Your Health is Priority One
Welcome to my class. Hope you all are doing well. If you are sick or have medical issues, please consult the University Health Center (https://healthcenter.tamucc.edu/) or relevant doctor. Get supporting medical documents to continue the class. Any issues let me know. I will try to accommodate as best as I can. Stay positive, be patient. Together, we shall overcome.

Course Schedule, Delivery and Attendance Plan
Please pay attention to this course delivery plan. It may change as per class progress, need of the situation, or University directives. I will update changes in Blackboard. Stay updated.

Learning of the course materials is achieved through chapter discussion, videos, tests, and assignments. We will meet during regular class times, Face to Face (F2F) or WebEx. Check the day-to-day Course Schedule is posted in Blackboard. Given COVID-19, attendance is not mandatory (face to face or online) and is not counted in grade calculation.

When the class is online, meet me in class via Cisco WebEx (www.webex.com). You can directly go to a WebEx Meeting via Blackboard. Go to Communication Tools, click WebEx Meetings, it should directly take you to https://tamucc.webex.com/meet/waheed). Join the meeting. If you are unable to join, go to https://iol.tamucc.edu/ for help. I am not in a position to answer technical questions. Stay positive and be patient. Together, we shall overcome.

Office Hours
OH = Office Hours will be via WebEx. If you have questions, ask during class time, or meet me via WebEx during designated days. I will try to accommodate you beyond the posted hours, let me know via Blackboard messages, leave a telephone number. If you want to discuss face to face, I will have to find time and place for the meeting. COB has designated places where we can meet. The process may not be easy, have patience.

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 is an online course via WebEx Meetings.

Course Requirements

- Examinations- 60%
- Assignments- 40%
- Total- 100%

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. Videos are related to the assignments. Examination questions can also be from the videos.

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

**Course Policies:**

**Exams**
There are two short essay type tests/examinations, 60% of the grade. You will take the tests in Blackboard on specified dates. No makeup test will be given without valid reason. I will determine validity based on university policy. Make up questions would be similar but not same.

Actual test questions will be similar to the questions posted in Blackboard. Mix and match of questions from different chapters are possible. Stay updated with the latest questions during class discussions. Make sure to watch all videos before taking the test. Test questions can be from the videos.

**Assignments**
The assignments are critical components in learning, 40% of the grade. Follow instructions. Late submission will not be accepted.

**Electronic Device Usage**
Computers, laptops, or tablets are required to complete the course. Online service is also required, obtain a secure service.

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

**Messaging and Email Policy**
My preferred method of communication would be Blackboard messages. It is relatively easy; we can keep track of the messages. 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. Think before you send emails. I have had experience where emails were either lost or placed in junk folders.

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

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. Check 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.

Civil Rights Statement
Texas A&M University-Corpus Christi is committed to fostering a culture of caring and respect that is free from discrimination, relationship violence and sexual misconduct, and ensuring that all affected students have access to services. For information on reporting Civil Rights complaints and support resources, (including pregnancy support accommodations) or university policies and procedures, please contact the University Title IX Coordinator, Sam Ramirez (Samuel.Ramirez@tamucc.edu) or Deputy Title IX Coordinator, Rosie Ruiz (Rosie.Ruiz@tamucc.edu) at (361) 825-5826 or visit the TAMUCC website at http://edcs.tamucc.edu/titleIX/.

Limits to Confidentiality. Essays, journals and other materials submitted for this class are
generally considered confidential pursuant to the University’s student record policies. However, students should be aware that University employees, including instructors, are not able to maintain confidentiality when it conflicts with their responsibility to report alleged or suspected civil rights discrimination that is observed by or made known to an employee in the course and scope of their employment. As the course instructor, I must report allegations of civil rights discrimination, including sexual assault, relationship violence, stalking, or sexual harassment to the Title IX Coordinator if you share it with me.

These reports will trigger contact with you from the Civil Rights/Title IX Compliance office who will inform you of your options and resources regarding the incident that you have shared. If you would like to talk about these incidents in a confidential setting, you are encouraged to make an appointment with counselors at the University Counseling Center (https://counseling.tamucc.edu/).

**Know Your Instructor**

COB Webpage: [http://www.cob.tamucc.edu/About_Us/faculty_waheed.html](http://www.cob.tamucc.edu/About_Us/faculty_waheed.html)

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!