Texas A&M University Corpus Christi  
College of Business Administration  
MKTG 3310.W01  
Fall 2016  
(Instructor reserves the right to change the syllabus)

Instructor Information:
Name: Shirway Siew
Email: shirway.siew@tamucc.edu
Online Hours: Online

Contact Information
I generally respond to email on the same day or within 24 hours. You can also contact me using Blackboard Message but I prefer to use and check my email account, shirway.siew@tamucc.edu several times a day.

Required Text Book:

Course Objectives:
By the end of the course, you should be able to:
- understand the basic marketing concepts and marketing functions.
- identify and analyze market opportunities.
- understand the marketing 4Ps decision, namely, product decision, distribution decision, promotion and communication strategies and pricing decision.

Course Evaluation and Assessments, total 500 pts:
Chapter Quizzes 100pts:
Every chapter comes with a Chapter Quiz. There are 21 chapters in this course, and thus, there are 21 Chapter Quizzes and 5 point each. You may drop one of the lowest score if you attempt all 21 quizzes.

Assignments 200pts:
There are four assignments in this course, 50 points each. These assignments are designed closely to relate your course materials together before each test. Thus, if you work well for your assignment, you are also prepared for your test. Take it as a review and challenge yourself before the test.

Tests 200pts:
There are total 4 tests for MKTG3310, 50 points each. Each test is designed for several chapters with related concepts. If you have done all As (45 points and above) for the first 3 tests, you can choose not to take part in Test 4. Average score of 3 tests does not apply that mean you have to score at least 45 for all test in order to enjoy the privilege of skipping Test 4 (Final). I will take your highest scores (among Test1, Test 2 and Test 3) to upgrade it into a 100points base. This is
to encourage students to put in your best effort from the beginning and hope you will have one final test less. Make use of this opportunity! If you miss any test, no replacement will be made but you will take a comprehensive Final exam which is a 100-point exam.

Grading System:
A: Above 450 pts  
B: 400 – 449.9 pts  
C: 350 – 399.9 pts  
D: 300 – 349.9 pts  
F: Below 300 pts

Course Expectations:
- You are responsible for reading this document in its entirety: Refer to it as your guide for meeting the criteria of successful completion for this course. As an online course, you need to constantly log into BlackBoard for materials, quizzes, assignments and tests. I would strongly encourage you to log in about 2 – 3 times a week and spend about 2-3 hours for this course for weekly preparation and revision.
- It is important to remember that you are ultimately responsible for keeping up with all activities, quizzes, and exams for this course.
- You are responsible for all content within each chapter covered. Exams and quizzes will cover all chapter material.
- All quizzes must be taken by each Monday from the last week’s reading assignment (i.e., 1st Quiz starting in week 2 see course outline).
- All tests must be taken on the designated day! See course outline for other tests date. Tests are always on Monday.
- All work submitted needs to meet proper grammar, writing guidelines and Microsoft Office format.

Weekly Quizzes
There will be a quiz for each chapter, all multiple choice and/or true/false questions, during the semester. The first quiz will start on Aug 29, 2016. It is a bonus quiz testing your knowledge of the Syllabus. The following quizzes are based on the Chapters. Quizzes will be made available at BlackBoard on every Monday 12:01am till 11:59pm. All quizzes are based on material assigned for the prior week’s reading. There will be no makeup quizzes for any reason. If you attempted all weekly quizzes, you can drop one lowest score.

Assignments
There are four assignments during the semester. Assignment 1 includes Chapter 1- 5; Assignment 2 consists of Chapter 6 to 9; Assignment 3 includes Chapter 10 to 14; and Assignment 4 consists of Chapter 15 to 19. These assignment are given 3 weeks before due date, so that you can start in advance to complete the short assignments prior to the test. I hope you benefit from these assignments because the questions, cases and materials are related to the test after the assignment due.
Tests and final exam
All tests and final exam are multiple choice and True/False questions. Test 1 is on week 5 and see course outline for detail schedule. Tests will be scheduled on Monday, available from 12:01am to mid-night 11.59pm.

There is no makeup test or exam. If you foresee any event on the scheduled date for tests or/and exam, you may take the test/exam earlier with prior notice. However, if you miss a test due to college emergencies, such as hail storm or bad weather which may cause shortage of power or technical problems, I will arrange the necessary for makeup test. If you miss an exam, the grade is 0, “zero.” That means your grade is automatically one grade lower. If your Test 1, 2 and 3 score are all above 45 points, you can opt out for Test 4. I will upgrade your highest test score from 50 base points to 100 base points. If any reason you miss a test, you will take a comprehensive test 4 (Final) which is a 100-point exam to compensate the missed test before.

