MKT 265 (BUS 365)
Marketing Principles
JTERM 2027
3.0 Credits

Instructor Name: Alexandra Cain
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Office: Zoom for JTerm
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

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Required Texts & Technology

***M: Marketing* 8th edition (by Grewal / Levy) – 7th edition is also OK**
You are welcome to use rental, hardcover, eBook or spiral bound versions of the text. **You only need access to the text for reading, not for any kind of assignment.** You are welcome to obtain a copy of the book wherever it is most cost effective for you.
URI Campus Store

Bookstore Link for MKT 265

https://www.bkstr.com/uristore/course-materials-results?shopBy=course&divisionDisplayName=&departmentDisplayName=MKT&courseDisplayName=265&sectionDisplayName=0010&programId=5328&termId=100093097&utm_medium=email&utm_source=follett&utm_campaign=rush_fall-2026-syllabus

Amazon
https://www.amazon.com/s?k=m+marketing+8th+edition&crid=I3JQIPG7BJ46&sprefix=M%3A+marketi%2Caps%2C151&ref=nb_sb_ss_p13n-expert-pd-ops-ranker_1_9

Class Mechanics:

- This is an online asynchronous class, meaning it is self-directed study. Please note Exams do happen during designated "windows." They are not open to take at any time. If you have an issue with any of the Exam timing please contact me before the exam and we can make accommodations if appropriate.
- 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.
- We will not meet for this course, but you are always welcome to email me at alexandra_cain@uri.edu to set up a Zoom meeting if needed.

Deliverables and Weights

Exams (4)	60%	600 points
Discussion Posts	20%	200 points
Final Exam	20%	200 points
TOTAL	**100%**	**1000 points**

Exams (60%)
There will be four exams given at 150 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 online, 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

Discussion Posts (20%):
There will be a series of discussion prompts posted for students to respond to evaluate participation. Responses should be generated personally (no AI). **Discussion posts will have designated due dates and cannot be re-opened if the due date is missed.**

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.

Some posts will utilize articles from news sources. 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

Final Exam (20%)
The final exam will be a comprehensive assessment of the material covered in this course. It will follow the same format as previous exams, e.g. content for the final exam will come directly from the required readings and lecture content, and it will be online, open book & note and should be completed individually.

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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**.

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.

Dates	Class Content	Assignments	Submission Deadlines
Monday Jan 4	Welcome and Course Syllabus Review Chapter 1: Overview of Marketing	Read the syllabus Read Chapter 1	**Introduction video due by 11:59pm via Discussion post**
Tuesday 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	**Discussion Post due by 11:59pm**

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Wed. Jan 6	Chapter 4: Conscious Marketing, CSR and Ethics Chapter 5: Analyzing the Marketing Environment (lecture recording)	Read Chapter 4 and 5 Watch 5 lecture recordings Complete Exam 1	**Exam 1 opens Wed. Jan 6th at 2:00pm; closes Thurs Jan 7th at 11:59pm.**
Thursday Jan 7	Chapter 6: Consumer Behavior Chapter 7: Business to Business Marketing	Read Chapter 6 and 7 Watch lecture recordings	
Friday Jan 8	Chapter 8: Global Marketing Chapter 9: Segmentation, Targeting, Positioning	Read Chapter 8 and 9 Watch lecture recordings Complete Exam 2	**Exam 2 opens Friday Jan 8 at 6:00AM; closes Sat Jan 9 at 11:59pm.**
Monday Jan 11	Chapter 11: Product, Branding and Packaging Decisions	Read Chapter 11	
Tuesday Jan 12	Chapter 10: Marketing Research and Analytics Chapter 13: Services	Read Chapters 10 and 13 Watch lecture recordings	**Discussion Post Due 11:59PM.**
Wed. Jan 13	Chapter 12: Developing New Products	Read Chapter 12 Watch lecture recording Complete Exam 3	**Exam 3 opens Wed. Jan 13 at 2:00pm; closes Thurs. Jan 14 at 11:59pm.**
Thursday Jan 14th	Chapter 14: Pricing Concepts for Capturing Value Chapter 16: Retailing and Omnichannel Marketing	Read Chapter 14 and 16 Watch lecture recordings	
Friday Jan 15th	Chapter 17: Integrated Marketing Communications Chapter 18: Advertising, PR and Sales Promotions	Read Chapter 17 and 18 Watch lecture recordings	**Discussion Post Due 11:59PM.**

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MONDAY, JANUARY 18TH – NO CLASS PUBLIC HOLIDAY			
Tuesday Jan 19	Chapter 19: Personal Selling and Sales Management	Read Chapter 19 Watch lecture recording Complete Exam 4	**Exam 4 opens Tues. Jan 19th at 2:00pm; closes Wed. Jan 20th at 11:59pm.**
Wed Jan 20 – Fri Jan 22	Review Period and Final Exam Window	Study and complete Final Exam	**Final Exam opens Wed. Jan 20th at 2:00pm; closes Friday Jan 22nd at 11:59pm.**

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

