Summer 2017
MKTG 3310
Principles of Marketing
MW 6:00-9:45 PM
Room- TBA
July 3 - August 4, 2017

Abu N. M. Waheeduzzaman, Ph.D.
Office: OCNR 319
Telephone: 361-825-6014
Email: waheed@tamucc.edu

Office Hours
Office hours: M W (4:00-6:00 PM) and by appointment. Try to use these 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.

Course Synopsis
Welcome to my class. This synopsis is a brief outline of the course. Read the syllabus for details. Learning of the course materials is achieved through chapter discussion, videos, tests, and project. The course delivery plan is given in the Course Schedule.

You will be evaluated on the basis of online assignments (70% of the grade) and one final examination/test (30% of the grade). You can also earn an extra 1-5% as quality participation premium.

Required Materials:

Reading materials and videos mentioned in the syllabus. Videos supplement the concepts discussed in the class. You are required to watch the videos on your own. Use the online class-times for watching videos and/or working on other class materials. Videos are related to the assignments. Test questions can also be asked from the videos.

Websites Used:
Blackboard https://bb9.tamucc.edu/

Major Field Test:
This course has been identified as critical to student mastery of the content covered by the Major Field Test (MFT).

The MFT is required for all students pursuing the Bachelor of Business Administration degree. Students register for MFT in BUSI 0088, Major Field Test in Business. To prepare for this test, business majors are advised to retain their class notes, textbooks, and other relevant materials from their business core courses in the areas referenced above. Completion of all College of
Business core courses except MGMT 4388 is required. BUSI 0088 is a credit/no credit course.

As an integral part of the College of Business’ Assurance of Learning program, the Major Field Test (MFT) is a nationally-normed, standardized multiple-choice test developed by the Educational Testing Service and administered to senior-level business students at many AACSB International accredited institutions in the United States. It is designed to measure students’ academic achievement through demonstration of their basic knowledge and understanding of key concepts, theories, and analytical methods in the functional areas of business. This test covers the areas of accounting, economics, finance, international issues, legal and social environment of business, management, marketing, quantitative business analysis, and information systems.

Course Policies

Exams
You will be evaluated on the basis of online assignments (70% of the grade) and one final examination/test (30% of the grade).

Extra credit (if any)
I may give an extra credit of 1-5% to deserving students who attend class regularly, participate meaningfully in class discussion, and contribute positively to class quality. This is a business class, impression counts—avail the opportunity, make yourself visible in a positive way!

Electronic Device Usage
Computers or tablets are required to complete the course.

Grading:
A = 90%-100%
B = 80%-89%
C = 70%-79%
D = 60%-69%
F = below 60%

Messaging and Email Policy
If you have class related questions use the office hours, visit me in office. Face to face interaction is more useful in learning. In case you have to use electronic media, my preferred method of communication would be Blackboard messages. It is relatively easy keep track of messages in Blackboard. I will try to get in touch with you as soon as I can; hopefully, within 48 hours. Please that understand that we teach large classes and as such it becomes difficult for us to respond to messages on time. Use your judgment in sending messages/emails; do not abuse the free mode of communication.

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 will result in a zero the first time and failing the course for any additional offence.

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

**Preferred methods of scholarly citations**
APA style is the only accepted method used for citations and referencing during this class. All work should be paraphrased rather than copied directly. Material used from sources other than the text should use APA style citations and references.

**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 Procedure 13.02.99.C2.01, Student Grade Appeal Procedures, 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 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](http://www.tamucc.edu/provost/university_rules/index.html). For assistance and/or guidance in the grade appeal process, students may contact the Dean’s office in the college in which the course is taught or the Office of the Provost.
**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 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.

