

Course: BU232-D and BU232-DN (Blended) Marketing Principles
Credit: 3 Credit Hours
Semester: Spring 2026 (S1)
Begins Jan. 14, 2026
Ends: Mar. 6, 2026
Time: W/F 1p-2:20p Room 116 East Ed. Building
Instructor: Dr. Germaine “Geri” Washington, DM, MBA
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I. DESCRIPTION

This course will provide the student with the framework for understanding what marketing is and the function of marketing in a firm or nonprofit organization. The terms, strategies, and social responsibility of marketing will be taught from a biblical worldview. Students will learn about selling and advertising while learning that marketing is so much more. This is an activity-based class where students will have to work outside of the classroom and share their work with classmates. (Prerequisite: BU200)

** This course is offered in two formats: in-person and online. Students registered for in-person attend the classes in person, online students attend the classes via the online classroom. For both in-person and online students, assignments and interaction outside of the class period are done in the learning management system.*

II. OBJECTIVES

A. General Competencies to be achieved. The student will:

1. Understand the role of marketing in the economic system (PLO 1,3) (Assignment a-c)
2. Learn about sales and advertising (PLO 1-6) (Assignment a)
3. Understand customer value. (PLO 4-6) (Assignment a-b)
4. Learn differences in non-profit vs. profit organizations (PLO 1-5) (Assignment b)
5. Understand marketing from a cultural, legal, social, and technological point of view. (PLO 3-4) Assignment a-c)
6. Experiment with basic theories of marketing research. (PLO 1-5) (assignment a-c)

7. Strategize basic marketing plans. (PLO 1-4) (Assignment c)

B. Specific Competencies to be achieved. The student will:

1. Examine four broad types of marketing opportunities that help in identifying marketing strategies. (PLO 1-6) (Assignment a-c)
2. Know what marketing means and its purpose. (PLO 1-2) (Assignment a-c)
3. Access firm capability using marketing principles. (PLO 1-6) (Assignment a-b).
4. Examine social responsibility and marketing ethics. (PLO 1) (Assignment a-c)
5. Learn to strategize competitive markets. (PLO 1,4-5) (Assignment a)
6. Know the difference between a marketing strategy, a marketing plan, and a marketing program. (PLO 1-6) (Assignment c)
7. Speak and communicate in marketing terms.

III. REQUIREMENTS

- A. Classroom attendance or weekly online attendance.
- B. Read text, complete assignments, and participate in assessment & forum activities.
- C. Completion of course materials in each section according to the prescribed schedule.
- D. Complete assigned problems & case studies.
- E. Complete final exam.

IV. METHODS

- A. Lecture
- B. Reading and Writing Assignments
- C. Student Participation - Forum (online course) and discussion.
- D. Final paper and presentation
- E. Course grading:
 1. Discussion, Participation, & Interaction 25%
 2. Presentation 25%
 3. Marketing Systems Research Paper 50%

V. MATERIALS - REQUIRED

Perreault, W. D., & Cannon, J. P. (2011). Essentials of Marketing (13th ed.).

McGraw-Hill/Irwin. ISBN: 978-0078028885 Price: \$84.59 Also
available in Kindle format

The Holy Bible, www.biblegateway.com (the instructor will use ESV).

Please feel confident in using the Bible you use in other Calvary

University courses (see statement below). Retail price \$0.00

The Bible is a required textbook in every course at Calvary University. To facilitate academic level study, students are required to use for assignments and research an English translation or version of the Bible based on formal equivalence (*meaning that the translation is generally word-for-word from the original languages*), including any of the following: New American Standard (NASB, English Standard Version (ESV), New King James (NKJV), or King James (KJV). Other translations and versions based on dynamic equivalence (*paraphrases, and thought-for-thought translations like NLT and NIV*) may be used as supplemental sources. Please ask the professor if you have questions about a particular translation or version

VI. COURSE ASSIGNMENTS

1. Marketing Presentation

You will pretend that you have developed a new product or service that you are looking to launch. The product or service could be anything like food, lawn care, fitness...etc.

This assignment will consist of the following:

You will write a 3-to-4-page paper explaining

- Purpose and Problem Solving: How the product or service addresses a specific need or solves a problem for the customer. Identify your targeted population and why. Identify any geographical area (if applies).
- Features and Benefits: What specific features does it offer, and how do these translate into tangible benefits for the user.
- Reliability and Performance: Explain how your product or service functions as advertised and how it delivers expected results.
- Competition and advantage: Explain how your product or service stands out from competitors (meaning why is your product or service the BEST).

You will put your **Elevator Pitch** skills to the test by creating any of the following: poster, reels/demo video, flier, social media post, PowerPoint...etc.

