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.

COURSE OBJECTIVES

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.
LEARNING GOALS

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.

GRADES

Your grade will be determined entirely by your performance on the exams, homework, your class attendance and meaningful class participation. Therefore, I cannot adjust grades due to factors outside of the course (e.g. GPA trouble, work conflicts, personal problems, etc.). Do not tell me that you need a certain grade or ask for extra assignments for the purpose of raising a grade. I have to treat everyone fairly.

In-class Exams (2) 100 points each  200 points
Homework Assignments(10) 15 points each  150 points
Attendance 60 points
Class Contribution 40 points
Comprehensive Final Exam 150 points  150 points

Total Points Available 600 points

The grading criteria is

540 - 600 points = A
480 - 539 points = B
420 - 479 points = C
360 - 419 points = D
Below 359 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 about the last date during the semester when they may drop a course with an automatic “W”. 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.
COURSE METHOD AND POLICY

Instruction Procedures
Discussion of chapters in text will be the main method. To get the best out of this class, you should download the power points, read the chapter and come to class. You are strongly encouraged to participate in class discussion. Both quality and quantity of participation are important.

Attendance
Students are expected to attend class and be on time. An excused absence is defined as any absence that receives specific approval in advance by the instructor, or that is an approved university-sponsored event or activity. You will be responsible for all class works whether you attend or not. Cellular telephones and electronic communication/computing devices must be turned off during the class session. 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.

Academic Integrity
Students 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.

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.

Drop Policy
Please check the university calendar for the drop dates and refunds associated with it. 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.

ADA Compliance
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.

Grade Appeals
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. For assistance and/or guidance in the grade appeal process, you may contact the Office of Student Affairs.

GOOD LUCK! HAVE A GREAT SEMESTER!