

UMSL | Marketing and Entrepreneurship

COURSE SYLLABUS Principles of Marketing Spring 2025

GENERAL INFORMATION

PROFESSOR INFORMATION



Instructor:	Dr. Tessa Garcia-Collart
Office:	Anheuser Busch Business Building, 226
Office Hours:	Tue 1:30-3:30pm & Thurs 10:30am-12:30pm
E-mail:	tgarcia-collart@umsl.edu
Class Schedule:	Tuesdays 11am-1:30pm @ Clark Hall 206

COURSE DESCRIPTION AND PURPOSE

This course synthesizes the main concepts, principles, applications, and insights of Marketing. One of the goals of this class is to show the students the value of marketing. We will cover the way to create a Marketing Strategy and Plan. As the American Marketing Association states, “Marketing is the activity, set of institutions, and processes for creating, capturing, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large”. In today’s competitive business environment, mistakes while marketing the company’s value is crucial, so most business managers and entrepreneurs are compelled to take this marketing approach versus relying on conventional wisdom that may have been sufficient in the past.

Students are not required to have a business background as this class will introduce you to the key concepts of business and marketing. You’re not only expected but also encouraged to participate actively in the class through Canvas. At the end of the class, you will be able to understand the conceptual foundations of marketing, marketing mix, marketing plan, marketing strategy, product, branding, price, place, promotion, digital marketing, marketing research, marketing analytics, and other related concepts and methodologies.

COURSE OBJECTIVES

This course provides the conceptual and technical foundations of marketing, digital marketing methods, from a variety of perspectives. The purpose is to help students acquire practical marketing skills in business management via hands-on experience. Specifically, upon completion of the course students should be able to:

1. Understand business and marketing key definitions.
2. Design a marketing strategy and develop a marketing plan.
3. Create, capture, deliver, and communicate business (product or service) value.

4. Analyze a market segment, target, and position your product, service, or idea.
5. Understand your brand – use and design marketing strategies that will increase the value of your brand
6. Develop a broader understanding of what marketing is and how it applies to all businesses, brands and industry size
7. Determine if a marketing career is right for you – understand what a day in the life of a marketing executive / leader looks like
8. Learn the amplitude of marketing beyond advertising and promotions
9. Analyze a firm's marketing strategy and recognize appropriate and inappropriate marketing alternatives
10. Demonstrate knowledge of the interrelated effects of local marketing decisions on international issues and vice versa
11. Analyze marketing problems from local, international, and various cultural perspectives
12. Demonstrate a willingness to engage in solving marketing-related problems that pertain to various local, international, and intercultural entities

IMPORTANT INFORMATION

TEACHING METHODOLOGY

The Introduction to Marketing class is a fast-paced class and requires significant commitment to it. Assignments will vary during the class period ranging from quizzes, group projects, marketing cases, and a final exam. For that reason, the course material will be accessible in a wide mixture of presentations including; videos, PowerPoint slides, infographics and book chapters.

To keep up with the assignments, the student is expected to read through the syllabus and check the weekly schedule in the course calendar (see Modules and Assignment sections in Canvas). Students are expected to keep the instructor informed of any issue which may impact their ability to complete assignments appropriately and on time.

TECHNICAL REQUIREMENTS & SKILLS

As a student in an online course, you are expected to have reliable internet access almost every day. Please reach out to your academic advisor or student success network if you need hardware or access to the Internet. If you have computing problems, it is your responsibility to address these through the ITS Helpdesk (helpdesk@umsl.edu) 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. Reliable and stable internet connection.
6. [Adobe Reader or alternative PDF reader \(free\)](#)
7. A webcam and/or microphone is highly recommended.

If this is your first online course, it is recommended that you log into Canvas and complete the [Online Course Overview](#) listed in your Canvas course list. If you've already completed the orientation, you do not have to retake it but you can refer to it for helpful videos and tutorials about the technologies used in this course.

