MKTG 3310: Principles of Marketing  
Term: Spring 2019 (1st 7-week term)  
Course Syllabus

Instructor Information

<table>
<thead>
<tr>
<th>PROFESSION</th>
<th>Dr. Karen A. Loveland</th>
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<tbody>
<tr>
<td>OFFICE LOCATION</td>
<td>OCNR 354</td>
</tr>
<tr>
<td>OFFICE PHONE</td>
<td>361.825-2878</td>
</tr>
</tbody>
</table>
| OFFICE HOURS | 8:00 to 9:00 MW  
10:00 to 12:00 MW  
Other times and virtual office hours  
(WebEx) by appointment only |
| E-MAIL ADDRESS | karen.loveland@tamucc.edu |

Course Description

The TAMUCC Undergraduate Catalog contains the following description of the MKTG 3310 course:

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: Junior standing or above.

MKTG 3310, Principles of Marketing is required for all students pursuing a degree in the College of Business at TAMUCC. The primary purpose of the course is to provide students with a basic understanding of concepts and terms used by marketing professionals. Additionally, the course provides students with opportunities to apply marketing principles to a variety of “real-world” situations.

Learning Objectives

The general learning objectives of this course include:

1. To learn the language and ethical practice of marketing (that is, terms, concepts and ethical frameworks) used by marketing professionals. (BBA Goal 1, Objective 1; BBA Goal 2, Objective 1; BBA Goal 4, Objective 1)
2. To show a solid understanding of the major areas of responsibility for marketing managers, how those areas interact with each other, and how key frameworks and tools apply to the analysis of consumers, customers, competition and the internal environment of the firm. (BBA Goal 2, Objectives 1 and 3)
3. To develop insights about the analysis and decisions required to identify a target market and develop a marketing mix (product, price, place and promotion) to satisfy customers. (BBA Goal 2, Objectives 1 and 3; BBA Goal 3, Objective 1).

Course Delivery Method

This is a “type I”, fully online course. That means that you can complete all of the course work online using the tools available in Blackboard Learn 9 (Bb9). I divided the course work into 7 "learning modules", one for each week of the course.

This is an accelerated Online BBA course. You will complete the requirements for an entire regular semester in seven weeks resulting in a weekly workload about double that of a full-term course.

**THIS CLASS IS NOT "SELF-PACED".** Each module contains a deadline. I will STRICTLY adhere to the deadline and late policies specified later in this document and thus, you MUST keep up with the required reading and assignments throughout the term. Having said that, you may “self-pace” most of the course by working ahead. I set up most of the assignments in the course (except discussion topics and the final exam) to be available from the first day of the term.
Major Course Requirements
Your final grade depends on your performance on the following assignments:

<table>
<thead>
<tr>
<th>ASSMT</th>
<th>WEIGHT</th>
<th>LATE PENALTY</th>
<th>DESCRIPTION</th>
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<tbody>
<tr>
<td>Getting Started w/ MML</td>
<td>0.2%</td>
<td>100%</td>
<td>After I set up the metrics assignments, I discovered I was 2 points short of 1,000 points in the class so I made the “getting started...” assignment in MML worth 2 points. You receive full credit for reviewing this information before the due date for Module 1.</td>
</tr>
<tr>
<td>Video Cases</td>
<td>14%</td>
<td>30%</td>
<td>Videos explore a variety of business topics related to the concepts/theories you’re learning in each chapter. Multiple choice quizzes assess your comprehension of the concepts covered in each video. I included one video exercise per chapter (14 total video assignments) worth up to 10 points each (140 points possible). You have one (1) attempt for each case.</td>
</tr>
<tr>
<td>Simulations</td>
<td>27%</td>
<td>30%</td>
<td>Decision-making simulations put you in the role of manager as you make a series of decisions based on a realistic business challenge. The simulations change and branch based on your decisions, creating various scenario paths. At the end of each simulation, you receive a grade and a detailed assessment of the choices you made. I included 27 simulation assignments (number varies by chapter) worth up to 10 points each (270 points possible). You have one (1) attempt for each simulation assignment.</td>
</tr>
<tr>
<td>Marketing Metrics</td>
<td>18.8%</td>
<td>30%</td>
<td>Metrics assignments introduce you to quantitative analyses associated with marketing decision problems. Chapters 5 – 14 include a metrics assignment that contains 2 or 3 word problems (10 assignments). Each problem requires you to calculate specific metrics and interpret those metrics. The point value of each metrics assignment ranges from 14 to 29 points (188 total points possible) depending on the number of answers you have to provide (1 point per answer choice). You have one (1) attempt for each metric assignment.</td>
</tr>
<tr>
<td>Chapter Quizzes</td>
<td>28%</td>
<td>30%</td>
<td>Mastery quizzes test your knowledge of the material in each chapter with multiple choice questions (14 total quizzes). Each quiz contains 10 questions worth 2 points each (20 points per quiz, 280 points possible). The time limit for each attempt is 10 minutes. You may take each quiz two times before the deadline; your highest score counts toward your final grade.</td>
</tr>
<tr>
<td>Final Exam</td>
<td>12%</td>
<td>100%</td>
<td>A comprehensive final exam assessing your knowledge of the marketing terminology you learned this semester. The exam contains 60 questions worth 2 points each (120 points possible). More information about the final exam including instructions for using Examity online exam proctoring service, appear on the “Exam Info” page in Blackboard.</td>
</tr>
<tr>
<td>Class Participation (Discussions)</td>
<td>Extra Credit (≥5%)</td>
<td>100%</td>
<td>I base extra credit on your participation in class discussions of relevant marketing topics. At the end of the term, I decide the maximum amount of extra credit I want to offer (guaranteed minimum of 5% = 50 points). Your participation average (%) determines how many of these points you earn.</td>
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More information, including tips for completing each type of assignment above, appears on the course Home Page in Blackboard.


