Texas A&M University–Corpus Christi
College of Business

Spring 2020
MKTG 3310
Principles of Marketing
MW 7:00-9:30 PM
Room- OCNR 116
January 21-May 14, 2020

Abu N. M. Waheeduzzaman, Ph.D.
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Office Hours: MW (4:00-6:00 PM) and by appointment

Office Hours
Office Hours: MW (3:15-5:30 PM), T (5:30-7:00 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, assignments, and final. The course delivery plan is given in the Course Schedule.

You will be evaluated on the basis of online assignments (70% of the grade), one final examination/test (20% of the grade), and attendance and participation (10% of the grade). You can also earn an extra 1-5% as quality participation premium. Only deserving students who have attended the class regularly and participated meaningfully will receive the extra credit.

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.

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 variety of “real-world” situations.

Course Prerequisites
BUSI 0011
Junior standing or above.
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 Methods

This course is offered as a blended/hybrid course.

Course Requirements

You will be evaluated on the basis of online assignments (70% of the grade), one final examination (20% of the grade), and attendance and participation (10% of the grade). You can also earn an extra 1-5% as quality participation premium. Only deserving students who have attended the class regularly and participated meaningfully will receive the extra credit.

Required Materials

Solomon, Michael R., Greg W. Marshall, and Elnora W. Stuart. Pearson. Latest edition will be used. TAMUCC Bookstore will provide the information.

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/

Course Policies

Exams

You will be evaluated on the basis of online assignments (70% of the grade) and one final examination (20% of the grade), and attendance and participation (10% of the grade). No makeup test will be given without valid reason. I will determine validity based on university policy. Make up tests would be written tests (yes, with pen/pencil), proctored under my guidance, face to face.
**Attendance and Participation**
Class discussion is highly valued. Stay focused on the topic, express your learned opinions, and participate meaningfully. Both quality and quantity of participation will be considered. Sign attendance. You are expected to be present in class during the entire class period on the days we meet in class. Do not sign attendance for others. This is forgery and will lead to penalty. You will be responsible for all class works whether you attend or not. Attendance and participation are 10% of the grade. However, there will be a severe penalty for high undue absence. Students attending less than 50% of the Face-to-Face classes will receive a grade lower than what s/he has actually earned (e.g., “A” will be downgraded to “B.”).

**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. 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**
Ch1-Welcome to the World of Marketing  
Ch2-Global, Ethical and Sustainable Marketing  
Ch3-Strategic Market Planning  
Ch4-Market Research  
Ch5-Marketing Analytics  
Ch6-Understand Consumer and Business Markets  
Ch7-Segmentation, Target Marketing, and Positioning  
Ch8-Product I  
Ch9-Product II  
Ch10-Price  
Ch11-Deliver the Goods  
Ch12-Deliver the Customer Experience  
Ch13-Promotion I  
Ch14-Promotion II

Total hours: 45. Each chapter is worth 3.21 hours.

**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 PowerPoints.

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
A day-to-day course schedule will be provided in Blackboard. As you understand, it may change as per class progress and the need of the situation. I will update the changes in Blackboard. Stay updated, always! Read the chapters before coming to class.
Know Your Instructor

Dr. Abu N. M. Waheeduzzaman is a Professor of Marketing and International Business at Texas A&M University Corpus Christi (TAMUCC). He joined TAMUCC in 2000. Previously, he has taught at Salisbury State University (Maryland), University of New Haven (Connecticut), North South University (Bangladesh), and IBA, Dhaka University (Bangladesh). He has also taught in Germany and Thailand.

Dr. Waheeduzzaman received his Ph.D. from Kent State University, Ohio. He has two MBAs, one in International Business from George Washington University, and the other in Marketing from Institute of Business Administration, Dhaka University, Bangladesh. His B.A. was in Economics, Political Science and Sociology from Dhaka University.

During his long academic career, he has taught a variety of courses in marketing and international business at both graduate and undergraduate level. Courses that interest him are International Business, International Business Research, International Marketing, Marketing in the International Environment, International Competitiveness, and Marketing Research, Marketing Management and Marketing Strategy. Besides regular teaching, he has conducted the “Faculty Development Workshop on Research Methodology” for junior faculty members.


Currently, he is serving as Associate Editor for the Journal of Competitiveness Studies and the Journal of Euromarketing. Previously, he also served as Associate Editor for Competitiveness Review. He is a Senior Fellow of the American Society for Competitiveness.

His professional service includes leadership as program coordinator, workshop leader, invited speaker, panel discussant, conference chair and discussant in different organizations. He is a member of American Marketing Association (AMA), Academy of International Business (AIB), American Society for Competitiveness (ASC), International Management Development Association (IMDA), National Geographic Society, American Association of University Professors (AAUP) and Institute of Business Administration Alumni Association (IBAAA), Bangladesh.

He has been actively involved in faculty development, program development, AACSB accreditation, research seminars, faculty advisor for student organizations, doctoral and master's thesis advisor, internationalization, and external reviewer for tenure and promotion candidates.

He has received excellence awards in teaching from University of New Haven and Texas A&M University Corpus Christi. He has also received excellence awards in Research, Service and International Education from Texas A&M University Corpus Christi.

He has been elected to the membership of 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).

Dr. Waheeduzzaman also enjoys reading, writing, cooking and traveling. He has traveled to about 20 countries in the world. He can be found in LinkedIn, Google Scholar, ResearchGate, Facebook, Instagram and Twitter.

Good Luck! Have a Great Semester!