



**SYLLABUS**  
**Coles College of Business**  
**Department of Marketing and Professional sales**  
**MKTG 3100-W03: Marketing Foundations**  
**Fall 2025**

## Course Information

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Class meeting time: *Online*

Modality and Location: *Online, Asynchronous Fully Online Course (weeks run Monday-Sunday)*

*Syllabus is posted in D2L*

## Instructor Information

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Name: Dr. Heather Morgan

Email: [hmorga29@kennesaw.edu](mailto:hmorga29@kennesaw.edu)

Office Location: BB 243

Office phone: 470-578-6060

Office Hours: by appointment, T 10-12; Th 11-12

Preferred method of communication: email- please use Outlook rather than D2L and **specify which course/section** you are in (I teach several), response time is within 24 hours M-F

## Course Description

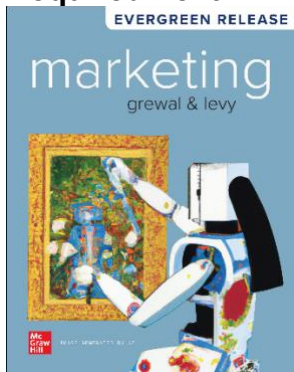
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This course provides an introduction to the principles of marketing. This course examines the term “marketing” in a broad sense to include all those activities of individuals or organizations that encourage and facilitate exchange of values. This includes many activities such as research, physical distribution, product planning, pricing and promotional activities. These concepts are examined as they apply to marketing of goods and services, in profit and non-profit sectors in both domestic and global markets.

## Course Materials

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### Required Text



Marketing, Evergreen Edition  
By Dhruv Grewal and Michael Levy

ISBN: 9781265796150

**CONNECT ACCESS IS REQUIRED IN THIS COURSE.**

**Additional Resources:** Located in D2L

### **Day One Access**

Use the VitalSource link in D2L contents folder to access the textbook.

Marketing 3100 is part of a textbook program called Day One Access. The week before classes begin, you should receive an e-mail from KSU University Stores with instructions on how to access the course content (please check your junk folder if not in your inbox). The purpose of Day One Access is to make sure that you have access to the digital course materials on or before the first day of class at a highly competitive rate. Everyone enrolled in the course will automatically have access to the digital course materials through drop/add. Those who have not opted-out or dropped the class by drop/add, will receive a charge from the bookstore on their OwlExpress student account the following week.

You have the ability to Opt-Out, via the link in the email sent to you by University Stores. Once you opt out, you will immediately receive a confirmation email. If you do not receive this email, you did not successfully opt out. If, after multiple tries, you are unable to successfully opt out via the link, please email [dayone@kennesaw.edu](mailto:dayone@kennesaw.edu) prior to the opt-out deadline and request to be manually opted out. You must include your name, student ID number, and the course info. Emails sent after the deadline will not be acknowledged.

You should also login and register your materials via the link during the first week of class. If you do not do register by this date, you may temporarily lose access and an access code may be requested despite not having opted out. If this happens, please email [dayone@kennesaw.edu](mailto:dayone@kennesaw.edu). (DO NOT purchase an access code if this happens, as you will not be refunded. Please wait for a response to your email.)

If you would like to know more about Day One Access, please visit the [Day One site](#).

### **Prerequisites**

Grades of "B" or higher in ACCT 2101, ACCT 2102, ECON 2106 , and ECON 2106 or Admission to Coles College Undergraduate Professional Program or completion of 60 credit hours with a minimum GPA of 2.0 and student in a Coles College Partner Program that includes this course.

### **Learning Outcomes**

#### **Goal 1.0 Environmental Factors**

Identify, apply and synthesize relevant environmental factors in the strategic marketing decision making process.

#### **Goal 2.0 Ethics and Values**

Understand, apply and synthesize resolutions to ethical and social concerns in the business environment. Demonstrate ethical conduct in all activities. Examine ethics in marketing through subject research, assessment and presentation of findings.

#### **Goal 3.0 Analytical Process**

Demonstrate problem-solving skills using appropriate analytical techniques. Define and analyze marketing terms, issues and concepts applicable to marketing through testing, analysis and project group work.

