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Virtual Office Hours: Office Hours on request. Just text me, call me, email me...I am always here to help!

Welcome to Basic Marketing

Marketing has never become more complicated than it has become over the past 5 years, and this complex landscape is constantly evolving. Honors Principles of Marketing provides students with experience and insight into the aspects and importance of the modern marketing process and its essential role across business functions. Marketing is no longer messages to the masses via print and television. It is now about building relationships between the buyer and seller while leveraging data to deliver targeted unique messages across various channels and devices. The course will focus on creating, distributing, promoting, and pricing goods, services, and ideas to facilitate satisfying customer relationships and develop and maintain favorable relationships with stakeholders in a dynamic environment. This course will include an introduction to current marketing tools and software. It will feature guest speakers with expertise in the different marketing functions including business-to-business marketing, business-to-consumer marketing, public relations, marketing agencies, sports marketing, product marketing, and more.

A Little About Me

I am a passionate and results-driven digital marketing leader who thrives at the intersection of strategy and innovation. As the Director of Marketing at Protenus, the #1 Healthcare Compliance Analytics platform, I empower healthcare professionals to eliminate risks through powerful, data-driven solutions. With a deep commitment to crafting impactful marketing campaigns, my work has consistently driven exceptional ROI while building meaningful connections with customers.



Beyond my role at Protenus, I am dedicated to shaping the future of marketing. As an Adjunct Professor at the University of Missouri St. Louis, I inspire the next generation of marketers, teaching courses in Intro to Marketing, Social Media Strategy, and Advanced Facebook Advertising. I also serve on multiple advisory boards, including the UMSL College of Business Marketing Advisory Board, the Magic House St. Louis Marketing Advisory Board, and the Lindenwood University Women in Leadership Advisory Board. My expertise and passion for advancing the marketing field extend to my contributions as a member of the MarTech Conference programming committee.

I hold a Masters in Business Administration and a Certificate in Digital Marketing from the University of Missouri St. Louis, and a Bachelor of Science with a double major of consumer behavior/marketing and management from Tulane University.

Teaching Philosophy

My teaching philosophy centers on fostering engagement—both with me and with your classmates—through readings and discussions about the latest trends, tools, and applications in social and digital media marketing. A significant portion of your grade in this course will come from how actively and thoughtfully you share your ideas and perspectives on the topics and examples we explore throughout the semester. I want to hear from each of you and encourage you to exchange insights with one another. Equally important, I want you to respond to and reflect on your classmates' ideas. This collaborative approach is how true learning happens.

Since this is an honors course, I won't be using traditional tests to assess your understanding of the material. Memorization is unnecessary in a world where nearly any fact is just a Google search away. Instead, I will evaluate your grasp of concepts through your participation in class discussions and your semester-long marketing plan project. My focus is on helping you learn how to apply what we cover in meaningful, real-world contexts.

Course Description

Prerequisites: ECON 1001, Junior standing, and a 2.0 overall GPA.

Marketing has never become more complicated than it has become over the past 5 years, and this complex landscape is constantly evolving. Honors Principles of Marketing provides students with experience and insight into the aspects and importance of the modern marketing process and its essential role across business functions. Marketing is no longer messages to the masses via print and television. It is now about building relationships between the buyer and seller while leveraging data to deliver targeted unique messages across various channels and devices. The course will focus on creating, distributing, promoting, and pricing goods, services, and ideas to facilitate satisfying customer relationships and develop and maintain favorable relationships with stakeholders in a dynamic environment. This course will include an introduction to current marketing tools and software. It will feature guest speakers with expertise in different marketing functions including business-to-business marketing, business-to-consumer marketing, public relations, marketing agencies, sports marketing, product marketing, and more. Over the course of the semester, students will create and present a complete marketing plan based on what they have learned.

Goals of the Course:

Within this course, we will discuss the following concepts.

- Articulate an overview of strategic marketing
- Evaluate marketing strategies
- Report upon the marketing environment
- Describe social responsibility and ethics, as they relate to marketing
- Discuss the role of market research
- Explain market segmentation and consumer behavior, as they relate to marketing
- Articulate the role of digital and social media marketing
- Determine product, procurement, promotion, and price decisions, as they relate to marketing

Required texts

MindTap for Pride/Ferrell's Marketing, 1 term Instant Access , 20th Edition
William M. Pride; O. C. Ferrell
ISBN-10: 1-337-91059-7
ISBN-13: 978-1-337-91059-0

Technology Requirements

As a student in a partially online course, you are expected to have reliable internet access for the days when class is conducted online. If you have computing problems, it is your responsibility to address these or to use campus computing labs. Problems with your computer or other technology issues are not an excuse for delays in meeting expectations and missed deadlines for the course. If you have a problem, [get help in solving it immediately](#). At a minimum, you will need the following software/hardware to participate in this course:

1. Computer with an updated operating system (e.g. Windows, Mac, Linux)
2. Updated Internet browsers ([Apple Safari](#), [Internet Explorer](#), [Google Chrome](#), [Mozilla Firefox](#))

3. Ability to navigate Canvas (Learning Management System)
4. Minimum Processor Speed of 1 GHz or higher recommended.
5. DSL or Cable Internet connection or a connection speed no less than [6 Mbps](#).
6. Media player such as [VLC Media Player](#).
7. [Adobe Flash player \(free\)](#)
8. [Adobe Reader or alternative PDF reader \(free\)](#)

Questions During the Course?