STUDENT RESOURCES

Access, Disability and Communication

Your academic success is very 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 or Adam Mann, mannad@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

Please consult UMSL's Keep Learning web resource for technology tips and help with learning in Canvas:
<https://www.umsl.edu/services/ctl/KeepLearning/index.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/>

VoiceThread

- Online Contact Form: <https://voicethread.com/support/contact/>
- Website: <https://voicethread.com/howto/>

RELIGIOUS HOLIDAYS

The University's policy on religious holidays as stated in the University Catalog and Student Handbook will be followed in this class. Any student may request to be excused from class to observe a religious holiday of his or her faith. Please speak to me by week # 2 to make alternative arrangements!

COURSE PREREQUISITES

No pre-requisite required from the College of Business.

POLICIES

Please review UMSL's Policies webpage. The policies webpage contains essential information regarding guidelines relevant to all courses at UMSL, as well as additional information about acceptable netiquette for online courses.

Rules, Policies, and Academic Misconduct

Assignments from the text and other resources are listed below for each class session. Students are expected to pace their learning according to the posted course assignments.

It is expected that interactive learning and teaching will enrich the learning experience of all students, and that each student will work in partnership with the professor to create a positive learning experience for all. Student engagement is a necessary condition for an effective learning experience, and includes contributions to debate and discussion (if any), positive interactive learning with others, and an enthusiastic attitude towards inquiry. Everyone is expected to be a positive contributor to the class learning community, and students are expected to share the responsibility of teaching each other.

Unless explicitly stated otherwise, all course materials are the property of their respective copyright holders and the sharing or redistribution of these materials to third parties is strictly prohibited. Any student found sharing or redistributing proprietary course materials will be subject to academic misconduct proceedings.

Statement of Understanding between Professor and Student

Every student must respect the right of all to have an equitable opportunity to learn and honestly demonstrate the quality of their learning. Therefore, all students must adhere to a standard of academic conduct, demonstrating respect for themselves, their fellow students, and the educational mission of the University. As a student in the College of Business taking this class:

- I will not represent someone else's work as my own
- I will not cheat, nor will I aid in another's cheating
- I will be honest in my academic endeavors
- I understand that if I am found responsible for academic misconduct, I will be subject to the academic misconduct procedures and sanctions as outlined in the Student Handbook

Academic Integrity/Plagiarism

We want our learning environment to be honest and fair. The assessments in our course provide you with an opportunity to showcase what you know and learn from what you may not yet have mastered. When you submit work with your name on it, this is a written statement that credit for the work belongs to you alone. If the work was a product of collaboration (such as a group project), each student is expected to clearly acknowledge in writing all persons who contributed to its completion.

Each assignment and exam in our course will include clear guidelines about the rules around each assessment including what materials are appropriate to use. It is always required that the work you submit is your own, uses proper citation, avoids collusion or falsification.

If you have a question about an assignment, do not hesitate to contact me for clarification. 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.

Plagiarism, collusion, cheating, and falsification are not acceptable and will result in failure of an assignment and possible administrative sanctions such as dismissal from the university.

- **Plagiarism:** representing the ideas or work of another as your own, intentionally or unwittingly, without proper, clear, explicit acknowledgement.
- **Facilitation/Collusion:** supporting malpractice by another student, for example, allowing your work to be copied.
- **Duplication of Work:** presenting the same work for a different assessment.
- **Cheating:** using any unauthorized sources of information (such as previous or existing exams for this course) 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., uploading or using test questions or online homework questions on study sites such as Chegg.com, copying someone else's answers on tests and quizzes, copying/pasting exam or online homework questions from this semester for your peers or publicly in online forums).
- **Falsification:** any untruth, either verbal or written, in one's academic work including presenting fabricated/made up data or presenting someone else's work as your own. Unless the instructor explicitly states otherwise, it is dishonest to collaborate with others when completing any assignment or test,

performing laboratory experiments, writing and/or documenting computer programs, writing papers or reports and completing problem sets.

- Academic dishonesty is a serious offense that may lead to [probation, suspension, or dismissal from the University](#). Academic dishonesty can take a number of forms described above: plagiarism, cheating, unauthorized possession or distribution of academic materials including 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.
- 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](#)

Attendance Policies

- *Present* in class for online courses is determined by participation in an "academically related activity," i.e. submission of an assignment, assessment or **discussion forum posting**. The last day of attendance is the last day a student is academically participating in the online course.
- Documentation that a student has logged into an online class is not sufficient by itself to demonstrate academic attendance.
- Lack of attendance in class activities or submission of work in Canvas could result in an automatic course drop.