Teaching Policies
Method of Instruction: The course is conducted in online using BlackBoard. Please check the weekly postings for changes to the class outline.

Communications: Formal communications are through email, shirway.siew@tamucc.edu and BlackBoard.

Questions: When you do not know something or are confused about a particular topic, do not hesitate to ask me. There are probably others in the same situation.

Reading Assigned: The chapters should be read when assigned on the course schedule.

Statement of Civility: Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

Academic Integrity: 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 at least a score of zero for the work in question.
**Code of Ethics:** This course, and all other courses offered by the College of Business, requires all of its students to abide by the College of Business Student Code of Ethics (available online at www.cob.tamucc.edu/current_students/ethics.html).

**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.

**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. 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.

**Special 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.

**Exam-Proctoring Fees:** Courses may require the use of exam-proctoring involving third party charges. Exam-proctoring charges may range from $1 - $50.00 per exam. Students may be required to schedule exams at least 24 hours in advance or incur late scheduling charges. All
costs for exams are the responsibility of the student. Students may also be responsible for providing webcams to be used in test proctoring.

Agreement to the Terms of the Syllabus

This should be considered a contract, where by you agree to abide by the terms and requirements within this syllabus. If you are uncomfortable with or do not wish to abide by the requirements listed in this Syllabus, you should make arrangements to drop the class. Your continued enrollment and attendance in the class assumes that you have agreed to all of the terms listed herein.

Any changes to the information contained in this syllabus will be posted to Blackboard.
## Class Outline Schedule
(Instructor reserves the right to change the outline schedule)

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Aug 24</td>
<td>Introduction of syllabus and textbook with access code.</td>
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<tr>
<td>2</td>
<td>Aug 29</td>
<td>Bonus Quiz – Syllabus Quiz. Read chapter 1 &amp; 2.</td>
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<tr>
<td>3</td>
<td>Sept 6</td>
<td>Quiz 1 &amp; 2 due to Labor Day holiday, these quizzes are on Tuesday.</td>
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<td></td>
<td></td>
<td>Read chapter 3, 4 &amp; 5.</td>
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<tr>
<td>4</td>
<td>Sept 12</td>
<td>Quiz 3, 4 &amp; 5.</td>
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<td></td>
<td>Sept 14</td>
<td>Assignment 1 (Chapter 1-5) Due.</td>
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<td>5</td>
<td>Sept 19</td>
<td>Test 1 (Chapter 1-5)</td>
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<td></td>
<td></td>
<td>Read chapter 6 &amp; 7.</td>
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<td>7</td>
<td>Oct 3</td>
<td>Quiz 8 &amp; 9. Read chapter 10 &amp; 11</td>
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<td></td>
<td>Oct 5</td>
<td>Assignment 2 (Chapter 6-9) Due.</td>
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<tr>
<td>8</td>
<td>Oct 11</td>
<td>Test 2 (Chapter 6-9) Due to Columbus Holiday Test is on Tuesday and</td>
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<td>Quizzes on Wednesday</td>
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<td></td>
<td>Oct 12</td>
<td>Quiz 10 &amp; 11 and read Chapter 12 &amp; 13</td>
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<td>10</td>
<td>Oct 24</td>
<td>Quiz 14 &amp; 15 and read chapter 16 and 17.</td>
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<td>Oct 26</td>
<td>Assignment 3 Chapter 10-14 Due</td>
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<tr>
<td>11</td>
<td>Nov 1</td>
<td>Test 3 (Chapter 10-14) Due to Halloween holiday, test is scheduled on</td>
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<td></td>
<td>Tuesday. Read chapter 18</td>
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<td>12</td>
<td>Nov 7</td>
<td>Quiz 16 &amp; 17. Read chapter 18</td>
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<td>13</td>
<td>Nov 14</td>
<td>Quiz 18. Read chapter 19</td>
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<td>14</td>
<td>Nov 21-25</td>
<td>Thanksgiving Holidays</td>
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<td>15</td>
<td>Nov 28</td>
<td>Quiz 19 &amp; Bonus Quiz.</td>
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<td>Nov 30</td>
<td>Assignment 4 (Chapter 15-19) Due</td>
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<td>Assignment 5 due for students who missed one assignment before.</td>
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<tr>
<td>16</td>
<td>Dec 5</td>
<td>Final exam (Chapter 15-19) or Comprehensive Final (Chapter 1-19).</td>
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