We will use the discussion tool and announcements in Canvas for updates and to share information. If you are confused about a homework assignment, you can post a question to the rest of the class in the Marketing Chat Room. If you would prefer to message me or another student privately, please go to the People Section of the course, find the person you want to message, and send a private message to them. I highly recommend downloading the Canvas Student app from the Apple or Android app store so you can easily stay connected to the course. Just search for Canvas Student in the [Google Play App Store](#) or the [Apple App Store](#) and login with your UMSL login. *It is a free app.*

Grading

Grade Composition:

Your grade will be a function of a:

- Live Lecture attendance and participation – 360 points (48%): 30 live classes (12 points each)
 - *Attendance and participation is recorded regardless of whether the class is in-person or virtual - you are allowed one missed class without point deductions*
- Leading an in-person discussion – 100 points (10%)
- Marketing Plan Semester Project and Presentation – 300 points (42%)

The total points possible for the semester is 760, your grade will be determined based on the total number of points you accumulate divided by 760. *For example, if you accumulate 820 points over the semester, then your grade will be calculated as $(820/760) * 100 = 80\%$ or a B*

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|---|----------------------------|
| • 92.00% of eligible points or above A | • 72.00 to 77.99 C |
| • 90.00 to 91.99 A- | • 70.00 to 71.99 C- |
| • 88.00 to 89.99 B+ | • 68.00 to 69.99 D+ |
| • 82.00 to 87.9 B | • 62.00 to 67.99 D |
| • 80.00 to 81.99 B- | • 60.00 to 61.99 D- |
| • 78.00 to 79.99 C+ | • Below 60.00 F |

Feedback and Grading Timeline and Criteria:

Full grading rubrics can be found within each individual assignment in Canvas.

- **Live Lecture attendance and participation**
 - Grade provided before the next class.
 - Your grade for each live lecture will be evaluated using the following criteria:
 1. **Attendance (2 points)** - We will take attendance at the start of each class. If you are late to class and miss attendance, please make sure to check in with me after class to ensure your attendance was recorded for partial credit.

2. **Quality and Depth of Engagement (6 points)** - Your contributions should demonstrate a solid understanding of marketing concepts and their practical applications. Thoughtful, original comments that move discussions forward and offer unique perspectives will be highly valued. This category also encompasses critical thinking, creativity, and the ability to connect theories to real-world examples, such as analyzing current campaigns or relating discussions to the semester-long marketing plan project.
 3. **Collaboration and Interaction (4 points)** - Active and respectful engagement with classmates is crucial. This includes building on ideas, challenging perspectives constructively, and fostering an inclusive learning environment. Listening is just as important as speaking; reflecting on others' views and contributing to collaborative group exercises are key aspects of this category.
- **Leading an in-person discussion**
 - Grade and feedback provided within 1 week.
 - Your performance in this assignment will be evaluated using the following criteria:
 1. **Research and Preparation (30%):** Demonstrates thorough research and understanding of the brand, with well-developed additional discussion questions.
 2. **Engagement (30%):** Ability to create an engaging discussion, encouraging participation and thoughtful contributions from classmates.
 3. **Relevance to Course Concepts (30%):** Effectively ties the discussion to the key topics and principles from the chapter.
 4. **Professionalism and Organization (10%):** Demonstrates clear communication, preparedness, and respectful interaction with peers.
 - **Marketing Plan Project** - Your performance in this assignment will be evaluated using the following criteria:
 - **Each of the Eight Parts of the Marketing Plan (40% or 120 points):** Demonstrates thorough research and understanding of the concepts covered in the book, with well-developed answers to the questions posed.
 1. Grades for these assignments will be available within each individual assignment listing section on Canvas. Grade and feedback will be posted within 1 week of the due date.
 - **Final Marketing Plan (30% or 90 points):** The marketing plan project will be graded on the following criteria: inclusion of all 8 parts of the marketing plan, evidence of thorough research and understanding of the brand, and the development of well-thought-out strategies. The plan should be engaging, effectively integrate textbook concepts, and demonstrate proper grammar, punctuation, spelling, and formatting. The overall presentation should be clear, concise, professional, visually appealing, and incorporate product branding elements like logos and colors.
 1. Final Marketing Plan grade will be posted here within 1 week and submission.
 - **Marketing Plan Presentation (30% or 90 points):** The marketing plan presentation will be graded on three main criteria:
 1. **Content and Organization:** The presentation must include all required information, presented accurately and logically. Slides should avoid excessive text, focusing on concise talking points rather than full paragraphs. Spelling and grammar must be error-free.
 2. **Design Elements:** Slides should be visually effective, using consistent and appropriate fonts, colors, and media (images, videos, etc.). Text must be clear and easily readable.

