Dr. Karen A. Loveland -- karen.loveland@tamucc.edu

Course Syllabus

NOTE: Links in this document to other documents such as the Quiz Guidelines are only available to registered students viewing this document through Blackboard.

Click on one of the links below to go directly to the specified section or scroll down to read the entire document:

Course & Instructor Information
Course Description & Objectives
Course Delivery Method
Required & Recommended Texts
Assignment Guidelines
Grading: Policies & Scale
Course Policies: My Expectations of You
Course Schedule

Course & Instructor Information

<table>
<thead>
<tr>
<th>COURSE NUMBER &amp; TITLE</th>
<th>MKTG 3310 -- Principles of Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE SECTION</td>
<td>W01 (Online Course)</td>
</tr>
<tr>
<td>CRN</td>
<td>90084</td>
</tr>
<tr>
<td>PROFESSOR</td>
<td>Dr. Karen A. Loveland</td>
</tr>
</tbody>
</table>
OFFICE LOCATION
OCNR 354

OFFICE HOURS
9:00 – 10:00 AM TR in Virtual Office (Blackboard Chat)
Other times and locations by appointment only.

E-MAIL ADDRESS
(k) I check this address several times a day Monday through Friday and at least once every weekend. You can also email me directly through Blackboard.
karen.loveland@tamucc.edu

Course Description & 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 acquire marketing vocabulary skills and related applications.
2. To enhance problem identification & problem solving skills.
3. To understand and apply marketing decision making concepts and processes to different business situations.
4. To encourage creativity & innovative thinking in your approach to marketing applications.
5. To develop professional written communication skills.
6. To re-learn the art of asking good questions.

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 course, “Administrative Policy and Strategy.” 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 on the course Blackboard learning modules.

Course Delivery Method

This is a true "online class"...that means that you can complete all of the course work online. In my opinion, there are two primary benefits of online classes; they can remove "temporal" and "spatial" barriers to education. Accordingly, I did not schedule any regular on-campus meetings or require on-campus testing; this spatial benefit allows you to complete most of the course anywhere you have (or can find) an Internet connection. In addition, I did not schedule any required "synchronous" communication in this class such as live online chats; this temporal benefit allows you complete the class at any time subject to the deadline policy specified below.

I divided the course work into five "learning modules", one for each week in the summer term. THIS CLASS IS NOT "SELF-PACED". Each module contains a deadline. I will STRICTLY adhere to the deadline and late policies specified later in this document and thus, you MUST keep up with the required reading and assignments.

Because of the online delivery method, all course communication is in WRITTEN form. Instead of listening to lectures, you have to read the book and read the information shared in discussions. To receive credit for "class participation", you need to write your
comments and post them in the class "discussion area." In fact, every "for credit" part of this class is written.

The time you need to spend each week on this class will vary widely depending on your reading, writing, and typing skills. Consider yourself warned...if you read slowly, have below average writing skills, or are only a "hunt and peck" typist, this class may take considerably MORE time than a regular class.

SPECIAL NOTE FOR SUMMER STUDENTS

The course requirements in this class are comparable to the workload in a regular 15-week term but you are going to have to fly through all that material in just five weeks. To give you an idea of the time commitment, consider the following:

In a regular 15-week term, students spend 2.5 hours per week sitting in the classroom listening to lectures, participating in class discussions, and taking exams. That's 37.5 hours of in-class time.

Now add to that the time a student would spend outside of class on such activities as reading the textbook, completing homework assignments, studying for exams, and working on a term project. A common "rule of thumb" I first heard when I was an undergraduate student goes something like this: "For every hour you spend in class, you need to spend three hours outside of class if you want to earn an A." While individual students vary widely, in my experience, one hour is a minimum for earning a C, two hours is often enough for a B, and A students spend three or more hours per week (on average) outside of class time working on the course. That's another 2.5 to 7.5 hours per week (38 to 113 hours to complete the class).

Add all this up, and in a regular 15-week term, a student would need to spend five to ten hours per week devoted to each class!

