Texas A&M University–Corpus Christi
College of Business
MKGT 3310.002 Principles of Marketing
Summer II 2012

Instructor: Dr. Benjamin L. Blanco
Class: MTWR 2:00-3:55 PM OCNR 118
Office: OCNR 376
Telephone: 361-825-2490
Email: ben.blanco@tamucc.edu
Webpage: http://faculty.tamucc.edu/bblanco
Office hours: By appointment

Text and Readings


And, reading materials and handouts distributed in class.

Objective and Learning Goals

This introductory course aims at developing a foundation for the advanced courses in marketing. It will acquaint students with the concepts, principles, theories, and role of marketing in contemporary business and society. Students are expected to learn the required skills to analyze a market, develop a marketing plan, and implement and control the plan from a managerial perspective. Emphasis will be given on understanding the theory and the practice of marketing in real life. A description of the topics that will be covered is given in the Course Schedule. Some of the specific learning objectives/goals that will be accomplished are as follows.

- Understand marketing as a concept and as a discipline
- Determine the target market and identify its needs and profile
- Design appropriate marketing mix for a target market
- Implement and evaluate a marketing plan/program

Grading:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
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<tbody>
<tr>
<td>Quizzes</td>
<td>300</td>
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<tr>
<td>Homework/Articles</td>
<td>100</td>
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<tr>
<td>Final Project</td>
<td>100</td>
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<td>Individual Presentation</td>
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<tr>
<td>Final Exam</td>
<td>100</td>
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<td>Total</td>
<td>600</td>
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Policy and Method

Make-up Exams/Homeworks: Make-up exams/quizzes will be administered at the discretion of the professor. Make-up exams/quizzes will automatically be deducted by one letter grade. Late homework will only be accepted if approved by the professor. Late homework that has been approved by the professor will receive half the total points the assignment is worth.

Web page: Please use my Web page at http://faculty.tamucc.edu/waheed for all instructional purposes. Any change or update will be posted on the web page. Class discussion will follow the Course Schedule provided in the syllabus. Check Announcements regularly.

Method of Instruction: Discussion of chapters in text, videos and project will be the principal method of instruction. I will discuss chapters in the text with the help of power points. The discussion develops the theoretical foundation and the project provides a hands-on learning experience. As a student, you are strongly encouraged to prepare class materials in advance and actively participate in class during chapter discussion. Both quality and quantity of participation are important.

Attendance: You are expected to be present in class during the entire class period and every day. You will be responsible for all class works whether you attend or not. In case of missed classes supporting documents (medical excuse etc.) must be provided to get credit.

Return of submissions: In order to preserve academic integrity all tests/submissions will have to be returned in class after you have seen them. You will not be allowed to take them home. You will be penalized for items not returned. I will preserve the tests/submissions for one semester following the current semester. After that they will be destroyed.

Academic Integrity/Plagiarism: University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test be up to the professor.

Classroom/Professional Behavior: Texas A&M University-Corpus Christi, as an academic community, requires that each individual respect the needs of others to study and learn in a peaceful atmosphere. Under Article III of the Student Code of Conduct, classroom behavior that interferes with either (a) the instructor’s ability to conduct the class or (b) the ability of other students to profit from the instructional program may be considered a breach of the peace and is subject to disciplinary sanction outlined in article VII of the Student Code of Conduct. Students engaging in unacceptable behavior may be instructed to leave the classroom. This prohibition applies to all instructional forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.
Drop Policy: I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with me before you decide to drop to be sure it is the best thing to do. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class.

Disabilities Accommodations: The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall 116.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.

Email Policy: I have noticed that the university email filtering system sends (even from islander accounts!) some emails to junk email folder. In case you notice that you have not received a reply from me within a day or two, please resend the email from a different account or leave me a message in my voicemail. I will try to get in touch with you as soon as I can.

Please that understand that we teach large classes and as such it becomes difficult for us to respond to emails as often as we would like to. Use your judgment in sending emails; do not abuse the free mode of communication. If you have questions about course and/or projects, ask me in class or use the office hours.

Grade Appeals: As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see University Rule 13.02.99.C2, Student Grade Appeals, and University Procedure 13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible through the University Rules Web site at http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or guidance in the grade appeal process, students may contact the Office of Student Affairs.
Summer 2012  
MKTG 3310 Principles of Marketing  
Dr. Benjamin Blanco  
Course Schedule  
Please read the chapters before coming to class.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Ch.</th>
<th>Title</th>
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<tbody>
<tr>
<td></td>
<td>1</td>
<td>An Overview of Marketing</td>
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<tr>
<td></td>
<td>4</td>
<td>The Marketing Environment-Get your project approved</td>
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<td></td>
<td>6</td>
<td>Consumer Decision Making-Get your project approved</td>
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<td></td>
<td>17</td>
<td>Advertising and Public Relations</td>
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<tr>
<td></td>
<td>18</td>
<td>Sales Promotion and Personal Selling</td>
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<tr>
<td></td>
<td>5</td>
<td>Developing a Global Vision-Get your project approved</td>
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<td>20</td>
<td>Setting the Price</td>
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</tbody>
</table>
|       | 21  | Customer Relationship Management  
Social Media Marketing |
|       | 3   | Ethics and Social Responsibility |
|       | 8   | Segmenting and Targeting Markets |
|       | 11  | Developing and Managing Products |
|       | 12  | Services and Nonprofit Organization Marketing |
|       | 15  | Supply Chain Management  
Retailing |
Article Review

The purpose of article reviews is to bring the current application of compensation management principles to the course. There is much literature from which to select your articles; however all articles must come from recognized publications, or Internet websites. You may also use the Wall Street Journal, and other publications such as Business Week, Inc., Fortune, Forbes, and Entrepreneur. The Corpus Christi Caller Times will usually not be an acceptable source.

The summary is to have two distinct parts, and should follow the following format:

***************************************************************************
Name(s)
MKGT 3310
Date

Name of Author, "Title of Article," Periodical, Date of Publication, pp. #'s.

Article Summary

Briefly summarize the article focusing on the main topics. This section highlights main ideas in the article; opinions are not given here.

Relevance to the Material

State how the article relates to the materials covered that week. State the specific concept(s) and the specific chapter to which your article relates. You may state your opinions here, but it is not necessary.

***************************************************************************

Articles are to be no older than 6 months (except with prior approval).
Please use single space for the copy and double space between paragraphs.
Limit your summary to one typewritten page!!! No coversheet, please.
Attach a copy of the article to the summary.

Important note: You are expected to know the rules regarding plagiarism and to abide by them in every written assignment.