3. Deliverability: The presenter must engage the audience, using varied volume and inflection to emphasize key points and maintain interest throughout.

Course Schedule

Each Tuesday and Thursday we will meet in-person unless otherwise noted below or if an announcement via Canvas by 9 AM CST the morning of the in-person class.

All assignments must be submitted by 11:59 pm CST on their due date in order to receive credit unless otherwise noted below.
 All assignments will become available 1 week before they are due, so **ABSOLUTELY NO LATE ASSIGNMENTS WILL BE ACCEPTED**

Class Date	Readings/Topic	Additional Details
January 21	Introduction	
January 23	Chapter 1	
January 28	Chapter 2	Virtual Class - Zoom
January 30	Chapter 3	Virtual Class – Discussion Board Marketing Plan Part 1: Due January 31st
February 4	Chapter 4	
February 6	Guest Speaker	Marketing Plan Part 2: Due February 7th
February 11	Chapter 5	
February 13	Chapter 6	
February 18	Guest Speaker	Marketing Plan Part 3: Due February 21st
February 20	Chapter 7	
February 25	Chapter 8	
February 27	Chapter 9	
March 4	Chapter 10	
March 6	Guest Speaker	Marketing Plan Part 4: Due March 7th
March 11	Chapter 11	

Spring 2025 Syllabus: Basic Marketing, MKTG 3700 & HONORS 3030
In-Person Tuesday & Thursday 11:00AM - 12:15PM



March 13	Chapter 12	
March 18	Chapter 13	
March 20	Guest Speaker	Marketing Plan Part 5: Due March 21st
March 22 nd through March 31 st - No Class - Spring Break		
April 1	Chapter 14	
April 3	Chapter 15	Marketing Plan Part 6: Due April 4th
April 8	Chapter 16	
April 10	Chapter 17	
April 15	Chapter 18	Marketing Plan Part 7: Due April 18th
April 17	Chapter 19	
April 22	Chapter 20	Marketing Plan Part 8: Due April 25th
April 24	Guest Speaker/Marketing Plan Finalization	Marketing Plan and Presentation Slides Due April 28th
April 29	Presentations	Marketing Plan Presentations
May 1	Presentations	Marketing Plan Presentations
May 6	Presentations	Marketing Plan Presentations
May 8	Presentations	Marketing Plan Presentations

Course Policies

Participation (expectations)

- It is vitally important that our classroom environment promote the respectful exchange of ideas. This entails being sensitive to the views and beliefs expressed during discussions whether in class or online. Please speak with me before recording any class activity. It is a violation of University of Missouri policy to distribute such recordings without my authorization and the permission of others who are recorded.

- Your success in this course will heavily depend on your ability to communicate, engage and participate in all course activities. Successful completion of this course requires that a student keep up with all assignments, coursework and discussions.

Academic Integrity/Plagiarism

- You are responsible for being attentive to and observant of University policies about academic honesty as stated in the [University's Campus Policies](#) and [Code of Student Conduct](#) found in the UMSL Bulletin
- All courses must be cited, either APA or MLA format may be used.
- Academic dishonesty is a serious offense that may lead to [probation, suspension, or dismissal from the University](#). One form of academic dishonesty is plagiarism – the use of an author's ideas, statements, or approaches without crediting the source. Academic dishonesty also includes such acts as cheating by using any unauthorized sources of information and providing or receiving unauthorized assistance on any form of academic work or engaging in any behavior specifically prohibited by the faculty member (e.g., copying someone else's answers on tests and quizzes). Unauthorized possession or distribution of academic materials is another type of academic misconduct. It includes the unauthorized use, selling or purchasing of examinations or other academic work, using or stealing another student's work, unauthorized entry or use of material in a computer file, and using information from or possessing exams that an instructor did not authorize for release to students. Falsification is any untruth, either verbal or written, in one's academic work. Facilitation is knowingly assisting another to commit an act of academic misconduct. **Plagiarism, cheating, and falsification are not acceptable.**
- All instances of academic dishonesty will be reported to the Office of Academic Affairs who will determine whether you will appear before the Student Conduct Committee for possible administrative sanctions such as dismissal from the university. The instructor will make an academic judgment about the student's grade on that work in this course. The campus process regarding academic dishonesty is [described in the "Policies" section of the Academic Affairs website](#)
- Plagiarism is the use of another person's words or ideas without crediting that person.
- Plagiarism and cheating will not be tolerated and may lead to failure on an assignment, in the class, and dismissal from the University, per the [UMSL academic dishonesty policy](#).
- Students are responsible for being attentive to and observant of campus policies about academic honesty as stated in the [University's Student Conduct Code](#).
- To avoid accusations of academic dishonesty, please submit all written work to the Turnitin System before finalizing what you submit for evaluation. Check information about The Writing Center on UMSL's website.

