

MKT 265 (BUS 365)
Marketing Principles
JTERM 2026
3.0 Credits

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Office Hours: Email for appointment

Course Catalog Description:

(3 credits) An introduction to marketing from a managerial viewpoint. Examines social, economic, technological, legal, ethical, and other environmental factors and their impact on product, price, promotion, and distribution decisions in a worldwide market.

Enrollment Requirements:

Open to students with 24 credits or permission of Dean's office.

Course Objectives

- Provide a robust breadth & depth overview of the marketing discipline and its role in business and general management
- Develop analytical and critical thinking skills to assess and understand the marketplace, specifically:
 - Knowledge of the role of the external environment in marketing strategy (domestic and international)
 - Knowledge of marketing mix elements
 - Knowledge of segmentation process, targeting and positioning
 - Knowledge of core consumer behavior concepts
- Deliver a foundation on the role of marketing in driving value for business, specifically:
 - Value creation in existing and new products & services
 - Knowledge of the role of pricing and value delivery
 - Knowledge of value communication in media, PR, advertising and sales

Learning Outcomes

After successful completion of this course, you will be able to:

- Recognize the role of marketing within business and general management
- Design and implement a basic marketing strategy
- Conduct marketplace analyses using standard marketing frameworks
- Identify the core tenets of value propositions
- Apply marketing concepts and strategies to real world marketing problems
- Demonstrate higher order thinking and critical thinking
- Identify ethical dilemmas and apply decision making tools

Required Texts & Technology

***M: Marketing* (Grewal / Levy) 8th edition.**

You are welcome to use hardcover, eBook or spiral bound versions of the text.

Connect Option (always includes access to the eBook)

ISBN: 1265265879

Connect Online Access for *M: Marketing* (8e) by Grewal/Levy

<https://connect.mheducation.com/class/a-cain-copy-of-0010-and-0011>

Non-Connect Options

ISBN: 9781265253356

McGraw Hill eBook Access Card (180 day access) for *M: Marketing* (8e) by Grewal/Levy

ISBN 9781264131181 **[RENTAL ONLY]**

M: Marketing (8e) by Grewal/Levy

ISBN 9781265267025

Loose-leaf version of *M: Marketing* (8e) by Grewal/Levy

Class Mechanics:

- This is an online asynchronous class, meaning it is a hybrid of Zoom classes and self-directed study.
- Zoom classes are listed on the syllabus.
- The Zoom link is: <https://uri-edu.zoom.us/j/6396055618>
- The syllabus schedule is the master schedules which should guide your pace of work.
- It is expected that you will follow along with the syllabus schedule for the self-directed portions of the course.

Deliverables and Weights

Exams (4)	80%	800 points
Current Events (1)	10%	100 points
Participation & Discussion	10%	100 points
TOTAL	100%	1000 points

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Exams (80%)

There will be four exams given at 200 points each to assess your understanding of course material throughout the semester. Please see the syllabus for the dates of the exams. Content for the exams will come directly from the required readings and lecture content. Exams will be open book and should be completed individually.

- Exam 1 – Chapters 1-4
- Exam 2 – Chapters 5-8
- Exam 3 – Chapters 9, 10, 11, 13
- Exam 4 – Chapters 12, 14, 16, 17, 18, 19

Current Event Series and Discussion (10%):

For the Current Events assignment, you will search and report on articles or videos related to various topics. These articles must come from either the Wall Street Journal or the New York Times. Free subscription information is available below.

- There will be one Current Event sessions (see schedule).
- Students will discuss their articles during an in person session.
- Your article/video should be uploaded to Brightspace with a short summary and any key points discussed in class with the upload.

All URI faculty, staff, and students can register for a free one-year subscription to both The Wall Street Journal and The New York Times. You can access both free subscriptions at this link:

<https://uri.libguides.com/newspapers>

Participation & Discussion (10%)

Inclusive of attendance and participation during Zoom sessions. On days the class does not meet on Zoom (self-directed days), discussion prompts will be posted for students to respond to. Students will need to respond to each discussion post and reply to at least one other classmate. Please try to respond to someone who has yet to receive a reply.

Grades:

You will receive the grade you earn in this class. The grade will be solely a result of your performance on the exams, assignments and class participation. No forced grade distribution or “curve” will be used.

If you would like me to review a grade, you must ask in person (**not by email**) and your request must be accompanied by **documentation supporting your request**.

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Grade	Scores	Qualitative Explanation
A 4.0	930 - 1000	Excellent – You have fully demonstrated complete and full mastery of the subject matter covered and tasks assigned. You are a role model in behavior (attendance, class participation) and your work is well above and beyond standard performance.
A- 3.7	900 - 929.99	
B+ 3.3	870 - 899.99	
B 3.0	830 - 869.99	Good – You have exceeded expectations in some areas, while meeting expectations in the other areas.
B- 2.7	800 - 829.99	
C+ 2.3	770 - 799.99	
C 2.0	730 - 769.99	Satisfactory - You have met the basic requirements of the course. You meet the minimum performance standard, having done what is expected of you.
C- 1.7	700 - 729.99	
D+ 1.3	670 - 699.99	
D 1.0	630 - 679.99	Unsatisfactory – Your performance falls below the minimum standard and you fail to meet expectations in most areas.
D- 0.7	600 - 629.99	
F 0	<600	Failing – You have failed to meet any of the significant minimal performance standards.

Course Approach & Schedule

Schedule is subject to change. I communicate changes in class and will post and maintain a revised schedule on Brightspace.

