | **Module 9:** Place: The Third P – Part B | **Textbook (Kerin & Hartley)**   1. Ch. 14   **Video**   1. YouTube: [A channel partner strategy in 4 steps and 60 seconds](https://www.youtube.com/watch?v=7dRykoQIRBQ) | 1. Project Milestone 5: Price Strategy    1. Due Sunday 2. Module 9 Knowledge Check    1. Due Sunday |
| **3/25 - 4/7** | **Module 10:** Promotion: The Fourth P – Part A | **Textbook (Kerin & Hartley)**   1. Ch. 15 2. Mini Case Study (Taco Bell), pp. 424-425   **Videos**   1. Guest Speaker: Mac Cullen 2. Guest Interview: Doug Neil | 1. Discussion 3: AMA/Final Project Help    1. Post Due Thursday    2. Responses Due Sunday 2. Taco Bell Mini Case Study    1. Due Sunday |
| **3/28 - 4/02** | **Easter Break** | | |
| **4/8 - 4/14** | **Module 11:** Promotion: The Fourth P – Part B | **Textbook (Kerin & Hartley)**   1. Ch. 16   **Videos & Audio**   1. YouTube: [Rory Sutherland TedX](https://www.ted.com/talks/rory_sutherland_life_lessons_from_an_ad_man) 2. YouTube: [7 Steps To Creating a Marketing Plan - Step By Step](https://www.youtube.com/watch?v=uVPXT8bLtCM) 3. YouTube: Promotional Mix - [Advertising and PR](https://www.youtube.com/watch?app=desktop&v=oX4DyS1wfWg) 4. Guest Interview: Richard Yelland | 1. Project Milestone 6: Place Strategy    1. Due Sunday 2. Module 11 Knowledge Check    1. Due Sunday |
| **4/15 - 4/21** | **Module 12:** Promotion: The Fourth P – Part C | **Textbook (Kerin & Hartley)**   1. Ch. 17 2. Mini Case Study (Body Glove), pp. 482-485   **Video**   1. YouTube: [Nancy Duarte TEDxEast](https://www.ted.com/talks/nancy_duarte_the_secret_structure_of_great_talks?language=en) | 1. Discussion Discussion 4: Real World Skills    1. Post due Thursday    2. Responses due Sunday 2. Body Glove Mini Case Study    1. Due Sunday |
| **4/22 - 4/30** | **Module 13:** The Plan (Final Project) |  | 1. Final Marketing Plan    1. Due Tuesday, 4/30 2. Team Participation Effectiveness Review    1. Due Tuesday, 4/30 |

| **Course Policies** |
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The course will follow SCS Course Policies in the following areas:

* Attendance Policy
* Citation Policy
* Communication Policies
* The Honor Pledge
* Netiquette And Classroom Guidelines
* Incomplete and Withdrawal Policies
* Accommodation Policy
* Technical Requirements
* Student Support and Help

You can review these policies and other student resources in the Orientation Course.