Title IX Policies

In adherence to the policies of Title IX and to promote a safe and secure educational environment, it is strongly recommended statements similar to those below be added to your course syllabus:

- **Mandatory Reporting:** Under Title IX, all UMSL faculty, staff, and administrators (with limited exception) are obligated to report any incidents of sexual harassment, sexual misconduct, sexual assault, or gender discrimination to the Student Affairs office and/or other University officials. This ensures that all parties are protected from further abuses and that victim(s) are supported by trained counselors and professionals. Note: There are several offices at UMSL (e.g., Counseling Services, Health Services, Community Psychological Service, Center for Trauma Recovery, and Student Social

Services) whose staff are exempt from Title IX mandated reporting, when the information is learned in the course of a confidential communication.

Student Resources

Access, Disability and Communication

Your academic success is important. If you have a documented disability that may have an impact upon your work in this class, please contact Disability Access Services (DAS) immediately. Students must provide documentation of their disability to the office of Disability Access Services in order to receive official University services and accommodations. The staff is available to answer questions regarding accommodations or assist you in your pursuit of accommodations. Information about your disability is confidential. Once DAS reviews your medical documentation, they will provide you with the information and steps to inform me about the accommodations to which you are entitled. Your accommodations will begin as soon as we discuss your approved accommodations.

- 144 Millennium Student Center (MSC)
- Phone: (314) 516-6554
- Email: Tara Cramer, cramert@umsl.edu
- Website: <http://www.umsl.edu/services/disability/>

Office of International Students and Scholar Services

If you have difficulty communicating in English with the instructor of this course, contact ISS.

- 362 Social Sciences & Business Building (SSB)
- Phone: (314) 516-5229
- Email: iss@umsl.edu
- Website: <http://www.umsl.edu/~intelstu/contact.html>

Student Enrichment and Achievement

SEA provides comprehensive support and intervention strategies that support your road to graduation!

- 107 Lucas Hall
- Phone: (314) 516-5300
- Email: umslsea@umsl.edu
- Website: <https://www.umsl.edu/services/sea/>

Office of Multicultural Student Services (MSS) and the University Tutoring Center (UTC)

MSS provides comprehensive student retention services to diverse student populations; through their tutoring center, the MSS offers comprehensive tutoring services free to students at UMSL.

- 225 Millennium Student Center (MSC)
- Phone: (314) 516-6807
- Email: multicultural@umsl.edu
- Website: <https://www.umsl.edu/~mcraa/index.html>

Technical Support

Online Mentor Program

Online education requires different teaching, learning, and technology skills than those found in traditional

face-to-face classes. We assist students with the online technology in Canvas and provide resources for studying and success in online classes.

- 598 Lucas Hall
- Phone: (314) 516-4211
- Email: onlinementor@umsl.edu
- Website: <http://www.umsl.edu/services/ctl/studentsupport/omp.html>

Canvas

If you have problems logging into your online course, or an issue within the course site, please contact the

Technology Support Center:

- Phone: (314) 516-6034
- Email: helpdesk@umsl.edu
- Website: <http://www.umsl.edu/technology/tsc/>

If you are having difficulty with a technology tool in Canvas, consider visiting the [Canvas Student Guides](#), which has overviews of each tool and tutorials on how to use them. If you continue to experience problems or just have questions, you can also contact the **Learning Resource Lab:**

- Phone: (314) 516-6704
- Email: lrl@umsl.edu
- Website: <http://www.umsl.edu/technology/lrl/>

Academic Support

The Online Writing Center (OWC)

At the OWC Canvas site, students can send their papers to our tutors, who will read them and send them back with suggestions. Students can also access Turnitin, which identifies quoted material in their essays.

- 222 Social Sciences and Business Building (SSB)
- Website: <https://www.umsl.edu/~umslenglish/Writing Center/>
- The OWC usually responds within 48 hours. Please allow ample time.

On their own, students can also access Turnitin, which identifies quoted material in their essays.

- Visit the online Writing Lab course in Canvas to submit your drafts online.
- To find the Writing Lab course, click on Courses→All Courses→Browse More Courses. Locate the Writing Lab and click to join the course and access Turnitin.