Alas, you don't have 15-weeks, you have five weeks!!! Thus, you can anticipate spending three times more time on this class in the summer than in a regular term. Specifically, in this course, one week is like three weeks and you can generally expect to spend at least 15 hours per week working on this course. Students that want to earn an A in the course will probably need to spend additional time.

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Required Text

There is one textbook required for this class:
### Assignment Guidelines & Course Schedule

Your final grade depends on your performance on the following assignments:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Chapter Quizzes</strong></td>
<td>Worth 24% of your final grade (120 points) -- 22 quizzes worth 6 points each; count the first 120 points toward Chapter Quiz grade; additional points count as Chapter Quiz Extra Credit.</td>
</tr>
<tr>
<td><strong>Exams</strong></td>
<td>Worth 18% of your final grade (90 points) -- Two exams (midterm and final) worth up to 50 points each; count the first 90 points toward Total Exams grade; additional points count as Exam Extra Credit.</td>
</tr>
<tr>
<td><strong>Class Participation</strong></td>
<td>Worth 28% of your final grade (140 points). Based on the quantity, frequency and quality of your contribution to &quot;current discussions&quot;.</td>
</tr>
<tr>
<td><strong>Exercises</strong></td>
<td>Worth 30% of your final grade (150 points -- 26 individual exercises worth up to 7 points each. You earn the first 3 points for &quot;completing&quot; the exercise (all or nothing), the remaining 4 points depend on the quality of your assignment. The first the first 150 points earned count toward your Total Exercises score, additional points count as Exercise Extra Credit.</td>
</tr>
<tr>
<td><strong>Extra Credit</strong></td>
<td>In addition to the built in extra credit for the assignments above, Chapter Quizzes (up to 12 points), Exams (up to 10 points) and Exercises (up to 32 points), I MAY offer additional extra credit opportunities when such assignments can be offered to the entire class (e.g., participating in a research survey or completing an additional exercise or...</td>
</tr>
</tbody>
</table>
Click the links in the table above to access detailed guidelines and tips for each type of assignment. These links are also available through the Course Information page in Blackboard.

Due dates for each Module appear in the class "Calendar". Note that all assignments EXCEPT participation in "current" discussions (key word, "current") are available at the beginning of the term so you can complete all the work well in advance of the scheduled deadline. Remember that there are no exceptions to the deadline policy (see course policies below)...the system automatically deactivates all assignments (quizzes, exercises, and and exercises when the grace period expires.

Grading: Policies and Scale

The system will give you your quiz grades and allow you to review the questions and your selected answers as soon as you complete them. I'll also begin posting exercise grades as soon as the grace period expires. As noted earlier, I decided to release all the quizzes and post all of the exercises at the beginning of the term so students could work ahead. Please note that while I'm giving you the freedom to submit assignments when it is most convenient for you (subject to final deadlines of course), if you work ahead, you may have to wait a while to see your grades in the Blackboard grade book.

You should consider this class a "point hunt"...at the end of the semester, I'll simply add up all the points you earned this semester and apply the grading scale below to determine your final grade.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>450 and higher</td>
<td>90% to 100%</td>
</tr>
<tr>
<td>B</td>
<td>400 to 449.99</td>
<td>80% to 89.9%</td>
</tr>
<tr>
<td>C</td>
<td>350 to 399.99</td>
<td>70% to 79.9%</td>
</tr>
<tr>
<td>D</td>
<td>300 to 349.99</td>
<td>60% to 69.9%</td>
</tr>
<tr>
<td>F</td>
<td>299.99 and lower</td>
<td>59.9% to 0.00%</td>
</tr>
</tbody>
</table>
There will be NO "rounding-up" of grades...if you miss a cutoff by even one point, you will receive the lower grade. If you think you might be "borderline", you should take advantage of extra credit opportunities to increase your grade. Extra credit is optional and does NOT factor in to the grading scale above. I simply add the extra credit points you earn to your final point total in the class.