The goal of this assignment is to attach your elevator pitch to the written piece of this assignment or attach the presentation separate submission.

Remember: Be creative

2.Social Media Campaign (final)

Your final will consist of working with the Marketing Department. You will operate in teams to create a social media campaign. The marketing department will choose each team's campaign assignment, and your team will work together using the nine areas below:

1. Defining your campaign goals. For example: to increase website traffic, gain new consumers, boost sales/revenue, heighten consumer engagement/feedback...etc
2. Choose a social media platform such as Facebook, Instagram, Snapchat...etc.
3. Plan your campaign strategy. Examples such as but not limited to:
 - Building the number of social media users who are following you by hosting an Instagram giveaway where entrants need to follow your brand and tag a friend.
 - Getting feedback from loyal users by crafting an Instagram Stories poll.
 - Building your newsletter audience by hosting a giveaway on a digital platform that collects the email addresses of entrants.
4. Choose a metrics to monitor such as watching how many Like, Comments and Shares or your team can develop other strategic ways of monitoring.
5. Create a campaign calendar such as your start and end date of your campaign.
6. Design your campaign using FREE online tools for the audience you want to capture such as digital banners, logos, posts, videos, QR Codes..etc. (Be creative)

Please note that this is a class assignment, so your final product does not have to be PERFECT but do your best as a team. Remember this is an assignment where the Marketing Department will play an active role in your practical learning skills.

VII. TENATIVE CLASS SCHEDULE

Students with disabilities have the responsibility of informing the Accommodations Support Coordinator (aso@calvary.edu) of any disabling condition that may require support.

- *Plagiarism is defined as copying any content without identifying the source. This also includes taking another person's or AI entity's ideas or constructs and presenting them as your own. The use of AI generated content in student work is prohibited (even if cited) as it does not represent original work created by the student and is an unreliable aggregate of ideas from other sources. Plagiarism of any kind will not be tolerated.*

The Clark Academic Center (learning@calvary.edu), located in the library building, is dedicated to providing free academic assistance for all students. Student tutors aid with all facets of the writing process, tutor in various subject areas, prepare students for exams and facilitate tests. Please take advantage of this service.

Business Administration students must write papers according to the *Publication Manual of the American Psychological Association, Seventh edition (APA Manual)*.

- Please see textbook section for important information about using the “Bible as a textbook”.

Attendance: See Attendance policy in Canvas Announcements

Week	Reading Assignment	Written/Practical Assignment
Week 1	Chapters 1-2	
Week 2	Chapters 3-5	
Week 3	Chapters 6-7	
Week 4	Chapters 8-9	Marketing Presentation
Week 5	Chapters 10-11	
Week 6	Chapters 12-14	
Week 7	Chapters 15-16	
Week 8	Chapters 17-18	Social Media Campaign Final

BIBLIOGRAPHY

Perreault, W. D., & Cannon, J. P. (2010). Principles of Marketing (13th ed.). McGraw-Hill/Irwin. ISBN: 978-0078028885 Price: \$84.59 Also Available in Kindle.

