

Product Name **MyMarketingLab**

Course Name **Principles of Marketing**

Credit Hours **Three**

Key Results MyMarketingLab facilitates repeated exposure to course content via reading, videos, online discussions, and assessments. There is a positive correlation between MyMarketingLab quiz scores and final project grades.

Text

Marketing: Real People, Real Choices, 7e, Michael R. Solomon, Greg W. Marshall, and Elnora W. Stuart

Implementation

Principles of Marketing follows the distribution of goods and services from the producer to the customer. Course topics include the significance of marketing in our economic system, the roles of business/consumer/and government, the markets for consumer and industrial goods, the wholesaling and retailing of consumer and industrial goods, and the marketing policies and practices of business firms. It is a requirement for business and graphic design majors.

My initial reasons for adopting MyMarketingLab were to supplement my lecture and to ensure that my students have sufficient exposure to all of the course content. I've since discovered how much more it offers.

For each chapter, students complete a reading assignment, watch videos, engage in discussions, and then take a chapter quiz—each is done using MyMarketingLab. Discussion topics are pulled from both the textbook and outside sources, and I post three questions on the discussion board to get things started. Students are required to answer one question and to respond to one student's answer to a different question. Grades are based on the quality of the responses. Chapter quizzes are timed, and students are allowed one attempt at each quiz. I also make the Study Plan available and encourage students who are struggling to use it before they attempt the chapter quiz.

“I’ve gained peace of mind in lecture. I no longer worry if a class discussion goes off topic or longer than anticipated. All of the course content is reinforced and easy to find in MyMarketingLab.”

Because I administer quizzes via MyMarketingLab, I save more than six hours of class time over the course of the semester. With those extra hours, I am able to incorporate a comprehensive group project on the STP (segmentation, targeting, and positioning) process and product creation—and allow the groups to meet during class time. In addition, I've gained peace of mind. I no longer worry if a class discussion goes off topic or longer than anticipated. All of the course content is reinforced and easy to find in MyMarketingLab. Finally, MyMarketingLab's coordinator course feature enables course consistency across all course sections.

Assessments

48 percent	MyMarketingLab chapter quizzes (16)
32 percent	MyMarketingLab discussions (16)
20 percent	Capstone marketing plan/research paper