Course Policies: My Expectations of You

The following are my specific expectations:

1. Basic Skills Requirements -- you should be familiar with the tools and hardware used to interact with the Internet including a Web browser, an HTML-editor, and e-mail. If you are not familiar with the Internet, you should plan to increase your expertise as soon as possible. There are many ways to accomplish this including a variety of self-help books, workshops, and tutoring. You can also learn a lot by simply spending some extra time exploring the Internet and I'm available to help you learn some of the basics by appointment.

2. Class "Attendance" -- You should plan to log in to the course page AT LEAST three times per week throughout the term to get updates about assignments, read new discussion messages and obtain other relevant information (more frequently is HIGHLY recommended if you want to earn an above average grade). You should also check your TAMUCC e-mail regularly for messages from me or from your classmates. Checking your e-mail DAILY is strongly recommended (and a good business habit to establish).

3. No Computer-related Excuses -- Since computers are part of business life as are problems with computers, I will NOT accept excuses related to computer problems including Blackboard problems, server failures, lost e-mail, ISP problems, and disk crashes. NOTE: the key word is "excuses"...meaning that computer-related problems are NOT an acceptable excuse for not completing the course work...this does NOT mean that I'm not available to help you get around this type of problem so you can complete the work on time!!!. You should plan for such contingencies and access course information well in advance of the deadlines in the calendar. Waiting until the last minute is only asking for problems. You should also keep a backup copy of EVERYTHING you do for this class including discussion messages AND e-mail messages.

4. 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.

5. Communicate professionally -- treat your classmates (and me) with courtesy and respect. It is sometimes difficult to distinguish between a joke and a serious
statement in written communication. Be especially careful with "public" communication (e.g., discussion messages) that everyone can see/read…think about what you say before you submit a message. I want everyone to feel comfortable and secure in the online classroom…avoid personal attacks/criticisms.

6. Deadline Policy --The deadline for the "Assignments Due" in each module is listed in the class calendar (in Blackboard) and class schedule (see below). You should strive to complete all the assignments in a module before this time.

7. Grace Period Policy -- To allow students more flexibility in their individual schedules, all deadlines in the calendar have an automatic "grace period" of 24 hours (until 10:00 AM the following day). I will accept late assignments WITH NO PENALTY for 24 hours after the deadline listed in the calendar. The purpose of the grace period is to give you enough time to correct/get around computer, work, family or other issues/problems (e.g., illness) without having to explain anything to me.
   - IMPORTANT NOTE: Saturday and Sunday do NOT count for the purposes of the grace period...thus, deadlines that fall on a Friday have a grace period that expires on the following Monday.

8. Late Policy -- ALL assignments submitted AFTER the grace period expires receive a grade of "0"...NO EXCEPTIONS. Even ONE SECOND after the grace period expires is TOO LATE!!! It is to your advantage to attempt all assignments well before the calendar deadline. Then, if you encounter any problems or complications, you have time to correct the problem during the grace period with no penalty.

9. Make-up Policy --there are no "make-up" assignments in the class. However, I have built a significant amount of extra credit into the course to allow you to make up for missing a few assignments.

IMPORTANT NOTE ABOUT BLACKBOARD EMAIL & MESSAGES: The email system in the new Blackboard sends email directly to the user's Islander (TAMUCC.edu) email address. Thus, it is important for you to check your Islander email on a regular basis during this class. The "messages" system in Blackboard delivers internal messages that can only be viewed through Blackboard. Thus, it is also important for you to log in to Blackboard on a regular basis. Note that I do not log in to Blackboard every day (and the system doesn't notify me of new messages). Messages are good for asking questions about your grades...if you need an urgent response, use email to contact me view my Islander account (that I do check every day).

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.tamucc.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.

**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. 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, July 26, 2013 is the last day to drop a class with an automatic grade of “W” this term.

Course Schedule

The official course schedule for the class is posted in the "Calendar" tool in Blackboard. The calendar lists the deadline for each Module in the class. The "Learning Modules" page lists the assignments due during each Module.

