Principles of Marketing  
MKTG 3310

Syllabus  
Spring 2017

TEXAS A&M UNIVERSITY-CORPORUS CHRISTI  
COLLEGE OF BUSINESS

Instructor: Dr. Benjamin L. Blanco
Class: TTh 3:30-4:45 OCNR 259
Office Hours: By Appointment OCNR 376
E-mail: ben.blanco@tamucc.edu
Phone: 361-825-2490

Required Materials:


Course Description:

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: BUSI 0011 and Junior standing or above.

Learning Objectives:

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
Performance Evaluation and Grading:

Student performance will be evaluated based on three equally weighted exams. Letter grades will be awarded based on the percentage earned of total points possible as follows:

- A = 90% – 100%
- B = 80% – 89%
- C = 70% – 79%
- D = 60% – 69%
- F = 0% – 59%

Grading System:

<table>
<thead>
<tr>
<th>Points/Percentage</th>
<th>In-class Quizzes</th>
<th>On-line Quizzes</th>
<th>Homework/Articles/Cases/In Class Assignments</th>
<th>Final Exam</th>
<th>Attendance (5/10/15/20)</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>300/50%</td>
<td>75/13%</td>
<td>75/13%</td>
<td>100/16%</td>
<td>50/8%</td>
<td>600/100%</td>
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Make-Up Exams:

Make-up exam will be allowed only if the instructor is notified of the excused absence before the exam. Regardless of the excuse, any make-up exam must be taken NO LATER than 1 week after the student returns. Make-up exams and quizzes can ONLY be given when a student presents a verifiable, documented excuse for an absence. Any other reason, including work schedules, will not be accepted. I reserve the right to not let any student make up any exam, quiz, or class work. If an exam is not made-up, then the student will receive a grade of zero for that test, quiz or assignment.
In-Class Quizzes:

Chapter 1 – Welcome to the World of Marketing: Create and Deliver

Chapter 7 – Segmentation, Target Marketing, and Positioning

Chapter 13 – Promotion I: Advertising and Sales Promotion

Chapter 14 – Promotion II: Social Media, Direct/Database Marketing, Personal Selling, and Public Relations

Chapter 6 – Understanding Consumer and Business Markets


Chapter 9 – Product II: Product Strategy, Branding, and Product Management

Chapter 8 – Product I: Innovation and New Product Development

On-line Quizzes:

Chapter 2 - Global, Ethical, and Sustainable Marketing

Chapter 3 - Strategic Market Planning

Chapter 4 - Market Research

Chapter 5 - Market Analytics: Welcome to the Era of Big Data!

Chapter 11 - Deliver Goods: Determine Distribution Strategy

Chapter 12 - Deliver the Customer Experience: Bricks and Clicks

Attendance Policy:

Attendance is mandatory. Students are held responsible for attendance. You may be dropped from the course if you miss more than the allotted (unexcused) absences.

Attendance Policy for Athletes:

There are no special allowances for athletes. See Attendance Policy above. Notification by your coach or other representative of the athletic department is not a substitute for your personal notification. Excused absences are granted for game and travel times only; practice sessions are not considered excused absences.
Cellphone Policy:

Instant messaging, text messaging, and telephone, during class is prohibited. Each student has a responsibility to other students. When cell phones ring or students leave class to respond, it disrupts the class. Exceptions to this policy may be granted at the discretion of the instructor. Where emergency or employment situations require access to electronic communication services, arrangements may be made in advance with the instructor. Use of electronic communication devices during examinations or other graded activities may constitute grounds for disciplinary action.

Laptop/Tablet Policy:

"Appropriate Classroom Laptop and PDA Use...Although having a laptop in class opens up new learning possibilities for students, sometimes students utilize it in ways that are inappropriate. Please refrain from instant messaging, e-mailing, surfing the Internet, playing games, writing papers, doing homework, etc. during class time. Acceptable uses of the laptop and tablet include taking notes, following along with the instructor on PowerPoint, with demonstrations, and other whole class activities, as well as working on assigned in-class activities, projects, and discussions that require laptop use. All other uses are prohibited. It is easy for your laptop or tablet to become a distraction to you and to those around you. Inappropriate uses will be noted and may affect your final grade." If you are caught surfing the Internet without permission (or playing games) you will not be allowed to bring the laptop or tablet to class for the remainder of the course. As a courtesy to your instructor and your classmates, only use your laptop or tablet for classroom related activities during class.

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.

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. **April 7, 2017** is the last day to drop a class with an automatic grade of “W” this term.

**Technology Applications:**

Knowledge of word processing and PowerPoint is necessary to complete article reviews and the business project. Additionally, the student must be familiar with the electronic databases available in the Library as well as gaining familiarity with accessing the INTERNET to search the World Wide Web for relevant business data. E-mail communication is encouraged for routine communications; however it is discouraged for more personal, non-routine communications where face-to-face contact is more appropriate.

**Ethical Perspectives:**

Ethical issues will be emphasized throughout the course.

**Global Perspectives:**

Foreign and domestic cultural norms and values will be discussed as well as other global issues as appropriate.

**Demographic Diversity Perspectives:**

Diversity will be discussed specifically when considering sub-cultural influences and market segmentation.

**Political, Social, Legal, Regulatory, and Environmental Perspectives:**

Social influences are discussed in the context of buyer behavior. Legal, regulatory, and environmental issues are discussed in the context of FTC concerns, as well as other regulatory issues and the constraints and opportunities resulting from environmental change.

**Academic Honesty:**

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, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) All assignments and exams are expected to be done independently unless otherwise specifically noted in the instructions.

**Code of Ethics:**
This course, and all other courses offered by the College of Business (COB), requires all of its students to abide by the COB Student Code of Ethics (available online at www.cob.tamucc.edu). 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.

**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 Driftwood 101.

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.