Identify and analyze the impact of ethical, legal, global, multi-cultural environments and marketing in class discussion, papers and assessments.

#### **Goal 4.0 Communication and Collaboration**

Demonstrate collaboration, leadership and communication skills needed in a business environment.  
Demonstrate communication skills and the ability to collaborate with selected team and all stakeholders.  
Implement current technology in various formal and informal presentations.

### **Goal 5.0: Discipline Specific Outcome: Marketing**

Formulate appropriate plans to respond to marketplace threats and capitalize on market opportunities.  
Integrate and apply class content by developing a marketing plan. Identify cost effective strategies to reach the target market in the marketing plan.

## **Course Learning Outcomes**

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By the end of this course, students will be able to:

1. Analyze marketing opportunities by applying basic marketing concepts and principles.
2. Evaluate products decisions for consumer goods, services and in the B2B environment.
3. Analyze distribution decisions through the application of supply chain management.
4. Develop promotion and communication strategies.
5. Evaluate pricing strategies and apply concepts in a marketing plan.
6. Apply technology driven marketing.
7. Develop a complete marketing plan by integrating text, class and on-line activities in a group setting.

## **Course Requirements and Assignments**

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In this class you are expected to read, listen to the lectures and view all corresponding materials. Turnitin will be utilized during this course. Any document loaded with a score higher than 40% on Turnitin will receive an automatic zero.

**This course will consist of the following assignments:**

- **Module Knowledge Checks (40%):**
  - There are 4 knowledge checks each worth 10% of your final grade. Exams contain multiple choice questions. The material for each check will come from the chapters, lectures, discussions, announcements, and emails.
  - **Make-Up Knowledge Checks:** No make-up knowledge checks or homework assignments are given. If you miss a knowledge check or homework, you will receive a score of zero.
- **Connect Homework Assignments (15%):**
  - Students will complete homework assignments found within Connect on assigned weeks (See schedule for details) that focus on the application of concepts from the module. Homework assignments can include watching a short video and answer multiple choice questions, 10 question quizzes, reading a short case, practice mini sims, etc.
  - **Make-up Homework:** No make-up knowledge checks or homework assignments are given. If you miss a knowledge check or homework, you will receive a score of zero.
- **Marketing Application Activities (10%):**
  - Students will complete four application activities throughout the semester that require analysis of real-world marketing scenarios. Each activity asks students to identify marketing concepts in practice, analyze effectiveness, and recommend improvements

- **Marketing Simulation (25%) broken down as follows:**
  - Simulation Performance: 10% of final simulation grade
  - Presentation: 10% of final simulation grade
  - Peer Evaluations: 5% of final simulation grade
    - Students will work in teams to complete a marketing simulation. Teams will complete six turns as assigned and present a themed recap of their performance to the class. The simulation will take place over the final six weeks of the semester. Each student will participate in six turns. **See simulation activity folder in D2L for full details.**
    - Students will be assigned into a group. Groups of 5 are required. (Possibly one team of 6, depending on class size). You are **not allowed** to complete the simulation individually.
    - **Students who do not turn in peer evaluations will receive a zero for that portion of the simulation grade only. Please complete them as this is 5% toward your grade.**

• **Note: Every student must complete the team simulation and presentation to pass this class. Failure to complete these items will result in a failing grade for the class.**

- **Discussion Boards (10%):**
  - There are 4 graded discussion boards. Your participation/engagement in the course is important. Students are expected to initially respond to the discussion prompt no later than Wednesday evening and engage with at least two other students by Sunday evening the week discussions are due. Responses to peers should be substantive and advance the conversation forward- simply agreeing with what someone says or saying “nice post” is not meaningful. Discuss “why” you agree, etc. Please see the rubric for more details.

