Instructor Information

<table>
<thead>
<tr>
<th>PROFESSOR</th>
<th>Dr. Karen A. Loveland</th>
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<tbody>
<tr>
<td>OFFICE LOCATION</td>
<td>OCNR 354</td>
</tr>
<tr>
<td>OFFICE HOURS</td>
<td>12:30 – 3:30 TR (Office) Other times and virtual office hours (live chat) by appointment only.</td>
</tr>
<tr>
<td>OFFICE PHONE</td>
<td>825-2878</td>
</tr>
<tr>
<td>E-MAIL ADDRESS (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 (Bb9).)</td>
<td><a href="mailto:karen.loveland@tamucc.edu">karen.loveland@tamucc.edu</a></td>
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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 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 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 in the course Bb9 learning modules.

Course Delivery Method
This is a true “online class”...that means that you can complete all of the course work online using the tools available in Blackboard Learn 9 (Bb9). I divided the course work into 14 "learning modules". **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 throughout the term.

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 I share 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.

Required Text
There is one textbook required for this class:

![MKTG 7 by Lamb, Hair, and McDaniel (2013).](image)

**IMPORTANT NOTE:** Please consider purchasing a NEW copy of the textbook for this class. Access to the online learning assets for MKTG 7 is only available through the purchase of a NEW book. While none of these resources are "required" for the course (meaning that you can complete the class with a used text), the price of a new book is already VERY low compared to other texts and you are sacrificing a significant amount of valuable study/learning resources when you don’t buy a new book.

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

<table>
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<tr>
<th>Assignment</th>
<th>Points Earned</th>
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<tr>
<td><strong>Chapter Quizzes</strong></td>
<td>Worth 20% of your final grade (100 points) -- 20 quizzes worth up to 6 points each. I count the first 100 points toward your Total Chapter Quizzes grade; additional points count as Extra Credit.</td>
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<tr>
<td><strong>Comprehensive Final Exam</strong></td>
<td>Worth 18% of your final grade (90 points) -- The final exam contains 100 questions worth 1 point each for a total of 100 points possible. I count the first 90 points toward your Final Exam grade, additional points count as Extra Credit.</td>
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<tr>
<td><strong>Class Participation</strong></td>
<td>Worth 38% of your final grade (190 points). Based on the quantity, frequency and quality of your contribution to &quot;Current Discussions&quot; during each Module and throughout the semester. You have opportunity to participate in class discussions during Modules 1 through 14. Weekly participation is worth up to 7 points per Module (98 points maximum). Overall Participation (calculated at the end of the term) is worth up to 120 points. I count the first 190 points earned for class participation toward your Total Class Participation score; additional points count as Extra Credit.</td>
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<tr>
<td><strong>Exercises</strong></td>
<td>Worth 24% of your final grade (120 points) -- 20 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. I count the first 120 points you earn toward your Total Exercises score, additional points count as Exercise Extra Credit.</td>
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In addition to the built in extra credit for the assignments above: Chapter Quizzes (up to 20 points), Exams (up to 10 points), Exercises (up to 20 points) and Class Participation (up to 28 points), I MAY offer additional extra credit opportunities when such assignments can be offered to the entire class (e.g., participating in a survey, completing an additional exercise or quiz).

Detailed guidelines and tips for each type of assignment are available through the Assignment Guidelines page in Bb9.

**Grading: Policies and Scale**

In a regular class, an instructor picks up all the assignments on a particular date and returns the graded work to students at a later time (at the next class period or even a week later depending on the nature of the assignment). HOWEVER, in this class, students can submit work at any time.

Grading assignments as they are submitted can cause several major problems including errors or inconsistency in grading (e.g., my perspective/expectations may change as I read more assignments) and inaccuracies in the calculations in the grade book. To minimize these problems, I could simply require students to submit assignments on a particular date like in a regular class. HOWEVER, that strategy would reduce the temporal benefits of the class. I prefer to let students work on the class when they have the time to maintain the flexibility of the class, but I pretend that everyone submitted the assignment at the same time! Thus, while you can submit many of your assignments days or even weeks before the deadline, I **don't start grading your assignments until AFTER the grace period expires**.

I'll begin posting grades for the assignments in a Module as soon as the grace period expires. After I finish grading all the assignments in each Module, I'll update the grade book in Bb9 to include the individual assignment grades and summary calculations. I'll post a "Grading Update" announcement in Bb9 as soon as I finish all the grading for each module.

