INSTRUCTOR:

Dr. Kent Byus
Office: OCNR 388
Office Hours:
Monday thru Friday: 8:30 – 9:30 AM, Monday 6:00 – 7:00 PM, and by appointment

Telephone: off-campus 361-825-2686
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FAX: 361-825-5609
E-mail: kent.byus@tamucc.edu

COURSE TITLE AND NUMBER: MKTG 5311.001 – Marketing Concepts

CLASS DAYS & TIME: Monday 7:00 – 9:30PM; OCNR 117

PREREQUISITES:
Admission to the Graduate College

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 (versions 2, 3, 4 or 5); South-Western Cengage Learning, Mason, OH

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: 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. **The ONLY exception to the word-process obligation will be for specific mathematical computations and associated mathematical analyses.**

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 date indicated when the assignment is given. **NO LATE ASSIGNMENTS WILL BE ACCEPTED. 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.

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points Each</th>
<th>Total Points</th>
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<tbody>
<tr>
<td>1. In-class Quiz (10)</td>
<td>50 points</td>
<td>500 points</td>
</tr>
<tr>
<td>2. Homework Assignments (10)</td>
<td>25 points</td>
<td>250 points</td>
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<tr>
<td>3. Attendance (15 sessions)</td>
<td>10 points</td>
<td>150 points</td>
</tr>
<tr>
<td>4. Comprehensive Final Exam</td>
<td>100 points</td>
<td>100 points</td>
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Total Points Available: 1000 points

1. The grading criteria is

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\begin{align*}
900 – 1000.0 & \text{ points} \quad = A \\
800 – 899.9 & \text{ points} \quad = B \\
700 – 799.9 & \text{ points} \quad = C \\
600 – 699.9 & \text{ points} \quad = D \\
\text{Below 600} & \text{ points} \quad = \text{Failure}
\end{align*}
\]
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 November 5, 2010. 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.

**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.

**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 Driftwood 101.

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.

**Academic Honesty:**

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.)