Texas A&M University- Corpus Christi
College of Business
Department of Management and Marketing
Corpus Christi, Texas

INSTRUCTOR:
Dr. Kent Byus
Office: OCNR 388
Office Hours: Monday thru Thursday: 9:00 – 11:00 or by appointment

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COURSE TITLE AND NUMBER: MKTG 3310 – Principles of Marketing
CLASS DAYS & TIME: Mon. and Wed. 6:00 to 9:45 PM

PREREQUISITES: None

CATALOG DESCRIPTION OF COURSE:
An examination of basic marketing activities involved in the flow of goods, services, and ideas from producer to consumer or industrial user. A managerial emphasis designed for students with limited or no academic experience in marketing. (This is a core course).

COURSE PURPOSE:
The objectives of this course are to provide the student with a broad introduction to marketing concepts, the role of marketing within society, the firm, and the various factors that influence marketing decision-making and analysis. Such understanding will be emphasized within a framework that focuses on ethical business behavior and the implications of individual and organizational ethics in creating successful efficient marketplace exchanges.

EXPECTED LEARNING OBJECTIVES:
1. Learn the language and ethical practice of marketing (that is, terms, concepts, and ethical frameworks) used by successful practicing marketing managers and executives.

2. To have a solid understanding of the major areas under marketing management’s responsibility, the basic interrelationships of those decision areas, and an appreciation of how to apply key frameworks and tools for analyzing consumers, customers, competition, and marketing strengths and weaknesses.

3. The student will develop insight about the analytical selection of marketing issues and blending decisions related to product, price, promotion, and place to meet the needs of a target market.

4. Students will read the assigned material and be able to interpret and integrate concepts and strategies into business curriculum and practices.

INSTRUCTIONAL MATERIALS: (Required Textbook)
Lamb, Hair, and McDaniel: MKTG; South-Western Cengage Learning, Mason, OH (Edition to be determined)
Other readings and articles as assigned.
INSTRUCTIONAL PROCEDURES:

The course material will be presented using a set of interrelated activities:
* Independent reading and preparation for class and tests.
* Lectures and class discussions.
* In-Class Exams and quiz administration.

STUDENT PERFORMANCE ACTIVITIES: (Attendance/Punctuality)

Students will be expected to attend class and be on time. An excused absence is defined as any absence that receives specific approval (in advance) by the professor, or that is an approved university-sponsored event/activity. All university-sponsored events are scheduled well enough in advance to enable the student to professionally and timely notify Dr. Byus prior to such absence.

All written assignments should be written in the following format: Double space, type/word process using either Courier, Roman, Ariel or Helvetica type face (font) no smaller than 10 point; preference is for 12 point. Standard business style and grammar should be used. All spelling should be checked before submission. **NO HAND WRITTEN ASSIGNMENTS OR LATE ASSIGNMENT SUBMISSIONS WILL BE ACCEPTED.** This includes the student’s name and the assignment date and title. Assignments submitted without the student’s name being typed/word processed will NOT be accepted for grading. Accordingly, they will be considered as missing and will receive a zero (0) points.

Cellular telephones and electronic communication/computing devices MUST be turned-off during the class session, unless specifically instructed otherwise. In order to adhere to copyright laws and intellectual property protection, NO tape recording or electronic note taking is permitted without the explicit written permission of the instructor.

Students are expected to actively participate in class and be prepared to respond to inquiry.

ASSIGNMENT DUE DATES:

Assignments are due at the **BEGINNING** of the class period on the due date indicated in the published and updated class schedule. **NO LATE ASSIGNMENTS WILL BE ACCEPTED. EXAMS OR QUIZZES WHICH ARE MISSED OR NOT TAKEN CANNOT BE MADE-UP WITHOUT SPECIFIC ARRANGEMENT BEING MADE WITH THE PROFESSOR AT LEAST 48 HOURS IN PRIOR TO THE SCHEDULED EXAM ADMINISTRATION DATES.** The student is responsible for all material assigned even if not discussed in class.

STUDENT EVALUATION:

Grades will be based upon regularly scheduled exams, homework, readings, attendance, a comprehensive final exam, and meaningful class discussion/participation. The cumulative semester grade will be adjusted as necessary according to the attendance policy stated herein.

1. Homework Assignments(9) 100 points each 900 points
2. Attendance (10 sessions) 50 points each 500 points
3. Comprehensive Final Exam 100 points 100 points

**Total Points Available** 1,500 points

1. The grading criteria is

  1,350 – 1,500 points = A
  1,200 – 1,349.9 points = B
  1,050 – 1,199.9 points = C
  900 – 1,049.9 points = D
  Below 900 points = Failure
2. The final examination will be administered according to the university published schedule. The University may adjust this schedule as administratively required.

3. Students are advised that the last date during the semester when they may drop a course with an automatic "W" will be established by the university administration. If you decide to drop after this date, you will receive the grade you have earned up to the drop date minus any grade components not administered.

4. Any students wishing to visit with the professor about their standing in the class may visit him in his office during his office hours.

**ADA COMPLIANCE:**

If any member of the class feels that he/she has a disability and needs special accommodations of any nature whatsoever, the instructor will work with you and the University’s Office of Student Affairs to provide reasonable accommodations to ensure that you have a fair opportunity to perform in this class. Please inform the instructor of such disability and the desired accommodations at the first class attended.

**ACADEMIC INTEGRITY:**

Students are expected to conduct themselves in accordance with the highest standards of academic honesty. Ethical breach and more specifically academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one's own work.)