**Grading & Feedback**

All assignments in MML are “auto-graded”, meaning that the MML software assigns a grade as soon as you submit the assignment. If you don’t receive a grade, please email me as this may indicate a technical problem.

IMPORTANT: Please note that grades posted in MML don’t transfer to Bb9 immediately; please be patient for at least 24 hours before emailing me about a discrepancy. I do a manual sync after I record zeros for incomplete assignments and this usually fixes any problems.

IMPORTANT: Please note that an odd little glitch causes MML to transfer a grade of zero (or sometimes partial credit for metrics) if you happen to be working on something when the system decides it’s time to sync grades with Bb9 (or if I happen to visit the grade book and trigger an automatic grade book update)! If you can see your results in MML, you are fine! The systems will eventually sync again and update the grade in Bb9 with the grade you see in MML. No need to report such errors unless they still haven’t updated at least 24 hours later.

Grading for discussion topics is manual, meaning that I must decide to close a particular topic, review the discussion posts and enter a grade to each student. I guarantee that each new discussion topic will remain open for at least 3 days (72 hours) from the time I posted it. After 3 days, I may close the topic any time, and I will record your participation (or lack thereof) in that topic within 24 hours of that time.

MML provides feedback on auto-graded assignments. If you desire additional feedback on any assignment in the course, please email me. When available (quizzes, mini-sims, and metrics assignments), use the “Ask My Instructor” link in the “Question Help” while viewing/reviewing the assignment to include a link to your work in an email to me.

I’ll use the following grading scale to assign final grades in the class:

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<th>Letter Grade</th>
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<tbody>
<tr>
<td>A</td>
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<tr>
<td>B</td>
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<tr>
<td>C</td>
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<tr>
<td>D</td>
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<td>F</td>
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**Required Text**

There is one textbook required for this class:

*MyMarketingLab for Marketing: Real People, Real Choices, 9th Edition by Solomon*

ISBN: 9780134293189

MyMarketingLab combines an e-textbook with a package of online learning tools. You MUST have the textbook AND the access code for MyMarketingLab (MML) to complete this class. You’ll have the option to purchase access to both directly from the publisher the first time you try to access MML through the links in Blackboard. The publisher offers several formats that include a printed copy of the textbook if you prefer, but the most cost effective option is to purchase the MML access code with the e-text. The ISBN above will allow you to search for other providers for the same online text/access code package or identify other format options for the textbook (e.g., printed text, text rental, loose-leaf text) that can be packaged with the MML access code.
**Websites & Computer Resources:**
This course makes heavy use of the following websites:
- Blackboard: [https://bb9.tamucc.edu/](https://bb9.tamucc.edu/)
- Pearson My Lab & Mastering (link available through Blackboard)
- YouTube: [http://www.youtube.com](http://www.youtube.com)

Your instructor highly recommends using Firefox to access these sites. Students who use other browsers may experience minor formatting errors and other glitches with the course materials.