**IMPORTANT NOTE:** A graduate student assistant does the preliminary grading for assignments graded with a rubric (exercises, discussion articles and weekly discussions). He uses a greatly simplified set of criteria and marks the rubric. In some cases, he marks a zero as a signal to me that the student made a significant error (e.g., posting the wrong assignment or another submission error). Then I grade the assignments and edit the rubric (if necessary) to reflect all the grading criteria discussed in the related guidelines. While we take precautions to ensure that you aren't able to see the preliminary "in-progress" grades until they are finalized by me, a few Bb9 glitches have caused grades to be revealed before I finish my reviews. **To avoid confusion and concerns about grades, please ignore any grade information you may see before I post my "Grading Update" letting you know that the grades are finished for each Module.**

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>Module</th>
<th>Topics</th>
<th>Due Date</th>
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<tbody>
<tr>
<td>A</td>
<td>450 and higher</td>
<td>90% to 100%</td>
</tr>
<tr>
<td>B</td>
<td>400 to 449</td>
<td>80% to 89.9%</td>
</tr>
<tr>
<td>C</td>
<td>350 to 399</td>
<td>70% to 79.9%</td>
</tr>
<tr>
<td>D</td>
<td>300 to 349</td>
<td>60% to 69.9%</td>
</tr>
<tr>
<td>F</td>
<td>299 and lower</td>
<td>59.9% to 0.00%</td>
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There will be NO "rounding-up" of grades...if you miss a cutoff above by even a fraction of a 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. **Class "Attendance"** -- You should plan to log in to the course in Bb9 AT LEAST twice a week throughout the semester to get updates about assignments, read new discussion group messages (and participate in class discussions) 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).

2. **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 Bb9 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 due dates. Waiting until the last minute is only asking for problems.

3. **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.

4. **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.

5. **Deadline Policy** -- The deadline for the assignments listed in the "Assignments Due" section of each module is listed on the Module Summary page in Bb9. All deadlines expire at 5:00 PM on the listed date. You should strive to complete all the assignments in a module before this time.

6. **Grace Period Policy** -- Because I don't actually intend to grade on the weekends (family time *smile*), I will accept LATE assignments until 8:00 AM on the Monday after each due date. There is NO penalty for using the grace period. 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.

7. **Late Policy** -- ALL assignments are automatically deactivated by the system when the grace period expires. Under no circumstances will I reopen an assignment after it is closed by the system. There are NO EXCEPTIONS to the late policy. Even ONE SECOND after the grace period expires is TOO LATE!!! It is to your advantage to attempt all assignments well before the due date. Then, if you encounter any problems or complications, you have time to correct the problem during the grace period with no penalty.

8. **Make-up Policy** -- there are no "make-up" assignments in the class (except the 2nd chance quizzes). 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 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](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, April 11, 2014 is the last day to drop a class with an automatic grade of “W” this term.

**Course Schedule**

Start dates, due dates (deadlines) and the grace period expires dates for each Module appear on the "Module Summary" page in Bb9.

**IMPORTANT NOTE ABOUT DEADLINES:** The Module Summary page in Bb9 is the ONLY authority for deadlines in this class. Do NOT pay attention to dates that may appear elsewhere in Bb9. Some students have become confused about final date/time for taking a quiz by interpreting the settings on a quiz or other assignment...don't do this...REFER TO THE Module Summary page to determine when an assignment is due!

<table>
<thead>
<tr>
<th>Module</th>
<th>Topics</th>
</tr>
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</table>
| 1      | Chapter 1. An Overview of Marketing  
        Chapter 2. Strategic Planning for Competitive Advantage.  
        Chapter 3. Ethics and Social Responsibility  
        Chapter 4. The Marketing Environment |
| 2      | Chapter 5. Developing a Global Vision  
        Chapter 6. Consumer Decision Making  
        Chapter 7. Business Marketing  
        Chapter 8. Segmenting and Targeting Markets |
<table>
<thead>
<tr>
<th>Chapter</th>
<th>Course Topics</th>
</tr>
</thead>
</table>
| 3       | Chapter 9. Marketing Research  
           Chapter 10. Product Concepts  
           Chapter 11. Developing and Managing Products  
           Chapter 12. Services and Nonprofit Organization Marketing |
| 4       | Chapter 13. Supply Chain Management  
           Chapter 14. Marketing Channels & Retailing  
           Chapter 15. Integrated Marketing Communications  
           Chapter 16. Advertising and Public Relations |
| 5       | Chapter 17. Sales Promotion and Personal Selling  
           Chapter 18. Social Media and Marketing  
           Chapter 20. Setting the Right Price. |
| Final Exam | Chapters 1 - 20 |

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