Location	Dates	Class Content	Assignments	Submission Deadlines
Zoom 12:00- 1:30PM EST	Friday Jan 2	Welcome and Course Syllabus Review Chapter 1: Overview of Marketing	Read the syllabus Read Chapter 1 by 11AM Attend required live Zoom session	
Self-Directed	Mon Jan 5	Chapter 2: Developing Marketing Strategies and a Marketing Plan Chapter 3: Digital Marketing: Online, Social, and Mobile	Read Chapter 2 and 3 Watch lecture recordings	Introduction video due by 11:59pm via Discussion post
Zoom 12:00- 1:30PM EST	Tues Jan 6	Chapter 4: Conscious Marketing, CSR and Ethics Chapter 5: Analyzing the Marketing Environment	Read Chapter 4 and 5 by 11AM Attend required live Zoom session	Response (written) to 1 discussion posts due by 5:00pm Exam 1 opens Tues Jan 6th at 2:00pm; closes

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				Wed Jan 7th at 11:59pm.
Self-Directed	Wed Jan 7	Chapter 6: Consumer Behavior Chapter 7: Business to Business Marketing	Read Chapter 6 and 7 Watch lecture recordings	Discussion Post Due 11:59PM.
Self-Directed	Thurs Jan 8	Chapter 8: Global Marketing Chapter 9: Segmentation, Targeting, Positioning	Read Chapter 8 and 9 Watch lecture recordings	Exam 2 opens Thurs Jan 8 at 2:00pm; closes Fri Jan 9 at 11:59pm. Response (written) to 1 discussion posts due by 5:00pm.
Zoom 12:00-1:00 PM EST	Fri Jan 9	Chapter 11: Product, Branding and Packaging Decisions <i>Interactive Session</i>	Attend required live Zoom session – Interactive Session Read Chapter 11 by 11AM	Discussion Post Due 11:59PM.
Self-Directed	Mon. Jan 12	Chapter 10: Marketing Research and Analytics Chapter 13: Services	Read Chapter 10 and 13 Watch lecture recordings	Exam 3 opens Mon. Jan 12 at 2:00pm; closes Tues Jan 13 at 11:59pm. Response (written) to 1 discussion posts due by 5:00pm.
Zoom 12:00-2:00 EST	Tues Jan 13	Chapter 12: Developing New Products Current Events Session	Attend required live Zoom session Read Chapter 12 by 11AM	Current Events summary to be submitted on BrightSpace by 11AM

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Self-Directed	Wed Jan 14th	Chapter 14: Pricing Concepts for Capturing Value Chapter 16: Retailing and Omnichannel Marketing	Read Chapter 14 and 16 Watch lecture recordings	Discussion Post Due 11:59PM.
Self-Directed	Thurs Jan 15 th – Fri Jan 16 th	Chapter 17: Integrated Marketing Communications Chapter 18: Advertising, PR and Sales Promotions Chapter 19: Personal Selling and Sales Management	Read Chapter 17, 18 and 19	Exam 4 opens Thurs Jan 15th at 2:00pm; closes Friday Jan 16th at 11:59pm. Response (written) to 1 discussion posts due by 5:00pm.

Mental Health and Wellness

College comes with challenges and stress associated with your courses, job/family responsibilities and personal life. URI offers students a range of services to support your [mental health and wellbeing](#), including the [URI Counseling Center](#), [TELUS Health Student Support App](#), the [Wellness Resource Center](#), and [Well-being Coaching](#).

Ethics Provision

This course strictly adheres to the University's guidelines on ethics specified in The University Manual. It is your responsibility to know and act within these guidelines, and you can read them by accessing the Manual sections 8.27.10 – 8.27.22. Violators of the University's ethics policy will be immediately disciplined without exception.

From the University Manual. "Students are expected to be honest in all academic work related to the classroom, online, internships, co-ops, study abroad, independent studies, research projects, practica, or other experiential placements. A student's name on any written work shall be regarded as assurance that the work is the result of the student's own thought and study. Work should be stated in the student's own words, properly attributed to its source. Students have an obligation to know how to quote, paraphrase, summarize, or reference the work of others with integrity. The following are examples of academic dishonesty:

- Using material from published sources (print or electronic) without appropriate citation
- Claiming disproportionate credit for work not done independently
- Unauthorized possession or access to exams
- Unauthorized communication during exams
- Unauthorized use of another's work or preparing work for another student
- Taking an exam for another student
- Altering or attempting to alter grades
- The use of notes or electronic devices to gain an unauthorized advantage during exams
- Fabricating or falsifying facts, data or references
- Facilitating or aiding another's academic dishonesty
- Submitting the same paper for more than one course without prior approval from the instructors."

Safe Zone

I follow strict guidelines for full and complete inclusion of every student regardless of gender, sexuality, race, ethnicity, family income, religion, disability, or any other identifier. I expect you to behave accordingly with other students in the course both during class time and outside of class time when working together on group projects. Behavior inconsistent with these standards will not be tolerated. Please contact me at any time if you are made to feel uncomfortable in any way by fellow students or (unintentionally) by me.

Title IX makes it clear that discrimination, harassment, or violence based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and support applied to identical offenses against any other people. If you or someone you know has been victimized, then you can find help at The Center for Gender and Sexuality: 874-9277; The Women's Center; 874-9131(anonymous). In an emergency call 874-2121.

Students who plan to be absent from classes or examinations for religious holy days that traditionally preclude secular activity ([see 6.20.11](#) for how such information is made available) may notify me in advance, so additional accommodations can be made.

Required Syllabus Statements

Please utilize the QR code below for the University of Rhode Island's REQUIRED Syllabus statements on the following topics:

- Viral Illness Precaution Statement
- Academic Honesty

- Excused Absences
- Mental Health and Wellness
- Land Acknowledgement
- Anti-Bias Syllabus Statement
- Disability, Access, and Inclusion Services for Students Statement
- Anti-Discrimination Resources