## Evaluation and Grading Policies

*Students will be evaluated using the following weights. Students can expect feedback from the professor one week of the submission time. Grades and feedback will be posted to D2L. If for any reason I am not able to meet that deadline, an announcement will be posted.*

**Grades are computed using a weighted average, in the following manner:**

• Module Knowledge Checks	40%
• Connect Homework	15%
• Marketing Application Act.	10%
• Marketing Simulation	
○ Performance	10%
○ Presentation	10%
○ Peer Evals	5%
• <u>Discussion Boards</u>	10%
<b>WEIGHTED TOTAL</b>	<b>100%</b>

### **GRADING SCALE:**

**90% - 100% A**

**80% - 89% B**

**70% - 79% C**

**60% - 69% D**

**0% - 59% F**

**I will round up grades if they are  $>$  or  $= .5$  or above, for example, an 89.6 is an A, but 79.2 is a C.**

***Early Alerts/Progress Reports:*** This class is participating in Early Alerts, which faculty will submit during the first few weeks of class. These reports notify advisors and student success coaches to a range of things like missing class, missing assignments, if you might need to visit tutoring, or could benefit from help with time management or study skills. These are not recorded as grades and are meant to provide you with some additional resources to ensure you can be successful in your class. If you receive notification of an early alert, please take advantage of these resources.

***Midterm Grades:*** A midterm grade may be assigned by the midterm grade due date identified on the academic calendar. This midterm grade is for assessing mid-semester performance at least one week prior to the last day to withdraw without academic penalty. You may view your midterm grade in Owl Express. Note that only your final grade will be officially recorded on your academic transcript.

For any grade, if you feel that the grading policy was unfair in some way, you must make your case in writing, through email within one week of the release of the grade. I will not respond to verbal complaints about grades. Do not wait until the end of the semester.

Final course grades are final and will not be changed. Grades are accessed in D2L in your gradebook.

## **Course Policies**

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### **Attendance Policy**

Your attendance in this course is important. If you do not attend, you cannot participate. University sanctioned activities, active military service, and death of an immediate family member will be excused with proper documented evidence. Non-attendance does not constitute a withdrawal.

**No late assignments are accepted so please do not ask and please plan accordingly.  
All assignments and papers are due at 11:59PM EST unless otherwise noted.**

### **Important University Dates**

- Aug 18 (M) First Day of classes
- Oct 31 (F) Last Day to Withdraw without Academic Penalty (Failure to “attend” class is not a form of withdrawal. Please contact the registrar for information concerning course withdrawal.)
- Dec 8 (M) Last Day of Classes
- Dec 9 (Tu)- Dec 15 (M) Final Exams

### **Instructional Continuity Plan**

Kennesaw State University (KSU) may decide to close campuses, operate on a delayed schedule, or transition to remote instruction for inclement weather or in case of emergency.

The University will announce campus closures, delayed schedules, or remote instruction through KSU Alerts sent to your cell number on file and to your university email account. In addition, announcements will be posted on KSU's home page: [www.kennesaw.edu](http://www.kennesaw.edu).

Our class continuity plan includes:

1. Communication: Please check D2L Brightspace for necessary instructions.
2. Virtual Classes: If in-person classes are not possible, we may transition to virtual classes using MS Teams.
3. Assignments and Assessments: Deadlines for assignments and assessments may be adjusted to accommodate the emergency situation.

We understand that emergencies create unique challenges. If you need additional support during an emergency, reach out via e-mail. The university also offers resources such as counseling and academic support, which can be accessed remotely.

## Policy on the Usage of Artificial Intelligence

### AI Use Allowed, but Not Required:

*In this class, you are welcome to use AI for any purpose. However, you should note that all AI generative tools still tend to make up incorrect facts and fake citations, code generation models tend to produce inaccurate outputs, and image/art generation tools can produce copied work or offensive products. You will be responsible for any inaccurate, biased, offensive, or otherwise unethical content you submit regardless of whether it originally comes from you or an AI tool. If you use an AI tool, its contribution must be credited in your submission. The use of an AI tool without acknowledgement is cheating and constitutes a violation of the KSU Code of Academic Integrity.*

## Technology

Technology issues are your responsibility. You should be able to use D2L proficiently such as sending and receiving emails, posting to discussion boards and dropboxes, and opening documents and quizzes. High speed internet access is desirable. No consideration is given for poor access or computer issues. If you have a tech problem during an assessment or assignment, contact Tech Support immediately to resolve the problem. They will give you an order number which will substantiate your claim.

