MKTG 3310: Principles of Marketing

Fall 2012

Dr. Karen A. Loveland

Section 004: 11:00 to 12:15 TR OCNR 115

Instructor Information

Office Location  OCNR 354
Office Hours      9:00 – 11:00 TR
                    12:30 – 1:30 TR
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Course Description & Learning Objectives

The TAMUCC Undergraduate Catalog contains the following description of the MKTG 3310 course:

The initial course in Marketing. Description and analysis of the flow of goods, services and ideas to consumers and industrial users. Factors outside the firm are also considered as they affect marketing decisions. Prerequisite: Junior standing or above.

MKTG 3310, Principles of Marketing is required for all students pursuing a degree in the College of Business at TAMUCC. The primary purpose of the course is to provide students with a basic understanding of concepts and terms used by marketing professionals. Additionally, the course provides students with opportunities to apply marketing principles to variety of "real-world" situations.

The specific learning objectives of this course include:

1. To learn the language and ethical practice of marketing (that is, term, concepts and ethical frameworks) used by marketing professionals.
2. To show a solid understanding of the major areas of responsibility for marketing managers, how those areas interact with each other, and how key frameworks and tools apply to the analysis of consumers, customers, competition and the internal environment of the firm.
3. To develop insights about the analysis and decisions required to identify a target market and develop a marketing mix (product, price, place and promotion) to satisfy customers.
4. To assist students in their preparation for the Major Field Test (MFT).

The American Marketing Association (AMA) defines marketing as:

"...an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders."

Yes, marketing professionals are involved in promotion (i.e., advertising, personal selling, coupons, contests, etc...); however, they do a LOT more. Marketing professionals are also responsible for developing new products that satisfy customer needs, determining the "best" price for a product, and ensuring that the product is efficiently transferred
from producer to consumer. This semester, I will try to convince you that marketing is more than just a vital component of business; marketing can also be useful for understanding life and for the achievement of personal goals.

The Major Field Test (MFT) is required for all students pursuing the Bachelor of Business Administration degree and will be administered in the MGMT 4388, Administrative Policy and Strategy course. To prepare for this test, business majors are advised to retain their class notes, textbooks and other relevant materials from this class and the other business core courses. Students will enroll in BUSI 0088 “MFT Review” (concurrently with MGMT 4388) during their final semester; this online course should fine-tune their readiness for the MFT by encouraging them to complete the online MFT review materials and required quizzes available in the Blackboard learning modules for the course.

Required Textbook

MKTG 6 by Lamb, Hair, and McDaniel (2012).

IMPORTANT NOTE: You should purchase a NEW copy of the textbook for this class. Access to the online learning assets for MKTG 6 is only available through the purchase of a NEW book. Online access is sold separately; students who choose to buy a used book will need to purchase an access code from the publisher if they want to access valuable study materials for the class.

Assignments & Grading

Your grade depends on your performance on the following:

<table>
<thead>
<tr>
<th>COMPONENT</th>
<th>POINTS (WEIGHT)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter Quizzes (Online)</td>
<td>100 PTS (20%)</td>
</tr>
<tr>
<td>Exams (In-Class)</td>
<td>200 PTS (40%)</td>
</tr>
<tr>
<td>Team Project</td>
<td>200 PTS (40%)</td>
</tr>
</tbody>
</table>

Chapter Quizzes

You’ll have the opportunity to take 22 chapter quizzes. You’ll take these quizzes online using Blackboard. Each quiz consists of ten (10) questions randomly generated from the question database for the related chapter. You have a time limit of 10 minutes for each quiz and you can take each quiz as many times as you like to improve your grade and study for the regular exams.

All chapter quizzes are available at the beginning of the semester. Chapter quizzes will close at NOON the DAY BEFORE each scheduled exam that covers the related chapters. You will still be able to review completed quizzes after this time but you won’t be able to take the quiz again for a grade or as a study aid for the exam.

Each quiz is worth up to six (6) points (0.6 points per question x 10 questions per quiz). If you do the math, that would mean you could earn 132 points for quizzes (6 points x 22 quizzes = 132 total points available); but wait, the information above says that chapter quizzes are worth only 100 points. Ah, there’s a reason for the difference...

In previous semesters, quizzes were worth 5 points and I counted the best 20 quizzes toward your grade. I decided to build a little more “extra credit” in to the quizzes this semester to provide an extra incentive for students that take all the quizzes while also making it possible for students to make up for missing more than one quiz by working harder on the remaining quizzes. Thus, I count the first 100 points you earn for quizzes toward your “Total Quizzes” and count any additional points as “Quiz Extra Credit”.