TEXTBOOK



M: Marketing 8e, CONNECT

Authors: Dhruv Grewal, and Michael Levy
Publisher: McGraw-Hill Education; 7th Edition
Language: English

See Connect Registration Instructions in Canvas, under Syllabus Resources in the Modules folder

For Tech Support & FAQ:

Call: (800) 331-5094

Email & Chat: www.mhhe.com/support

Sunday – Thursday – 24 Hours

Friday • 12 AM - 9 PM

Saturday • 10 AM - 8 PM

Find more support at: www.connectstudentsuccess.com

NOTE: If you contact your instructor with a technical question, you will be asked to provide a case number from tech support before your concern is escalated.

COURSE COMMUNICATION

For the quickest response, please e-mail: tgarcia-collart@umsl.edu. Messages will take at least 24-48 hours to respond to. Please make sure to use adequate email etiquette when emailing.

Office hours are an important part in supporting you throughout this course. If you have any questions, needs, and concerns, I am available to meet via Zoom or on Campus during office hours. Email me to set up a time!

WEEKLY QUIZZES AND DISCUSSION BOARDS

There will be 5 quizzes and discussions each week administered in Canvas (quizzes are administered through Connect in Canvas). Quizzes will involve 20 basic questions about the assigned chapter readings. Discussions involve answering a prompt in Canvas and interacting with your classmates. Look under each weekly module, titled Weekly Quiz and Discussions—within our Canvas course. The quizzes and discussions will open each week on Wednesdays at 12:00 AM and close on Sundays (5 days later) at 11:59 PM. For the quizzes, **you will have 45 minutes to complete each quiz but will only have one attempt. Please be mindful of your time, and make sure to watch my lectures prior to taking the weekly quizzes. Unless under extraordinary circumstances, there will be no deadline extensions.**

NOTE: Make sure to test your technology prior to taking the quizzes, and to make sure you are in a quiet place. Once the clock starts ticking, you will have >45 minutes to finish each quiz. Quiz deadlines are not commonly extended. This class rule is strictly enforced, therefore plan accordingly to take quizzes within the timeframe. Please be mindful of this, and plan ahead.

FINAL EXAM

There will be one final exam throughout the semester. The final exam questions will be based on the slides and articles provided by the professor. You will have 50 - 75 questions in a randomized multiple-choice format (similar to the weekly quizzes), and will be structured to test your understanding of fundamental marketing concepts covered through the summer period. **You will be given two hours to complete the exam and there will be no extensions.**

The Final Exam will be taken online. It will be administered and proctored online through **CONNECT** in Canvas, and it will test your understanding of fundamental marketing concepts covered through the semester period. The proctored process through Connect will not allow you to open any websites or access any other documents in your system. Please be aware that you will need a quiet place to take the assessment - both for your concentration and to avoid interruptions.

EXAM CONDUCT: No computers, cell phones, iPads, or other electronic devices will be permitted to be out or accessible during the exam. Be sure that such items are either not brought or near your computer during the exam or are properly secured in a backpack or purse where you will not have access.

EXAM POLICY: You must take the final exam at the date and time announced. Failure to do so will result in zero credit for the final exam. Any deviation from this policy because of illness or emergency must be cleared in advance and properly documented.