Tech Support:  
KSU Student Tech Support  
Call: 470-578-3555  
Email KSU Tech Support

## Policy on Incompletes

In order to receive an incomplete (I) in this course, you must be passing the class up to the last two weeks of the semester and then have an emergency of some kind that prevents you from finishing the semester (there must be documentation of the emergency as well). If you enroll in classes next semester, you have until the end of that semester to finish the missed work. If you do not enroll in classes next semester, you have one calendar year to complete the work. If the work is not completed within this time frame, your grade will automatically be converted into an F.

Please note that this is the official university policy and that if your circumstances do not meet these criteria, an incomplete will not be given.

# Institutional Syllabus Policies, Procedures, and Resources

- [Federal, BOR, & KSU Required Syllabus Policies and Student Resources](#)

## KSU Academic Integrity Statement

Every KSU student is responsible for upholding the provisions of the [Student Code of Conduct](#), as published in the Undergraduate and Graduate Catalogs. Section 5c of the Student Code of Conduct addresses the university’s policy on academic honesty, including provisions regarding plagiarism and cheating, unauthorized access to university materials, misrepresentation/falsification of university records or academic work, malicious removal, retention, or destruction of library materials, malicious/intentional misuse of computer facilities and/or services, and misuse of student identification cards. Incidents of alleged academic misconduct will be handled through the established procedures of the Department of Student Conduct and Academic Integrity (SCAI), which includes either an “informal” resolution by a faculty member, resulting in a grade adjustment, or a formal hearing procedure, which may subject a student to the Code of Conduct’s minimum one semester suspension requirement.

## KSU Disruption of Campus Life Policy

All students are responsible for knowing the information, policies and procedures outlined in the Kennesaw State University Codes of Conduct. [Student Conduct and Academic Integrity](#) (SCAI) includes: the general Student Code of Conduct, the Residential Code of Conduct, and the Code of Academic Integrity.

## KSU Web Accessibility Policy Statement

Federal law Section 508 Subsection 1194.22 of the Rehabilitation Act and the Board of Regents (BOR) of the University System of Georgia (USG) Web Accessibility Guidelines require that all web content meet the federal government’s accessibility guidelines. As such, KSU complies with USG guidelines. University accessibility assistance is provided by several offices as noted below. Staff in these offices work to accommodate requests for access or assistance with access as soon as possible in order to either accommodate the request or identify an effective alternative for the requester.

REQUEST FOR	OFFICE	CONTACT NUMBER	CONTACT EMAIL
Student Support Services	Student Disability Services	470-578-2666	<a href="mailto:sds@kennesaw.edu">sds@kennesaw.edu</a>
Student Technology Assistance	Student Technology Assistance University Information Technology Services	470-578-3555	<a href="mailto:studenthelpdesk@kennesaw.edu">studenthelpdesk@kennesaw.edu</a>



REQUEST FOR	OFFICE	CONTACT NUMBER	CONTACT EMAIL
Third Party Technology Assistance	University Information Technology Services	470-578-6999	<a href="mailto:service@kennesaw.edu">service@kennesaw.edu</a>

## KSU Reasonable Accommodations Policy

Students with qualifying disabilities under the Americans with Disabilities Act (ADA) and/or Section 504 of the Rehabilitation Act who require “reasonable accommodation(s)” to complete the course may request those from Office of Student Disability Services. Students requiring such accommodations are required to work with the University’s Office of Student Disability Services rather than engaging in this discussion with individual faculty members or academic departments. If, after reviewing the course syllabus, a student anticipates or should have anticipated a need for accommodation, he or she must submit documentation requesting an accommodation and permitting time for a determination prior to submitting assignments or taking course quizzes or exams. Students may not request retroactive accommodation for needs that were or should have been foreseeable. Students should contact the office as soon as possible in the term for which they are seeking accommodations. Student Disability Services is located in the Carmichael Student Center in Suite 267 on the Kennesaw campus or Building A in Suite 160G on the Marietta campus. Please visit the [Student Disability Services \(SDS\) website](#) for more information, or call the office at 470-578-2666 (Kennesaw campus) or 470-578-9111 (Marietta campus).