<table>
<thead>
<tr>
<th>Module</th>
<th>Start Date</th>
<th>Deadline (10:00 AM)</th>
<th>Grace Period Expires (10:00 AM)</th>
<th>Chapters</th>
<th>Quizzes Due</th>
<th>Exercises Due</th>
</tr>
</thead>
</table>
| 1      | July 8     | July 12              | July 15                       | • Chapter 1. An Overview of Marketing  
• Chapter 2. Strategic Planning for Competitive Advantage.  
• Chapter 3. Ethics and Social Responsibility  
• Chapter 4. The Marketing Environment. | 1,2,3,4   | 1,2,3,4      |
| 2      | July 12    | July 19              | July 22                       | • Chapter 5. Developing a Global Vision.  
• Chapter 6. Consumer Decision Making.  
• Chapter 7. Business | 5,6,7,8   | 5,6,7,8,9    |
<table>
<thead>
<tr>
<th>Exam Module</th>
<th>Start Date 1</th>
<th>End Date 1</th>
<th>Start Date 2</th>
<th>End Date 2</th>
<th>Challenge Exam 1 - Chapters 1 - 9 and 21 - 22</th>
<th>N/A</th>
<th>N/A</th>
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</thead>
<tbody>
<tr>
<td>3</td>
<td>July 19</td>
<td>July 23</td>
<td>July 24</td>
<td>N/A</td>
<td>Chapter 8. Segmenting and Targeting Markets</td>
<td>9,21,22</td>
<td>10,11,12,13</td>
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<td></td>
<td>Chapter 21. Customer Relationship Management (CRM).</td>
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<td></td>
<td>Chapter 22. Social Media Marketing.</td>
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</tr>
<tr>
<td>Exam Module</td>
<td>Start Date 1</td>
<td>End Date 1</td>
<td>Start Date 2</td>
<td>End Date 2</td>
<td>Chapter 10. Product Concepts.</td>
<td>10,11,12</td>
<td>14,15,16,17</td>
</tr>
<tr>
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<td></td>
<td>Chapter 11. Developing and Managing Products.</td>
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<td></td>
<td>Chapter 12. Services and Nonprofit Organization Marketing.</td>
<td></td>
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<tr>
<td>4</td>
<td>July 24</td>
<td>July 26</td>
<td>July 29</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Exam Module</td>
<td>Start Date 1</td>
<td>End Date 1</td>
<td>Start Date 2</td>
<td>End Date 2</td>
<td>Chapter 13. Marketing Channels.</td>
<td>13,14,15,16</td>
<td>18,19,20,21,22</td>
</tr>
<tr>
<td></td>
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<td></td>
<td>Chapter 14. Supply Chain Management.</td>
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<td></td>
<td>Chapter 15. Retailing.</td>
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</tr>
</tbody>
</table>

**Exam Module 1**

**Wednesday, July 24th, 10:00 AM**

*Exam Module 2*

**Wednesday, July 24th, 11:59 PM**

*Exam Module 3*

**Tuesday, July 29th, 11:59 PM**

*Exam Module 4*

**Tuesday, August 5th, 11:59 PM**
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Dates</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter 16</td>
<td>August 2 - 7</td>
<td>- Chapter 16. Integrated Marketing Communications.</td>
</tr>
<tr>
<td>Chapter 17</td>
<td>August 8</td>
<td>- Chapter 17. Advertising and Public Relations.</td>
</tr>
<tr>
<td>Chapter 18</td>
<td></td>
<td>- Chapter 18. Sales Promotion and Personal Selling.</td>
</tr>
<tr>
<td>Chapter 20</td>
<td></td>
<td>- Chapter 20. Setting the Right Price.</td>
</tr>
</tbody>
</table>

**Exam Module 2**

- **Thursday, August 8th 10:00 AM**
- **Thursday, August 8th 11:59 PM**

- **N/A**
- **Challenge Exam 2 - Chapters 10 - 20**

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This is the end of the Syllabus.

Last Updated: April 18, 2013
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