Texas A&M University–Corpus Christi
College of Business

Course and Instructor

Summer I 2014
MKTG 3310 Principles of Marketing
MW 6:00–9:45 PM OCNR 116
Duration: June 2–July 3, 2014

Dr. A. N. M. Waheeduzzaman
Office: OCNR 319
Telephone: 361-825-6014
Email: waheed@tamucc.edu
Webpage: http://faculty.tamucc.edu/waheed
Office hours: MW (4:00-5:50 PM), TR (4:00-4:15 PM) and by appointment

Text and Readings

Lamb, Charles W., Joseph F. Hair, and Carl McDaniel, MKTG\textsuperscript{7}, 2014, Ohio: South Western, Cengage Learning


Reading materials distributed and videos presented 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 \textit{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
Policy and Method

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.

Office Hours: The designated office hours are mentioned in the course syllabus. Try to use those hours for the betterment of both of us. My office door is always open whenever I am in office. You are welcome to walk-in. I will try to accommodate you as best as I can.

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 of chapters develops the theoretical foundation and the project provides a hands-on research and learning experience. I will suggest that you download the power points, read the chapter/s and come to class. You are strongly encouraged to participate in class during the 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 sign attendance 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. Do not sign attendance for others. This is forgery and will lead to penalty. Attendance and participation is 10% of the grade.

Tests: There will be two tests; each is 30% of the grade. The tests will be short essay type. I will discuss this in class. There are a few discussion questions at the end of each chapter. Actual test will contain questions similar to the discussion questions. No make up for the test will be given without valid reason. I will determine validity based on university policy. Two tests account for 60% of the grade.

Project: The research project is a critical component of the class. It helps you learn by applying the concepts taught in class. Please collect data as per instruction and follow the format to write/present the findings of the study. The project must be typed and submitted on time. Late submission will not be accepted. The project is 30% of the grade. The project and its evaluation matrix are enclosed.

Grading: As indicated in the previous section, you will be evaluated on the basis of your performance on three criteria: Tests (60%), Project (30%), and Attendance and Participation (10%). Actual grading will depend on the distribution of score of the class. A possible evaluation and distribution for grading would be as follows: A = 85%-100%, B = 75%-84%, C = 65%-74%, D = 55% -64% and F = below 55%. I will try to give you a grade/feedback in class within a week. Please do not send emails for grade; check with me in class or visit me in office.

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.

**Integrity and Conduct:** You are expected to maintain highest standards of integrity and professionalism in your academic work and in in-class conduct. Zero tolerance for academic dishonesty, plagiarism, cheating or misconduct (e.g., cross-talking, cell phones, online distractions in laptops etc.) will be upheld. Turn off cell phones or other electronic devices during class. Consult the University and College policy (e.g., College of Business Student Code of Ethics) on these issues. Deviation or misconduct will lead to penalty.

As an academic community, TAMUCC 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 situations.

**Drop Policy:** As an instructor I would like you to be in the class. Let me know if you are facing any difficulty. I will try my best to accommodate you. However, for any reason if you need to drop the class please check the university calendar for the drop dates and refunds associated with it. The dates vary from semester to semester. Also, 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.

**Students with Disabilities:** As a university, TAMUCC complies with The Americans with Disabilities Act (ADA), 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 visit the university Disability Services office for proper advice. Also, inform me in advance so that I can accommodate you in the class.

**Email Policy:** Please identify yourself when you send an email. Mention your full name, student ID and course and section enrolled. I will prefer that you use the TAMUCC Islander account in sending emails. 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: 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. For assistance and/or guidance in the grade appeal process, you may contact the Office of Student Affairs. Usually, the process starts with discussing the matter with me, and I will try my best to see that fairness prevails.