## Copyright Law

It is the responsibility of KSU faculty and students to respect the rights of copyright holders and complying with copyright law. The University System of Georgia recognizes that the exclusive rights of copyright holders are balanced by limitations on those rights under federal copyright law, including the right to make a fair use of copyrighted materials and the right to perform or display works in the course of face-to-face teaching activities.

The University System of Georgia facilitates compliance with copyright law and, where appropriate, the exercise in good faith of full fair use rights by faculty and staff in teaching, research, and service activities. The University System of Georgia ensure compliance with copyright law in the following ways.

1. The USG informs and educates students, faculty, and staff about copyright law, including the limited exclusive rights of copyright holders as set forth in 17 U.S.C. § 106, the application of the four fair use factors in 17 U.S.C. § 107, and other copyright exceptions.
2. The USG develops and makes available tools and resources for faculty and staff to assist in determining copyright status and ownership and determining whether use of a work in a specific situation would be a fair use and, therefore, not an infringement under copyright law;
3. The USG facilitates use of materials currently licensed by the University System of Georgia and provides information on licensing of third-party materials by the University System; and
4. The USG identifies individuals at the University System and member institutions who can counsel faculty and staff regarding application of copyright law.

## FERPA

Students have certain rights to privacy. These rights are mandated by federal policy. The [Student Handbook](#) contains information regarding Rights Pertaining to Student Records, and FERPA specific details are available on the [Registrar's website](#).



A key requirement of the formal evaluation process is the protection of individual privacy rights concerning educational grading. The University's online learning system and email system is designed to prevent unauthorized individuals from gaining access to sensitive information or information protected by federal or state law. Consequently, faculty and students are strongly encouraged to only communicate regarding course matters through the University's designated technology learning system.

Information should not be made public in any way in which a student's grades, social security number, or other personal information may be identified. Grade information may be shared with members of the KSU community who also have a legitimate educational interest in student success (e.g. academic advisors or members of the Behavioral Response Team). Faculty may be asked to provide early alert information if there is a concern that a student is at risk, academically or otherwise.

## **KSU Sexual Misconduct Policy**

In accordance with federal and state law including, Title IX of the Education Amendments of 1972 ("Title IX") and Title VII of the Civil Rights Act of 1964 (Title VII), the University System of Georgia (USG), including Kennesaw State University, prohibits discrimination on the basis of sex in any of its education programs or activities or in employment. The USG is committed to ensuring the highest ethical conduct of the members of its community by promoting a safe learning and working environment. To that end, Kennesaw State University follows USG Board of Regents Policy Manual, Section 6.7. See <https://equity.kennesaw.edu/titleix/title-ix.php>

## **Withdrawal From Classes Undergraduate Catalog Policy 2.9**

- A student who officially withdraws from a course by the end of the last day to withdraw without academic penalty will receive a grade of "W" and receive no credit.
- A student will receive a refund only when the student withdraws from ALL courses for the applicable semester and only by the schedule outlined in the University refund policy found in the *Tuition, Expenses, & Financial Aid* section of the undergraduate and graduate university catalogs.

Students should be aware that a reduction in their hours might result in the loss of full-time student status and thus affect their financial aid, scholarships, athletic and ticket eligibility, University housing accommodations, use of University resources and access to University facilities, visa for international students, and Veterans Educational Benefits. Students should contact the appropriate office and their academic advisor with questions about the impact of their withdrawal from a course before initiating a withdrawal. Veterans and dependents of veterans who receive educational benefits must notify the Veterans Education Benefits Area in the Office of the Registrar of any course load reductions.

## **Hardship Withdrawals**

If a student experiences significant personal hardship (e.g., medical or family emergency, prolonged illness), the Dean of Students can approve a hardship withdrawal from all courses in the term for which the student is currently registered. In the case of an approved hardship withdrawal from all courses, the Registrar will assign grades of "W" for those classes. The deadline for final approval of a hardship withdrawal by the Dean of Students is the last day of class for which the hardship withdrawal is sought. If the hardship withdrawal process is not complete by the last day of class for which the hardship withdrawal is sought, a student must appeal for a retroactive hardship withdrawal from the Academic Standing Committee.