A detailed handout with instructions and grading procedures for quizzes is posted in Blackboard.
Exams

You will have the opportunity to take five (5) exams during the semester as follows:

- The first four section exams contain 50 multiple choice questions worth 1 point each for a total of 50 points possible on each exam. The comprehensive final exam contains 100 questions worth .5 points each.
- I count your four (4) best exams toward your final grade (200 possible points).
- If you miss a regular exam due to an “excused” absence or verifiable emergency, you may arrange to take the exam in my office BEFORE the next scheduled class period with no penalty. I can also arrange for students to take an exam up to one week early in the case of planned absences. If you are unable to take the exam before I release grades to the class at the following class period, you must take the comprehensive final to replace the missing grade.
- The four section exams are based on material in the textbook AND material presented and discussed in class. At least 50% of the questions on the each exam are taken straight from the question bank used for the online chapter quizzes. The remaining questions include topics covered in the textbook and in class.
- The comprehensive final exam consists of the questions from the previous four exams and a few “comprehensive” questions that didn’t appear on previous exams but cover material that all students should know at the end of the term (e.g., what are the 4Ps of marketing?).

The following policies will be strictly enforced:

- Turn off your cell phone and other electronic devices during exams. Using your cell phone or other device during an exam will be considered an attempt to cheat and will result in the penalties described in the course policies below. NOTE: this includes electronic language translators sometimes used by international students. International students may use a printed translation dictionary only during exams.
- Backpacks, purses and other personal items must be left at the front of the classroom while you are taking the exam. Please make sure you remove your writing instruments (#2 pencils, erasers) before you take your seat. You can retrieve your belongings after you turn in the completed exam.
- You may NOT use your book, notes or any other form of “assistance” while taking the exams. Feel free to write or mark on the exam form if you like using “scratch paper” during exams.
- Violation of the rules above or any other form of academic dishonesty related to exams will result in a permanent zero for the exam.

Team Project

The team project involves completing the requirements to submit an entry for a national marketing competition. Students will work in teams of three to four students on this project. We’ll form teams in class after the last day to add a class. Your grade for the team project depends on a series of individual and team assignments due throughout the semester. The “Team Project Guidelines” (available in Blackboard through the “Team Project” link) contains detailed instructions, due dates, and grading criteria for each assignment.

Class Attendance

Attending a university-level class is essential if you want to maximize the amount of knowledge you acquire and retain as part of your education. While I don’t assign a specific attendance grade, the team project does involve in-class work and your individual project grade will be affected by absences on team meeting days. In addition, I wanted to offer a grade-related incentive for regular class attendance and for helping me comply with state regulations related to maintenance of attendance records. I take attendance by circulating an attendance sheet during most class periods. To reward students for attending class AND signing the attendance sheet, I will award extra credit at the end of the semester based on the number of “unexcused” absences (see below) as follows: No absences = 25 points, 1 absence = 20 points, 2 absences = 15 points, 3 or 4 absences = 5 points, and 5 or more absences = 0 points.
The following guidelines apply to attendance:

- It is your responsibility to sign the attendance sheet(s) before I pick them up. Even if you are there, if you didn't sign the attendance sheet, you will be counted “absent” for that day.

- If a student is absent, do not sign his/her name or both you and the absent student will NOT receive extra credit points for attendance and may be subject to additional grade-related sanctions for academic dishonesty.

- Attendance will be tracked from the SECOND day of the semester; therefore, students who add the class after the first week will be considered absent for the days they missed.

- If you are a student athlete or if you are involved in another university-sanctioned activity that requires you to miss a scheduled class, it is your responsibility to ensure that the appropriate coach or other university official provides me with written notification of your absence. If/when I receive such notification, I will record related absences as “excused”. All other absences including illness and emergencies are “unexcused”.

Final Grades

At the end of the semester, I’ll add up all the points you earned and apply the following grading scale to determine your final grade:

- A = 450 points or higher
- B = 400 points to 449.9 points
- C = 350 points to 399.9 points
- D = 300 points to 349.9 points
- F = 299.9 points or less

Course Policies: My Expectations of You

MKTG 3310 is an upper-level course at an AACSB-accredited university. I expect everyone to behave as an “adult professional”. The following represent my specific expectations for you:

- Ignorance is NOT a defense -- you are responsible for all information contained in this syllabus, the assignment guidelines, and all lectures and text material assigned for this class. If you are unclear about anything related to this class, you must request clarification from me. In the absence of direct questions, I assume you fully understand all the requirements of this course when assigning grades.

- Behave professionally -- Whining is not an adult behavior and will not be tolerated. Blaming others or providing reasons for why work is not done on time and to a professional standard is not adult behavior and will not be tolerated. In short, I expect to treat you as a colleague and be treated as a colleague in an adult and professional manner.

- Respect others -- Every student deserves to participate in class without interruption. You should turn off or silence all pagers, cell phones, and other electronic devices when you enter the classroom. Persistent disruption of class will not be tolerated.

IMPORTANT NOTE ABOUT THE COB CODE OF ETHICS: The College of Business (COB) requires all students taking COB students to abide by the COB Student Code of Ethics (see http://www.cob.tamu.edu/current_students/ethics.html). Provisions and stipulations in the code are applicable to all students taking College of Business courses regardless of whether or not they are pursuing a degree awarded by the COB.
The TAMUCC handbook and the COB Student Code of Ethics provide for consequences for academic dishonesty ranging from a zero for the assignment to a failing grade for the course to suspension or expulsion from the university depending on the severity of the ethics violation. I will report all forms of cheating, plagiarism or other academic dishonesty the appropriate university officials and will assign a “permanent zero” for the assignment in question. In the case of exams, this means that you will NOT be able to replace a permanent zero on an exam with the comprehensive final.