You can use a computer/laptop, tablet, or mobile device (smartphone) for most of the course. However, you MUST own (or have access to) a desktop or laptop computer for the final exam (Windows or MacOS ... Chromebooks do not work). This computer/laptop must have a webcam and microphone (built-in or external) and you must have administrative privileges to install the GoToMeeting software required for online proctoring.

**Course Policies: My Expectations of You**
The following are my specific expectations:

1. **No Computer-related Excuses** -- Since computers are part of business life as are problems with computers, I will NOT accept excuses related to computer problems including individual Bb9/MML problems, server failures, lost e-mail, ISP problems, and disk crashes. NOTE: the key word is "excuses"...meaning that computer-related problems are NOT an acceptable excuse for not completing the course work before the due date...this does NOT mean that I'm not available to help you get around this type of problem so you can complete the work on time!!!. You should plan for such contingencies and access course information well in advance of the due dates.

2. **Ignorance is NOT a defense** -- you are responsible for all information contained in this syllabus, Blackboard content pages, and all text material assigned for this class. If you are unclear about anything related to this class, you must request clarification from me. In the absence of direct questions, I assume you fully understand all the requirements of this course when assigning grades.

3. **Communicate professionally** -- treat your classmates (and me) with courtesy and respect. It is sometimes difficult to distinguish between a joke and a serious statement in written communication. Limit messages in Class Discussions to course-related topics please. The “Start Here” page in Bb9 includes detailed “Course Communications” policies and guidelines for this class.

4. **Deadline Policy** --The due date for the assignments in each Module appears on the “Module Summary” page in Bb9, in the Bb9 calendar, and in the calendar in MML. You should attempt to complete all assignments in a module before this date.

5. **Late Policy** --In the case of Module Discussions and the Final Exam, the “late penalty” is 100%; you must complete these assignments on or before the stated due date. For the remaining assignments, the MML system will accept submissions after the due date through the end of the term. It automatically deducts a 30% from your score as a late penalty. There are NO EXCEPTIONS to the late policy. Even ONE SECOND after the due date is LATE!!

In addition to course-specific policies above, College and/or University policies require the following statements in all course syllabi:

**Exam Proctoring:**
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.
**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 a zero for the entire assignment category (e.g., academic misconduct on a quiz will result in a zero for all quizzes in the class). Blatant or repeated acts of cheating may result in a zero for the course.

**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.

**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.

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

**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.
Course Schedule Overview

The Module Summary page in Bb9 lists the due date for each “Module”. The Blackboard Calendar will also display the due date for each assignment.

<table>
<thead>
<tr>
<th>MODULE</th>
<th>DUE DATE</th>
<th>TOPICS</th>
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</table>
| 1      | Tuesday, January 22 @ NOON | Chapter 1. Welcome to the World of Marketing  
Chapter 2. Global, Ethical, and Sustainable Marketing |
| 2      | Monday, January 28 @ NOON | Chapter 3. Strategic Market Planning  
Chapter 4. Basics of the Marketing Research Process  
Chapter 5. Marketing Analytics: Welcome to the Era of Big Data |
| 3      | Monday, February 4 @ NOON | Chapter 6. Understand Consumer and Business Markets  
Chapter 7. Segmentation, Target Marketing and Positioning |
| 4      | Monday, February 11 @ NOON | Chapter 8. Product 1: Innovation and New Product Development  
| 5      | Monday, February 18 @ NOON | Chapter 10. Price: What is the Value Proposition Worth?  
Chapter 11. Deliver the Goods: Determine Distribution Strategy |
| 6      | Monday, February 25 @ NOON | Chapter 12. Deliver the Customer Experience: Bricks and Clicks  
Chapter 13. Promotion I: Advertising, Sales Promotion, and Product Management |
| 7      | Monday, March 4 @ NOON | Chapter 14. Promotion II: Social Media, Direct/Database Marketing, and Personal Selling |
| Sunday, March 3 @ NOON to Monday, March 4 @ 11:59 PM | COMPREHENSIVE FINAL EXAM |
| Monday, March 4 @ 11:59 PM | Final deadline for “late” assignments in MML. |