DATE AND TIME: The Final Exam will take place on **Tuesday, March 11, from 8am – 11:59pm**. Regardless of your start time (for example, you start at 10:30pm), the exam will close at 11:59pm, allowing you only 1-1/2 hours to complete it. Thus, prepare to be in a silent place where you can take the exam at this specific time. At the time in which this exam is available, you will have had 2 months to prepare for and anticipate to take this exam at the date and time stipulated above. Therefore, **under very limited circumstances will the final exam be extended. This class rule is strictly enforced, therefore plan accordingly to take the final exam within the establish date and time.**

INDIVIDUAL MARKETING PROJECT: ***AI-POWERED MARKETING: THE NEW ERA OF BRAND STRATEGIES***

The objective of this project is to enable you to explore the intersection of artificial intelligence and brand marketing strategy. By developing an AI-driven campaign for a brand of your choice, you will apply the knowledge and terminology you have acquired in this class (i.e., brand positioning and segmentation, branding, and marketing integration) in a highly creative and modern context. This project requires you to submit a well-researched **essay and give an in-class presentation** that effectively communicates your proposed AI strategy to enhance the brand's marketing efforts. **The essay must be 4 pages in length (double-spaced, Times New Roman, font size 12, 1-inch margins) and should include both an additional title page and a reference section. In addition, you will be required to produce an engaging 5-10minute slide presentation (no more than 10 minutes) summarizing your project.** These components are designed to encourage you to think critically, communicate effectively, and employ storytelling in presenting your marketing ideas. **Students must submit their brand choice in Canvas for 5% of the Final Grade (see Canvas Assignments) by January 28.**

Please note that the essay and in-class presentation slides must be completed and submitted ***individually*** by each student. Both components—the essay and the slides—are due on **Tuesday March 04, 2025, by 11:00 AM** just before class time in Canvas. It is crucial to adhere to these deadlines, as late submissions will incur a deduction of one letter grade per day. Given the compressed timeline of the short semester, **no extensions** will be granted. Please plan accordingly to ensure that you meet all requirements on time. **I am here to support you throughout this process, so feel free to ask questions well in advance to avoid last-minute issues. Your adherence to these guidelines and timelines is key to successfully completing this project and benefiting from the skills it is designed to develop.**

Given the nature of this project, it is acceptable to have a mix of academic references, company or governmental websites, and news or popular press articles. The **in-class** presentations should be planned for 10 minutes and should be accompanied by slides. **Do NOT send Google Links in Canvas at all. You may use Canva or PowerPoint to build and present your slides and remember you will be presenting this in-class!**

Again, this is an individual assignment. Your project must clearly encompass all objectives described above, using appropriate marketing terminology. Students should use appropriate language of the marketing techniques used in their chosen campaign. I will evaluate your critical and analytical skills, your discussion of ideas and writing style. I will consider the quality of your presentation. **Please do NOT read from a paper or book, present as you would in class, and dress for the presentation as you would in a corporate boardroom.**

VERY IMPORTANT: Each student **MUST individually** upload the essay AND PowerPoint slides to their Canvas. If you do NOT turn in your essay or slides on Canvas, you will lose the grade for the project. Again, deadline for this is **Tuesday 03/04 11:00 AM (before class).**

FOR MORE INFORMATION, PLEASE READ THE MARKETING PROJECT GUIDELINES.

FINAL TIP: Please deliver a project that YOU feel proud of. Remember this is YOUR work, and it should represent your business strengths, strong analytical skills and marketing acumen. I am excited to see your work! ****Late submissions will be subject to one letter grade deduction per day of being late. The Marketing Project is worth 20% of your total grade (Paper – 50 points; Presentation – 50 points).***

ONLINE CASE STUDIES

You will individually take two online case studies in CONNECT, which require you to use analytical and problem-solving skills. In these cases, you will analyze the effectiveness of a given marketing strategy and answer questions that will require you to apply specific marketing concepts from our textbook. There will be TWO case studies in this class. You will complete and turn in both on the same week. **Due on 02/28 11:59PM.**

EXTRA CREDIT OPPORTUNITIES

You *might* be given the opportunity to take part in one-two assignments in exchange for extra course credit. Completion of each will allow you **1 extra credit “golden” point** which will be added to your final class grade. **Note:** No further extra credit opportunities will be given; please no requests.

ATTENDANCE POLICY

This course follows a blended format, combining in-person and online learning. There will be **five** scheduled in-person class sessions on campus, in addition to the final project presentation. **Attendance at these five in-person sessions is mandatory and constitutes 10% of the final grade.** Each student is required to mark their attendance for these sessions in Canvas within 24 hours of the class. Failure to mark attendance in Canvas will result in a recorded absence for that session unless prior arrangements are made, or valid documentation is provided. Active participation in class is crucial for your success in the course, so please plan accordingly.