GOOD LUCK! HAVE A GOOD SEMESTER!
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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Chapter</th>
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<tbody>
<tr>
<td>June 2 M</td>
<td>An Overview of Marketing</td>
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<td>Strategic Planning for Competitive Advantage</td>
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<td>4 W</td>
<td>Ethics and Social Responsibility</td>
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<td>The Marketing Environment</td>
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<td>Developing a Global Vision</td>
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<td>Get your Project approved</td>
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<td>9 M</td>
<td>Consumer Decision Making</td>
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<td>Business Marketing</td>
<td>7</td>
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<td>Segmenting and Targeting Markets</td>
<td>8</td>
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<tr>
<td>11 W</td>
<td>Marketing Research</td>
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<td>Review for Test</td>
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<tr>
<td>16 M</td>
<td>Test 1 (Chapters: 1-9)</td>
<td>10</td>
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<td>Discussion on projects-Groups must come prepared</td>
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<td>18 W</td>
<td>Product Decisions: Product Concepts</td>
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<td>Developing and Managing Products</td>
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<td>Services and Nonprofit Organization Marketing</td>
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<td>23 M</td>
<td>Distribution Decisions: Supply Chain Management</td>
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<td>Marketing Channels and Retailing</td>
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<td>Promotion Decisions: Marketing Communications</td>
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<td>Discussion on projects-Groups must come prepared</td>
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<td>25 W</td>
<td>Promotion Decisions: Advertising and Public Relations</td>
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<td>Personal Selling and Sales Management</td>
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<td>Social Media and Marketing</td>
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<td>30 M</td>
<td>Pricing Decisions: Pricing Concepts</td>
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<td>Setting the Price</td>
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<td>Review for test</td>
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<td>Project due in class</td>
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<td>July 2 W</td>
<td>Test 1 (Chapters: 10-20)</td>
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I. The Setting
Pick a company of your choice, preferably a local one. You are the marketing manager of this company. Your task is to determine the target market, assess the market potential, profile the customers, and design and implement the marketing mix for the company. Your specific tasks would be as follows.

1. **Segmentation and Target Market:** Define the target market and make a profile of the customers of the company. The target market definition of the company may begin with segmentation. If the market is segmented then elaborate the basis for segmentation and define each segment and its characteristics. If the company does not have segmented markets then investigate and determine if segmentation is possible.

2. **Estimation of Market Potential:** Estimate the total market potential of the company with the help of past sales data. If data are not available then make your own estimate. You may use company data, U.S. Census data and other sources for the purpose. The article, Waheeduzzaman (2008) would be helpful in this regard.

3. **Marketing Environment:** Explain how the environment affects the marketing functions of the company. Consider economic, demographic, technological, legal/political and social/cultural factors affecting the industry. Discuss how each of them affects the market. Specifically, identify those factors/forces that directly affect demand or marketing.

4. **Competition:** Determine major players in the industry and discuss the nature of competition. Suggest a competitive and positioning strategy for the company. The segmentation analysis, conducted earlier, should be useful here.

5. **Implementation of Marketing Mix:** Determine the marketing mix for the company and suggest an implementation strategy. Explain each of the four Ps. Discuss product design and attribute, pricing, promotion and distribution. If needed, suggest separate marketing mix for each segment identified.

6. **Conclusion:** Conclude the study with strategy suggestion for the company, especially in marketing. Briefly discuss your learning experience here.

II. Project Format and Submission
The project paper must be presented in a professional manner. It must be typed. Use the American Psychological Association (APA) guidelines for writing style, citations and format. Bell Library has a short handout on APA guidelines. All sources from which data have been collected must be properly cited in the paper as references. Use the enclosed presentation format to report your findings. Follow the page limitations for each section of the paper.
Get your project approved by me on time; the Course Schedule mentions specific dates for project approval. Use the enclosed Project Approval Form for the purpose. I will not accept any project that has not received prior approval. Keep me posted on your progress. Make appointments to see me during office hours.

The project must be submitted on time. No excuses will be entertained. Submit a hard copy to me in class. The project should be completed in group. No more than 5 members can be included in a group. I will avoid group related conflicts; however, for some reason if it becomes necessary please see me. Form groups at your own discretion. All members of the group receive the same grade. Variable grading is also possible in special circumstances.

