

OKLAHOMA CITY UNIVERSITY

Meinders School of Business

Native American Enterprise Management Certificate Program

Marketing (Module 4)

Syllabus

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Course Description:

The Marketing module for this certificate program will facilitate the development of an understanding of marketing and the role of marketing for organizations. Though many equate marketing with advertising, this course will place emphasis upon many of the broad set of aspects that fall within the realm of marketing: planning, product development, promotion/marketing communication (one part of which is advertising), and limited aspects of price and distribution. Additional emphasis is placed upon marketing environment challenges encountered by contemporary organizations as well as the critical role of marketing for strategic decision making.

To facilitate the learning process students are expected to view each recorded lecture and complete all accompanying short quizzes. A 4-7 page marketing analysis assignment will be the final component of the 4 week course to complete and will provide students with a context in which to holistically view the material covered in the module. The assignment will also provide an opportunity to assess and understand your current work environment from a marketing perspective.

Course Overview and Processes

The learning process for this course will be facilitated by the use of video lectures and powerpoint slides. Students should review the powerpoint slides for each respective component before watching the video lecture so that the subject matter being discussed is familiar. Following each component video and powerpoint review session will be either a quiz or marketing analysis assignment application activity unless indicated otherwise. The content of each respective quiz or application activity will be based on the component section previously covered.

Marketing Analysis Assignment

The marketing analysis assignment will be assigned during the first week of the module. The purpose of this assignment is to help students further understand many of the components that serve as the foundation of marketing and the interrelationships amongst the components. The context that will serve as the subject of analysis will be either your place of work or a selected outside organization of interest. Utilizing your place of work provides an opportunity to assess marketing as you perceive it to operate within your organization. Though you are not required to utilize your own organization for analysis purposes, it is highly recommended that you do so because it provides for you perhaps the most concrete example of marketing.

The assignment is due by 11pm on the last Sunday of the 4-week module. Noted in the syllabus will be the suggested points at which to complete the various sections of the assignment. It is best to complete the assignment at the times suggested in the syllabus because the material most pertinent to

each section that is covered in the lecture videos will be most readily accessible for you to take that understanding and apply it to the assignment.

Quizzes

7 of the 12 components will have an associated quiz. Each quiz will have 9 questions and a total of 10 minutes is provided in which to complete the quiz. Two attempts will be available for each quiz and only the best score of the two will be recorded. Quizzes will be marked based on the corresponding component (e.g. Quiz 1-1) and can be found on the module D2L page by clicking on the Assignments → Quizzes → (associated quiz link; e.g. Quiz 1-1). All quizzes must be completed by Sunday night at 11pm at the end of each week. Thus, for example, the quizzes assigned during the first week of the module must all be completed by the end of the first week.

Class Participation and Grading:

Grades will be determined based on student performance in the following two areas:

7 Quizzes:	65%
Marketing Analysis Assignment:	35%

A final “grade average” of 70% is required for passing.

For example, if you received 92% on quizzes and 88% on the marketing analysis assignment, then your “grade average” would be:

$$65\% * 92 + 35\% * 88 = 90.6\%$$

Personal Note

Marketing and teaching marketing is one of my passions and I look forward to helping you develop your marketing related knowledge and skills.

I’m glad you are here!

Schedule

Week 1	Content	Required Activities	Recommended Activities	Videos
	Introduction Section 1 - Marketing's Big Picture: What Marketing is and its Strategic Role Marketing Analysis Assignment	Quizzes must be completed by 11pm on Sunday Complete Quiz 1-1 Complete Quiz 1-3	Marketing Analysis Assignment After 1-2 video – complete section I. a.	Components: Introduction 1-1 1-2 Marketing Analysis Assignment Introduction 1-3
Week 2	Section 2 - Customer/Patron Satisfaction: Understanding Customers Section 3 – The Offering: What Consumers Pay For	Quizzes must be completed by 11pm on Sunday Complete Quiz 2-2 Complete Quiz 3-1	Marketing Analysis Assignment After 2-1 video – complete sections II. a. and II. b.	Components: 2-1 2-2 3-1
Week 3	Section 3 cont. – The Offering: What Consumers Pay For Section 4 – Completing the Marketing Program: 3 Major Parts	Quizzes must be completed by 11pm on Sunday Complete Quiz 3-3 Complete Quiz 4-1	Marketing Analysis Assignment After 3-1 and 3-2 videos – complete section III. a.	Components: 3-2 3-3 4-1
Week 4	Section 4 cont. – Completing the Marketing Program: 3 Major Parts	Quizzes must be completed by 11pm on Sunday Complete Quiz 4-2 Marketing Analysis Assignment Due Sunday by 11pm via Dropbox	Marketing Analysis Assignment After 4-1, 4-2, and 4-3 videos – complete section III. b. After 4-4 video complete sections III. c. and III. d.	Components: 4-2 4-3 4-4 (2 parts)