GRADING

The UMSL grading system is based on a four-point scale. The grade value for each letter grade is as follows:

Letter	Value	Letter	Value	Letter	Value
A	4.0	B-	2.7	D+	1.3
A-	3.7	C+	2.3	D	1.0
B+	3.3	C	2.0	D-	0.7
B	3.0	C-	1.7	F	0

ASSIGNMENT WEIGHTS

Course Requirements	Number of Items	Points for Each	Total Points	Weight
Online Quizzes	5	20	100	15%
Brand Choice for Marketing Project (<i>Jan 28</i>)	1	100	100	5%
Attendance	5	20	100	10%
Online Marketing Case Studies	2	50	100	10%
Final Exam	1	100	100	20%
Discussion Boards	5	20	100	20%
Individual Marketing Project	1	100	100	20%
Extra Credit Opportunity	2	1	2	
Total			700	100%

COURSE CALENDAR

WEEKLY SCHEDULE

DATE	TOPICS	ASSIGNMENTS
Week 1 01/20/2025	Overview of Marketing Developing Marketing Strategies and a Marketing Plan	- Lecture: <ul style="list-style-type: none"> □ Chapters #1 and #2 □ Posted in Canvas on 01/21 - Weekly Quiz 1 & Discussion: <ul style="list-style-type: none"> □ 01/22 – 01/19 11:59 PM
Week 2 01/27/2025	Product, Branding and Packing Decisions Developing New Products Brand Choice for Marketing Project (Due 01/28, 5% Grade)	- Lecture: <ul style="list-style-type: none"> □ Chapters #11 and #12 □ Posted in Canvas on 01/28 - Weekly Quiz 2 & Discussion: <ul style="list-style-type: none"> □ 01/29 – 02/02 11:59 PM
Week 3 02/03/2025	Price: Pricing Concepts for Capturing Value Place: Supply Chain and Logistics	- Lecture: <ul style="list-style-type: none"> □ Chapters #14 and #15 □ Posted in Canvas on 02/04 - Weekly Quiz 3 & Discussion: <ul style="list-style-type: none"> □ 02/05 – 02/09 11:59 PM
Week 4 02/10/2025	Integrated Marketing Communications Advertising, PR and Sales Promotions	- Lecture: <ul style="list-style-type: none"> □ Chapters #17 and #18 □ Posted in Canvas on 02/11 - Weekly Quiz 4 & Discussion: <ul style="list-style-type: none"> □ 02/12 – 02/16 11:59 PM

Week 5 02/17/2025	Digital Marketing: Online, Social & Mobile Global Marketing	<p>- Lecture:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Chapters #3 and #8 <input type="checkbox"/> Posted in Canvas on 02/18 <p>- Weekly Quiz 5 & Discussion:</p> <ul style="list-style-type: none"> <input type="checkbox"/> 02/19 – 02/23 11:59 PM
Week 6 02/24/2025	ONLINE MARKETING CASES	<p>- No Lecture, only case studies:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Posted in Canvas on 02/25 <input type="checkbox"/> Due on 02/28 11:59PM <p>Tip: Take advantage of this week to advance your marketing project!</p>
Week 7 03/03/2025	INDIVIDUAL MARKETING PROJECT (Essay and Presentation)	<p>- No Lecture, only Mkt Project:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Turn in <u>essay</u> AND <u>PowerPoint slides</u> on Canvas before class <input type="checkbox"/> Due Tues 03/04 11:00 AM <p>- Study for final exam:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Chapters 1, 2, 3, 8, 11, 12, 14, 15, 17 and 18 <p>Tip: Focus on studying for your final exam!</p>
Week 8 03/10/2025	FINAL EXAM (Connect)	<p>- Final Exam:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Date: Tuesday 03/11 <input type="checkbox"/> Time: 8am – 11:59pm <input type="checkbox"/> Duration of Exam: 2 hours <input type="checkbox"/> No Extension of Final Exam
vdEnd of Class		