Please consult your instructor if you have problem in understanding the assignment. Follow the format given below for writing the project and for presentation. Project presentation must be in PowerPoint. Use class time and office hours for project and class related questions. Do not send emails for these purposes. You may not receive a reply.
[Use the following format for submitting the project report]

Format for Marketing Analysis Project

- Cover page
- Table of Contents
- Executive Summary (must be 1 page)

I Introduction (must be 1 page)
   Describe the purpose, scope, methodology and limitations of the paper.

II Segmentation and Target Market Definition (2-4 pages)
   Report your findings of segmentation and target market here. Explain your positioning strategy also.

III Estimation of Market Potential (2 pages)
   Estimate the market potential and explain

IV Marketing Environment (2-4 pages)
   Indicate how environmental factors affect the marketing of the product

V Competition (2-4 pages)
   Discuss the nature of competition in the market. Suggest a competitive and positioning strategy.

VI Implementation of Marketing Mix (4-8 pages)
   Describe the marketing mix for the company. Relate to segmentation and positioning.

VII Conclusion (must be 1 page)
   Summarize the findings and conclude the paper.

References
Tables
Charts and graphs
MKTG 3310 Principles of Marketing  
Dr. A. N. M. Waheeduzzaman

Marketing Analysis Project Evaluation

Date: _____________ Project Title: ____________________________________ Group: _______

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<thead>
<tr>
<th>Criteria</th>
<th>Points</th>
<th>Points Earned</th>
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<td>1 Introduction</td>
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<td>2 Segmentation and Target Market Definition</td>
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<td>3 Estimation of Market Potential</td>
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<td>4 Marketing Environment</td>
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<td>5 Competition</td>
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<td>6 Implementation of Marketing Mix</td>
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<td>7 Conclusion</td>
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<tr>
<td>8 Citations and references</td>
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<td>9 Overall quality and presentation</td>
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Comments on the Project:
This document must be typed. Before you submit this approval form please discuss with the company officials if they would be agreeable to your project. You must not proceed without their approval. Once approved the project cannot be changed. Instructor will retain this approval form for reference. Please provide the following information.

1. Date of submission

2. Name of the company with address, telephone number and contacts

3. Names of the group members in the study

4. Brief description of the company (describe the company, its primary business, market, revenue etc.)

5. Detailed time frame for the study (draw a time line for data collection, analysis, writing etc.)
Know Your Instructor

My Statement  
I am an academic. I enjoy reading, teaching, conducting research, consulting, writing and publishing. I believe every time I teach a student, publish a paper, make professional presentation, or consult a company, I am making a marginal contribution to the society.

Employment  
Professor of Marketing and International Business in the College of Business, Texas A&M University-Corpus Christi since 2000. Previously taught at Salisbury State University (Maryland), University of New Haven (Connecticut), North South University (Bangladesh), and Institute of Business Administration (IBA), Dhaka University (Bangladesh).

Education  
Ph.D. in Business Administration from Kent State University, Ohio. Have two MBAs, one in International Business from George Washington University, Washington, D.C. and the other in Marketing from Institute of Business Administration, Dhaka University, Bangladesh.

Research Interest  
Marketing and International Business. Special topics of interest include international competitiveness, emerging markets, convergence and globalization.

Publications  

Distinctions  
Received University Excellence Award in Research at Texas A&M University-Corpus Christi. Received awards for Excellence in Teaching at Texas A&M University-Corpus Christi and University of New Haven, Connecticut.

Honor Societies  
Beta Gamma Sigma (George Washington University), Phi Beta Delta (Kent State University), Alpha Mu Alpha (American Marketing Association) and Sigma Beta Delta (University of New Haven).

Membership  

Personal  
Married, two children. Enjoy teaching, reading, writing, publishing and traveling. Have traveled to over 20 countries of the world.