Texas A&M University–Corpus Christi
College of Business

Course and Instructor

Fall 2014
MKTG 3310 Principles of Marketing
MW 5:30–6:45 PM OCNR 145
Duration: August 27-December 2, 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 (2:55-3:25 PM, 4:50-6:50 PM), T (5:50-6:50 PM), and by appointment

Text and Readings


Reading materials 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 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 webpage at http://faculty.tamucc.edu/waheed for all instructional purposes. I will also post the syllabus, power points, grades and other course materials in Blackboard. Class discussion will follow the Course Schedule provided in the syllabus. Check Announcements regularly, check emails/Blackboard.

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, reading materials and videos will be the principal method of instruction. I will discuss chapters in the text with the help of power points. I suggest that you download the power points, read the chapters 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 are three Tests, each is 30% of the grade. The tests will be a mix of multiple choice and short essay type questions. 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. Three tests account for 90% of the grade.

Grading: As indicated in the previous section, you will be evaluated on the basis of your performance on Tests (90%) 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 = 90%-100%, B = 80%-89%, C = 70%-79%, D = 60% -69% and F = below 60%. I will try to give you a grade/feedback in class within a week. Grades will also be posted in Blackboard.

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 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!
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Chapter</th>
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<tbody>
<tr>
<td>Aug 27 W</td>
<td>An Overview of Marketing</td>
<td>1</td>
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<tr>
<td>Sep 1 M</td>
<td>Labor Day- No class</td>
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<tr>
<td>3 W</td>
<td>Strategic Planning for Competitive Advantage</td>
<td>2</td>
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<td>8 M</td>
<td>Ethics and Social Responsibility Ethics and Social Responsibility</td>
<td>3</td>
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<tr>
<td>10 W</td>
<td>The Marketing Environment</td>
<td>4</td>
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<tr>
<td>15 M</td>
<td>Developing a Global Vision</td>
<td>5</td>
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<td>17 W</td>
<td>Consumer Decision Making</td>
<td>6</td>
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<tr>
<td>22 M</td>
<td>Business marketing</td>
<td>7</td>
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<tr>
<td>24 W</td>
<td>Review for test</td>
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<tr>
<td>29 M</td>
<td><strong>Test 1 (Chapters 1-7)</strong></td>
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<td>Oct 1 W</td>
<td>Segmenting and Target Markets</td>
<td>8</td>
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<td>6 M</td>
<td>Marketing Research</td>
<td>9</td>
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<td>8 W</td>
<td>No Class-Study on your own</td>
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<td>13 M</td>
<td>Product Concepts</td>
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<td>Developing and Managing Products</td>
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<tr>
<td>15 W</td>
<td>Developing and Managing Products</td>
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<td>20 M</td>
<td>Services and Nonprofit Organization Marketing</td>
<td>12</td>
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<td>22 W</td>
<td>Supply Chain Management</td>
<td>13</td>
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<td>27 M</td>
<td>Marketing Channel and Retailing</td>
<td>14</td>
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<td>29 W</td>
<td>Review for test</td>
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<td>Nov 3 M</td>
<td><strong>Test 2 (Chapters 8-14)</strong></td>
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<td>5 W</td>
<td>Marketing Communications</td>
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<td>10 M</td>
<td>Advertising, Public Relations and Sales Promotions</td>
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<td>12 W</td>
<td>Personal Selling and Sales Management</td>
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<td>17 M</td>
<td>Social Media and Marketing</td>
<td>18</td>
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<td>19 W</td>
<td>Pricing Concepts</td>
<td>19</td>
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<td>24 M</td>
<td>Setting the Right Price</td>
<td>20</td>
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<tr>
<td>26 W</td>
<td>Review for test</td>
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<td>Dec 1 M</td>
<td><strong>Test 3 (Chapters 15-20)</strong></td>
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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.