Appeals for retroactive hardship withdrawals must be directed to the Academic Standing Committee. Retroactive hardship withdrawals are rarely granted if it has been more than one year since the last day of

class for which the withdrawal is sought. Extraordinary justification must be shown. In the case of approved retroactive hardship withdrawals, the Registrar will assign a grade of “W.”

### University Initiated Withdrawals

If a student is suspended by the Office of Student Conduct following a violation of the University’s Code of Conduct not related to academic dishonesty, the Office of Student Conduct may facilitate a University-initiated withdrawal from courses for which a student is registered for the term. The Registrar will assign grades of “W” for those classes.

### Military Withdrawals

A student will receive a “WM” symbol for all courses and a full refund of tuition and mandatory fees and a pro rata refund of other fees for military and other service, as defined by [BOR Policy Manual, Section 7.3.5.3](#). To request a military withdrawal, the student must submit a copy of official orders to the Office of the Registrar.

### Netiquette Communication Courtesy

All members of the class are expected to follow [rules of common courtesy in all email messages](#), threaded discussions and chats.

## Course Schedule

	Class	Readings/Assignments	Due Date (always 11:59pm EST)
Module 1 – Assessing the Marketplace -08/18-09/07			
	Introduction	Syllabus/Schedule	
	Chapter 1 - Overview of Marketing	CONNECT Assignment	08/24
	Chapter 2 – Strategic Planning	CONNECT Assignment	08/31
	Chapter 4 – Conscious Marketing	Marketing Application Activity 1	08/31
	Chapter 5 – Marketing Environment	<b>Discussion 1</b>	<b>09/07</b>
	<b>Module Knowledge Check 1 (Chapters 1, 2, 4, &amp; 5)</b>		<b>09/07</b>
Module 2 – Understanding & Targeting the Marketplace-09/08-10/05			
	Chapter 6 – Consumer Behavior	CONNECT Assignments	09/14
	Chapter 7 – B2B Marketing	CONNECT Assignments	09/21
	Chapter 8 – Global Marketing	CONNECT Assignments	09/21
	Chapter 9 – Segmentation, Targeting & Positioning	Marketing Application Activity 2	09/28
	Chapter 10 – Marketing Research	<b>Discussion 2</b>	<b>10/05</b>
	<b>Module Knowledge Check 2 (Chapters 6-10)</b>		<b>10/05</b>
Module 3 – Value Creation & Capture-10/06-10/26			
	Chapter 11 - Product	CONNECT Assignments	10/12

	Chapter 12 – Developing New Products	Marketing Application Activity 3	10/12
	Chapter 13 - Services	CONNECT Assignments	10/19
	Chapter 14 - Pricing	<b>Discussion 3</b>	<b>10/26</b>
	Chapter 15 – Pricing methods	<b>Simulation Rounds 1-3</b>	<b>10/26</b>
	<b>Module Knowledge Check 3 (Chapters 11-15)</b>		<b>10/26</b>
Module 4 -Value Delivery & Communication -10/27-12/08			
	Chapter 16 – Supply Chain	CONNECT Assignments	11/02
	Chapter 17 – Retailing	CONNECT Assignments	11/02
	Chapter 18 - IMC	CONNECT Assignments	11/09
	Chapter 19 – Advertising, PR & Promotions	Marketing Application Activity 4	11/16
	Chapter 20 – Personal Selling	<b>Discussion 4</b>	<b>11/16</b>
	Chapter 3 – Digital Marketing	<b>Simulation Rounds 4-6</b>	<b>11/23</b>
	<b>Holiday Break</b>	<b>No Classes- Nothing Due</b>	<b>11/24-11/30</b>
		<b>Simulation Presentations and Peer Evaluations</b>	<b>12/07</b>
	<b>Module Knowledge Check 4 (Chapters 16-20; 3)</b>		12/08-12/10

*\*Schedule is subject to change based on class/instructor needs\**