RUBRIC FOR THE EVALUATION OF WRITTEN ASSIGNMENTS

CRITERIA	NEEDS IMPROVEMENT Minimum Points	SATISFACTORY Medium Points	EXCEPTIONAL Maximum Points
CONTENT 75%	<p>The writer does not demonstrate cursory understanding of subject matter, and/or the purpose of the paper is not stated clearly. The objective, therefore, is not addressed and supporting materials are not correctly referenced.</p> <p><i>48.9 or FEWER POINTS</i></p>	<p>The writer demonstrates limited understanding of the subject matter in that theories are not well connected to a practical experience or appropriate examples, though the attempt to research the topic is evident, and materials are correctly referenced.</p> <p><i>49 to 65.9 POINTS</i></p>	<p>The writer demonstrates an understanding of the subject matter by clearly stating the objective of the paper and links theories to practical experience. The paper includes relevant material that is correctly referenced, and this material fulfills the objective of the paper.</p> <p><i>66 to 75 POINTS</i></p> <p style="text-align: right;">Grade:</p>
ORGANIZATION Including Readability & Style 20%	<p>Paragraphs do not focus around a central point, and concepts are disjointedly introduced or poorly defended (i.e., stream of consciousness).</p> <p>The writer struggles with limited vocabulary and has difficulty conveying meaning such that only the broadest, most general messages are presented.</p> <p><i>15.9 or FEWER POINTS</i></p>	<p>Topics/content could be organized in a more logical manner. Transitions from one idea to the next are often disconnected and uneven.</p> <p>Some words, transitional phrases, and conjunctions are overused. Ideas may be overstated, and sentences with limited contribution to the subject are included.</p> <p><i>16 to 18.9 POINTS</i></p>	<p>The writer focuses on ideas and concepts within paragraphs, and sentences are well-connected and meaningful. Each topic logically follows the objective and the conclusion draws the ideas together.</p> <p>The reading audience is correctly identified, demonstrated by appropriate language usage (i.e., avoiding jargon and simplifying complex concepts). Writing is concise, in active voice.</p> <p><i>19 to 20 POINTS</i> Grade:</p>
FORMAT 4%	<p>The paper does not conform to Turabian or APA style. Students must use one or the other correctly.</p> <p><i>0 POINTS</i></p>	<p>The paper does not conform completely to Turabian or APA style (e.g., margins, spacing, pagination, headings, headers, citations, references, according to the appropriate style guide).</p> <p><i>Up to 2 POINTS</i></p>	<p>The paper is correctly formatted to style (e.g., margins, spacing, pagination, headings, headers, citations, references, according to the <i>appropriate style guide</i>).</p> <p><i>2.1 to 4 POINTS</i> Grade:</p>
GRAMMAR, PUNCTUATION, & SPELLING 1%	<p>The writer demonstrates limited understanding of formal written language use; writing is colloquial (i.e., conforms to spoken language). Grammar and punctuation are consistently incorrect. Spelling errors are numerous.</p> <p><i>0 POINTS</i></p>	<p>The writer occasionally uses awkward sentence construction or overuses and/or inappropriately uses complex sentence structure. Problems with word usage (e.g., evidence of incorrect use of Thesaurus) and punctuation persist causing difficulties with grammar.</p> <p><i>0.5 POINTS</i></p>	<p>The writer demonstrates correct usage of formal English language in sentence construction. Variation in sentence structure and word usage promotes readability. There are no spelling, punctuation, or word usage errors.</p> <p><i>1 POINT</i> Grade:</p>

What is a Substantive Post? © 2016
By Skip Hessel, D.M., M.B.A.

In a world of social media and text-messaging, interaction between student and teacher and other students is important. However, scholars begin to blur the boundaries of academic substance. Students want to make good grades and receive fair treatment. Instructors want to share principles of their discipline. In an effort to clarify how to post thoughts in an interactive forum, these instructions attempt to define substance.

A substantive post conveys a complete thought with academic rigor. Student scholars must take into account the wide variety of readers in a social media setting and communicate appropriately. One cannot assume that every reader has had exactly the same training or even similar experiences. Ergo, one must write complete thoughts to overcome any inadequacy. Similarly, academic rigor forgoes any thoughtless conclusions. While expressing new ideas and exercising academic freedom, contributors must consider what is known about the subject and include known knowledge in academic writing. Writers should consider the level of knowledge and use certain amount of judgement too. Substance requires balance. Scholars should consider their readers and communicate as well as possible.

Because today's academic environment includes many cultures, writers must consider the inappropriate use of metaphors and colloquialisms. An expression or satire may not make sense to a reader from a culture in another part of the same country or on the other side of the world. Students posting substantive responses avoid using expressions and phrases with vague meanings that the reader could misunderstand.

Substantive posts also cite sources. When using the ideas of others, a scholar gives appropriate in-text citations when responding to forum. For example,

Blackaby and Blackaby (2011) found many believers get frustrated with technology and media that has become commonplace; however, believers must “embrac[e] technology with gusto” (p. 8).

Others who express innovative thinking should receive credit for their ideas and intellectual property. Additionally, readers should have the opportunity to consider source materials themselves. A substantive post will include such citations.

Students often ask for specific guidelines. Unfortunately, students sometimes put minimum requirements ahead of quality responses. At the risk of students falling into this trap, the instructor believes a substantive post will contain one or two complete paragraphs that include approximately 300 words. Some substantive posts convey meaning with less; however, many require much more. Moreover, a substantive post will demonstrate the scholar’s attempt to grow. Therefore, assigned reading materials and other sources are found as in-text citations and as references. At a minimum, each substantive post will contain at least one. Students expecting great evaluations should include at least one citation in a 300+ word post.

In many ways, participating in a forum raises tremendous opportunity. The asynchronous learning environment allows students to consider the thoughts of others, to research the subject, and to respond in their own time. Students should take advantage of this unique opportunity. Your instructor will gently correct you and evaluate you along your journey. But, great students will consider how they can practice these skills from their very first post.

Reference

Blackaby, H., & Blackaby, R. (2011). *Spiritual leadership: moving people on to God's agenda*. B & H Publishing: Nashville, TN.