**Statement of Academic Continuity**
In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

**Summary of Topic of Coverage** (any changes will be announced in Blackboard)

<table>
<thead>
<tr>
<th>Part 1: Understand the value proposition</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Chapter 1: Welcome to the world of marketing</td>
<td>3.27</td>
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<tr>
<td>Chapter 2: Global, ethical, and sustainable marketing</td>
<td>3.21</td>
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<tr>
<td>Chapter 3: Strategic marketing planning</td>
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<thead>
<tr>
<th>Part 2: Determine the value propositions different customers want</th>
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<tbody>
<tr>
<td>Chapter 4: Market research</td>
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<tr>
<td>Chapter 5: Marketing analytics</td>
<td>3.21</td>
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<tr>
<td>Chapter 6: Understand consumer and business markets</td>
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<tr>
<td>Chapter 7: Segmentation, target marketing, and positioning</td>
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<th>Part 3: Develop the value proposition for the customer</th>
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<tr>
<td>Chapter 8: Product I</td>
<td>3.21</td>
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<tr>
<td>Chapter 9: Product II</td>
<td>3.21</td>
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<tr>
<td>Chapter 10: Price</td>
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<td>Chapter 10: Supplement</td>
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<th>Part 4: Deliver and communicate the value proposition</th>
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<tr>
<td>Chapter 11: Deliver the goods</td>
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<tr>
<td>Chapter 12: Deliver the customer experience</td>
<td>3.21</td>
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<tr>
<td>Chapter 13: Promotion I</td>
<td>3.21</td>
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<tr>
<td>Chapter 14: Promotion II</td>
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**Total hours** 45

**Sample Discussion Questions for Test/Final**
Actual test questions will be similar to the questions given below. Mix and matching of questions from different chapters are possible. For updated/latest questions check Blackboard and the
1. Define marketing. Explain the marketing process we discussed in the class.
2. Define exchange. What role does exchange play in marketing?
3. Describe the four marketing management philosophies. Explain how sales orientation differs from marketing orientation.
5. Why should we study marketing? How does it affect our daily lives?
6. “Strategy is a mindset”– explain with your understanding of competition, marketing and the three “strategy models” we discussed in class. I may ask you to describe a particular model also.
7. What is a marketing plan? What are its components?
8. What is a competitive advantage? Explain the three generic strategies of competition.
9. What is Promotional Mix? Explain goals and tasks of promotional mix in marketing.
10. Discuss the Factors Affecting the Choice of Promotional Mix.
11. Discuss the relationship between advertising and market share.
12. Discuss media evaluation and selection in advertising.
13. Discuss the role of Sales Promotion in marketing
14. What is personal selling? When should we opt for personal selling over advertising?
15. What is relationship selling? Explain its role in Customer Relationship Management.
16. Explain the steps involved in Personal Selling.
17. What is social media? Explain the role it plays in marketing.
18. Explain the pricing objectives of the firm.
## Course Schedule
**Summer 2017**
**MKTG 3310 Principles of Marketing**
**MW 6:00 - 9:45 PM**

Read the chapters before coming to class

<table>
<thead>
<tr>
<th>Date</th>
<th>Meeting</th>
<th>Topic</th>
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<tbody>
<tr>
<td>July 3</td>
<td>M</td>
<td>Part 1: Understand the value proposition, Ch. 1-3</td>
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<tr>
<td>5</td>
<td>W</td>
<td>Part 2: Determine the value propositions different customers want, Ch. 4-7 Assignment 1</td>
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<td>10</td>
<td>M</td>
<td>Part 3: Develop the value proposition for the customer, Ch. 8-10 Assignment 2</td>
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<td>12</td>
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<td>Assignment 2</td>
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<td>17</td>
<td>M</td>
<td>Part 4: Deliver and communicate the value proposition, Ch. 11-14 Assignment 3</td>
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<td>4 F</td>
<td>ON</td>
<td>Test/Final, online during class period</td>
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Know Your Instructor

ABU N. M. WAHEEDUZZAMAN, PH.D.
PROFESSOR OF MARKETING AND INTERNATIONAL BUSINESS
ASSOCIATE EDITOR, JOURNAL OF COMPETITIVENESS STUDIES
COLLEGE OF BUSINESS, UNIT 5808
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E-MAIL: WAHEED@TAMUCC.EDU

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.

Editorship
Currently serving as Associate Editor, Journal of Competitiveness Studies. Also served as Associate Editor, Competitiveness Review. Member of editorial boards of journals in international area.

Publications

Distinctions
Senior Fellow, American Society for Competitiveness. Received University Excellence Award in Research at Texas A&M University-Corpus Christi. Excellence Award 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
Enjoy teaching, reading, writing, publishing and traveling. Traveled to over 20 countries of the world.

Good Luck! Have a Great Semester!