Texas A&M University- Corpus Christi  
College of Business  
Department of Management and Marketing  
MKTG 5311

INSTRUCTOR:
Dr. Leon Dube  
Office: OCNR 375  
Office Hours: Monday thru Thur 10:00 - 11:00 Monday 6:15- 7:00  
Telephone: 825-2482  
FAX: 361-825-5609  
E-mail: leon.dube@tamucc.edu

COURSE TITLE AND NUMBER: MKTG 5311.001 – Marketing Concepts

CLASS DAYS & TIME: Monday 7:00 – 9:30PM

PREREQUISITES: Admission to the Graduate College

CATALOG 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 graduates students with limited or no academic experience in marketing. (This is a core course).

COURSE PURPOSE:
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.

EXPECTED LEARNING OBJECTIVES:
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.

INSTRUCTIONAL MATERIALS: *(Required Textbook)*

Lamb, Hair, and McDaniel: MKTG 6; South-Western Cengage Learning, Mason, OH

Other readings and articles as assigned.
INSTRUCTIONAL PROCEDURES:

The course material will be presented using a set of interrelated activities:
* Independent reading and preparation for class and tests.
* Lectures and class discussions.
* In-Class Exams and quiz administration.

STUDENT PERFORMANCE ACTIVITIES: (Attendance/Punctuality)

Students will be expected to attend class and be on time. An excused absence is defined as any absence that receives specific approval (in advance) by the professor, or that is an approved university-sponsored event/activity. All university-sponsored events are scheduled well enough in advance to enable the student to professionally and timely notify Dr. Byus prior to such absence.

All written assignments should be written in the following format: Type/word process using either Courier, Roman, Ariel or Helvetica type face (font) no smaller than 10 point; preference is for 12 point. Standard business style and grammar should be used. All spelling should be checked before submission. **NO HAND WRITTEN ASSIGNMENTS OR LATE ASSIGNMENT SUBMISSIONS WILL BE ACCEPTED.** This includes the student’s name and the assignment date and title. Assignments submitted without the student’s name being typed/word processed will NOT be accepted for grading. Accordingly, they will be considered as missing and will receive a zero (0) points. **The ONLY exception to the word-process obligation will be for specific mathematical computations and associated mathematical analyses.**

Cellular telephones and electronic communication/computing devices MUST be turned-off during the class session, unless specifically instructed otherwise. 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.

Students are expected to actively participate in class and be prepared to respond to inquiry.

ASSIGNMENT DUE DATES:

Assignments are due at the beginning of the class period on the date indicated when the assignment is given. **NO LATE ASSIGNMENTS WILL BE ACCEPTED. QUizzes WHICH ARE MISSED OR NOT TAKEN CANNOT BE MADE-UP WITHOUT SPECIFIC ARRANGEMENT BEING MADE WITH THE PROFESSOR AT LEAST 48 HOURS IN PRIOR TO THE SCHEDULED EXAM ADMINISTRATION DATES.** The student is responsible for all material assigned even if not discussed in class.

STUDENT EVALUATION:

Grades will be based upon regularly scheduled exams, homework, readings, attendance, a comprehensive final exam, and meaningful class discussion/participation. The cumulative semester grade will be adjusted as necessary according to the attendance policy stated herein.

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Points</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>In-class Exams (3)</td>
<td>100 each</td>
<td>300</td>
</tr>
<tr>
<td>2.</td>
<td>Homework Assignments (10)</td>
<td>30 each</td>
<td>300</td>
</tr>
<tr>
<td>3.</td>
<td>Attendance (15 sessions)</td>
<td>10 each</td>
<td>150</td>
</tr>
<tr>
<td>4.</td>
<td>Comprehensive Final Exam</td>
<td>100</td>
<td>100</td>
</tr>
</tbody>
</table>

Total Points Available: 850 points

1. The grading criteria is

<table>
<thead>
<tr>
<th>Points Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>775 – 850.0</td>
<td>A</td>
</tr>
<tr>
<td>675 – 774.9</td>
<td>B</td>
</tr>
<tr>
<td>575 – 674.9</td>
<td>C</td>
</tr>
<tr>
<td>475 – 574.9</td>
<td>D</td>
</tr>
<tr>
<td>Below 475</td>
<td>Failure</td>
</tr>
</tbody>
</table>
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 that the last date during the semester when they may drop a course with an automatic "W" will be November 2, 2011. 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.

4. Any students wishing to visit with the professor about their standing in the class may visit him in his office during his office hours.

Disabilities Accommodations:

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 call or visit Disability Services at (361) 825-5816 in Corpus Christi Hall (CCH) 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.

Academic Integrity/Plagiarism:

University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, falsification, forgery, complicity or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) In this class, academic misconduct or complicity in an act of academic misconduct on an assignment or test be up to the professor.

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. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. November 2, 2012 is the last day to drop a class with an automatic grade of “W” this term.

Classroom/Professional Behavior:

Texas A&M University-Corpus Christi, as an academic community, 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 forums, including classrooms, electronic classrooms, labs, discussion groups, field trips, etc.

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.