**IMPORTANT NOTE ABOUT AMERICANS WITH DISABILITIES ACT COMPLIANCE:** 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 contact the Disability Services Office at (361) 825-5816 or visit the office in Corpus Christi Hall, Room 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.

Please note that I will only provide reasonable accommodations recommended by the Disability Services Office. You are solely responsible for making sure I receive notification from Disability Services about your need for accommodation during the first two weeks of the semester (or within one week of receiving approval for accommodation from Disability Services for issues that that arise after the semester begins).

**IMPORTANT NOTE ABOUT 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](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.

**IMPORTANT NOTE ABOUT DROPPING A CLASS:**

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. If you stop attending and participating in the class and don’t process a course drop form, you will receive a failing grade.** Friday, November 2, 2012 is the last day to drop a class with an automatic grade of “W” this term.
### Tentative Course Schedule *

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATES</th>
<th>TOPICS &amp; ACTIVITIES</th>
<th>READING ASSIGNMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Aug. 23</td>
<td>Getting Started</td>
<td>Syllabus</td>
</tr>
<tr>
<td>2</td>
<td>Aug. 28 &amp; 30</td>
<td>Introduction to Marketing &amp; Strategic Marketing Planning</td>
<td>Chapters 1 &amp; 2</td>
</tr>
<tr>
<td>3</td>
<td>Sep. 4 &amp; 6</td>
<td>Ethics, Social Responsibility, and the Marketing Environment</td>
<td>Chapters 3 &amp; 4</td>
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<tr>
<td>4</td>
<td>Sep. 11 &amp; 13</td>
<td>Global Marketing&lt;br&gt;&lt;strong&gt;Thursday, Sep. 13 – Exam 1 – Chapters 1 – 5&lt;/strong&gt;</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>5</td>
<td>Sep. 18 &amp; 20</td>
<td>Consumer and Business Buying Behavior</td>
<td>Chapters 6 &amp; 7</td>
</tr>
<tr>
<td>6</td>
<td>Sep 25 &amp; 27</td>
<td>Market Segmentation &amp; Marketing Research</td>
<td>Chapters 8 &amp; 9</td>
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<tr>
<td>7</td>
<td>Oct. 2 &amp; 4</td>
<td>Customer Relationship Management&lt;br&gt;&lt;strong&gt;Thursday, Oct. 4 – Exam 2 – Chapters 6 - 9 &amp; 21&lt;/strong&gt;</td>
<td>Chapter 21</td>
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<tr>
<td>8</td>
<td>Oct. 9 &amp; 11</td>
<td>Product Concepts</td>
<td>Chapter 10</td>
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<tr>
<td>9</td>
<td>Oct. 16 &amp; 18</td>
<td>New Product Development &amp; Services Marketing</td>
<td>Chapters 11 &amp; 12</td>
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<tr>
<td>10</td>
<td>Oct. 23 &amp; 25</td>
<td>Marketing Channels &amp; Supply Chain Management</td>
<td>Chapters 13 &amp; 14</td>
</tr>
<tr>
<td>11</td>
<td>Oct. 30 &amp; Nov. 1</td>
<td>Retailing&lt;br&gt;&lt;strong&gt;Thursday, Nov. 1 – Exam 3 – Chapters 10 - 15&lt;/strong&gt;</td>
<td>Chapter 15</td>
</tr>
<tr>
<td>12</td>
<td>Nov. 6 &amp; 8</td>
<td>Integrated Marketing Communications</td>
<td>Chapter 16</td>
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<tr>
<td>13</td>
<td>Nov. 13 &amp; 15</td>
<td>Advertising &amp; Public Relations and Personal Selling &amp; Sales Promotion</td>
<td>Chapters 17 &amp; 18</td>
</tr>
<tr>
<td>14</td>
<td>Nov. 20 &amp; 22</td>
<td>Pricing Strategies &amp; Concepts&lt;br&gt;&lt;strong&gt;Thursday, Nov. 22, Thanksgiving Holiday, No Class&lt;/strong&gt;</td>
<td>Chapters 19 &amp; 20</td>
</tr>
<tr>
<td>15</td>
<td>Nov. 27 &amp; 29</td>
<td>Social Media Marketing</td>
<td>Chapter 22</td>
</tr>
<tr>
<td>16</td>
<td>Dec. 4</td>
<td>Course Wrap-Up&lt;br&gt;&lt;strong&gt;Thursday, Dec. 6 – Final Exam 11:00 to 1:30 PM (Chapters 1 – 22)&lt;/strong&gt;</td>
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* Your instructor reserves the right to change the topics for each class session to accommodate discussions of current events, campus emergencies or closures, and the needs of students. While I will make every effort not to reschedule an exam, if it is necessary to do so, I will notify students via Blackboard and/or Islander email at least 48 hours before the scheduled exam time.