Principles of Marketing

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
Upon completion of this class, the student will be able to:
1. Fundamental Knowledge
   • Understand how to create customer relationships and value through marketing.
   • Develop marketing strategies.
   • Use market research.
   • Segment a market and pick a target market.
   • Understand the function of members within a marketing channel, especially retailers.
   • Describe the various ways to promote a product or service, including multichannel marketing.
   • Comprehend business-to-consumer and business-to-business marketing
   • Be aware of the many facets of a supply chain.
2. Problem-Solving and Decision-making
   • Develop and execute a Business Model Canvas.
   • Create, price, distribute, and promote a new product.
3. Information Technology
   • Summarize the Internet’s role in marketing.
   • Discuss how social media affects promotional strategies.
   • Apply technological advances to marketing.
4. Ethical Issues
   • Discuss the ethical and social responsibility of marketing.
   • Summarize the regulatory role of the Federal Trade Commission.
5. Global and Multicultural Dimensions
   • Describe the challenges involved in reaching global consumers and markets.
   • Discuss the advantages and disadvantages of globalized versus localized promotional campaigns.
6. Communication
   • Make a presentation to management to obtain acceptance for a new product idea.
   • Use a video format to sell a product.

Major Course Requirements
14 Quizzes (5 points each) 70
3 Exams (100 points each) 300
Final comprehensive exam 100
2 Team Projects (60 points each) 120
Attendance & Participation 10
Total Points 600

Required Readings
Course Policies

Attendance: Throughout the semester, the professor will choose days to give one attendance point.

Make-up Quizzes: You can make up a missed quiz by submitting the following:
1. A summary of the chapter you missed; 500 words or more.
2. In your own words, tell me how this information is useful in marketing to today’s consumers. Your grade is based on the quality of your work. There is no limit to the number of quizzes you can make-up. E-mail the make-up to the professor within a week after the quiz is given.

Extra Credit: This extra credit work must be turned in no later than the last class day. You can earn up to 6 points, depending upon the quality of your work. Requirements: Chose one key term from the list. Find two articles about the term. You must submit: (1) a write-up of at least 500 words about the term and articles. Include a works-cited page. (2) A PowerPoint presentation that summarizes your write-up. It must be at least five slides. Each slide must contain picture(s) that illustrate the information. (3) Include one YouTube link that relates to your slides. Email me your Word file and PowerPoint file on or before the last class day.

Cell Phone / Electronic Device Usage: Cell phone use is not allowed during class. You may use a laptop if absolutely necessary.

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 possible failure.

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 your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. 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 15 is the last day to drop a class with an automatic grade of “W” this term.

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.

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 in the grade appeal process, 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.

**Course outline**

- Introduction
- Ch. 1 Quiz, The World of Marketing; Assign teams.
- Ch. 2 Quiz, Global, Ethical, and Sustainable Marketing.
- Business Model Canvas, quiz after lecture. (This replaces Ch.3).
- Ch.4 Quiz, Market Research.
- Ch. 5 Quiz, Marketing Analytics; Assign Project #1.
- Exam over Ch. 1,2,4,5 and class lectures
- Ch. 6 Quiz, Understand Consumer and Business Markets; Go over exam.
- Ch. 7 Quiz, Segmentation, Target Marketing, and Positioning.
- Team work day
- Teams presentation day- Project #1.
- Ch.8 Quiz, Innovation and New Product Development
- Ch. 9 Quiz, Product Strategy; Assign Project #2.
- Ch. 10 Quiz, Price.
- Exam over Ch. 7,8,9,10 and class lectures.
- Ch. 11 Quiz, Deliver the Goods: Distribution; Go over exam
- Ch. 12 Quiz, Deliver the Customer Experience.
- Team work day
- Teams presentations - Project #2.
- Ch.13 Quiz, Advertising and Sales Promotion
- Ch. 14 Quiz, Promotion.
- Exam over Ch. 11,12,13,14 and class lectures.
- Comprehensive Final