PRINCIPLES OF MARKETING
SYLLABUS
MKT 351 001 & 002
Fall 2017

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Office: 403C Business Building (McGee)
Office hours: 10:00 AM – Noon MW; and, 9:15 AM – 10:45 AM TR, 3:15 PM – 4:45 PM TR
Class hours: Section 001: 8:00 AM – 9:15 AM; Section 002: 11:00 AM – 12:15 PM
Class Location: McGee Business, BU 455
Department/College: Department of Management and Marketing
Nelson Rusche College of Business

Course Description: Basic marketing processes and concepts, functions, institutions, environment, techniques and factors in marketing management.

Prerequisite: Junior standing

Course Objective: The overall objective of this course is for you to learn about the basic principles of marketing as practiced by small and large organizations in a modern, high level economy. The course will emphasize domestic as well as international marketing.

Note: The syllabus presented here is a guide for class content and activities. It is subject to change. Please bring your copy of the syllabus to class for each meeting.

Text: Charles W. Lamb; Joe F. Hair; Carl McDaniel, MKTG10 or MKTG 11

Course Content: Definitions, concepts, and strategies as they relate to marketing within organizations, nations, and society.

CLASS RULES:
Following these few rules will help to maximize your learning experience and those of your classmates:

- Attend every class.
- Read the assigned material, turn in all required work on the day it is due.
- Participate in individual and group activities and discussions.
- Treat everyone in the class with respect and courtesy.
- Demonstrate professional behavior and use language appropriate for classroom learning.
- Ask questions!
Communication:
Please check your SFA.Jacks.Edu and d2l mail at least once a day.
D2l will be the official tool in your MKT 351 class for communicating the important reminders, announcements and further assignments and directions. You may email the professor at mkahla@sfasu.edu or text at (936) 526-3731. If you text, please identify yourself in the text.

Grades: The following tasks will be completed during the semester:

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
<th>Points</th>
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<tbody>
<tr>
<td>Tests</td>
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<td>Test 1</td>
<td>Chapters 1 - 5</td>
<td>9/26</td>
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<td>Test 2</td>
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<td>Test 3</td>
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<td>Test 4</td>
<td>Chapters 10 – 13 &amp; 19</td>
<td>12/12 or 14</td>
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<td>Subtotal:</td>
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Exams will be presented in objective and/or subjective formats on d2l and administered at specific class times in computer labs announced in class the week prior to exam.

Project: Marketing Plan or Case 11/16
Directions are posted on Content and Drop Box & distributed in class by 10/17
Application of relevant marketing concepts and ideas 50
Grammatical correctness and design 50
Subtotal: 100 points

Professional Points: Attending class, working in teams, completing work and tests on time, attending events related to marketing outside of class, helping with AMA Conference, helping with Showcase Saturday, competing in AAF – Houston, representing the department and class throughout campus at meetings of professional organizations, AMA, SAM and SBA for example.

Subtotal: 100 points

TOTAL: 400 points

SEMESTER GRAND TOTAL: 300 POINTS

Points for grades:
A 400 - 360 points
B 320 - 359 points
C 280 - 319 points
D 240 - 279 points
F less than 240 points
SCHEDULE

Week 1, 8/29: Chapter 1, An Overview of Marketing, and
   Chapter 2, Strategic Planning for Competitive Advantage,
Week 2, 9/5: Chapter 3, Ethics and Social Responsibility.
   Chapter 4, The Marketing Environment,
Week 3, 9/12: Chapter 5, Developing a Global Vision
Week 4, 9/19: Review first 5 chapters, discuss preparation of marketing plans, gain approval of
   the company for which you will prepare a marketing plan and discuss the Fall Regional AMA
   Student Conference Co-Hosted by SFASU and UHD student chapters on 9/29/2017.
Week 5, 9/26: Take Test One over Chapters 1-5 and AMA; Attend Conference on 9/29.

Week 6, 10/3: Chapter 6, Consumer Decision Making; Battle of the Piney Woods, NRG
   Stadium
Week 7, 10/10: Chapter 7, Business Marketing; Chapter 8, Segmenting and Targeting Markets
Week 8, 10/17: Chapter 9, Marketing Research; Test Two, Chapters 6-9. Approval of
   Company for your Marketing Plan.

Week 9, 10/24: Chapter 14, Retailing and Chapter 15, Marketing Communications
Week 10, 10/31: Chapter 16, Advertising, Public Relations and Sales Promotion and
   Chapter 17, Personal Selling and Sales
Week 11, 11/7: Chapter 18, Social Media, Test Three, Chapters 14 – 18, Begin Chapter 10,
   Product Concepts

Week 12, 11/14: Chapter 11, Developing and Managing New Products, Chapter 12,
   Services and Non-Profit Marketing

Week 13, 11/21: Thanksgiving Holidays all week!

Week 14, 11/28: Chapter 13, Supply chain Management and Marketing Channels,
   Chapter 19, Pricing Concepts
Week 15, 12/5: Discuss your marketing plans in class
Week 16, 12/12 or 12/14, Test Four

Important University Dates:
Week of August 28, Classes Begin
Tuesday, September 12, 12th class day
Friday, September 15, 1st day to apply for degrees to be completed in May 2018
Wednesday, October 25, last day to withdraw from classes without wp or wf
Wednesday, November 15, last day to apply for degrees to be completed in May 2018
Saturday, November 18, Begin Thanksgiving Holidays
Monday, November 27, Classes resume
Monday, December 11, Finals begin
**ADDITONAL INFORMATION:**

**Program Learning Outcomes:**

Marketing Program Learning Outcomes

1. The student will demonstrate effective oral and written communication skills by (1) composing a professional quality business document, and (2) preparing and delivering a professional presentation on a business topic. (Written Communication, Oral Communication)

2. The student will demonstrate knowledge of fundamental information technology tools and concepts. (Technology)

3. The student will exhibit an understanding of ethics and social responsibility. (Ethics)

4. The student will apply critical thinking skills by solving problems requiring quantitative and/or qualitative analysis. (Critical Thinking)

5. The student will demonstrate multicultural and diversity understanding. (Diversity)

6. The student will demonstrate an understanding of teamwork as it occurs in business situations. (Teamwork)

7. The student will effectively apply knowledge and skills in the functional areas of business. (Business Knowledge)

8. The student will effectively apply knowledge and skills in Consumer Behavior, International Marketing, Marketing Research, and Marketing Strategy (Marketing Core)

9. The student will effectively apply knowledge and skills in the functional specialties of marketing (Functional Knowledge)

Emphasis on Ethics, Diversity and Introduction of Business Knowledge.

*These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at [http://www.sfasu.edu/cob/ug-plo.asp](http://www.sfasu.edu/cob/ug-plo.asp).*

**Student Learning Outcomes:**

List all student learning outcomes (SLOs) [also referred to as course objectives] for this course including the course specific student learning outcomes that support the PLOs above. In general, SLOs in a course that support the PLOs are specific and include the exact knowledge, skill or behavior taught in the course that supports the more global PLOs. For additional information on meaningful and measurable learning outcomes see the assessment resource page [http://www.sfasu.edu/assessment/index.asp](http://www.sfasu.edu/assessment/index.asp)

**Student Learning Outcomes for this course:**

Upon completion a student should be able to:

---identify the foundation terms and concepts that are commonly used in marketing, advertising and promotion as indicated by performance on tests and actual application in projects.

---give the reasoning that underlies these terms and concepts, as indicated by performance on tests and application in projects.

---ascertain which of these terms, concepts and strategy apply to selected advertising and promotion situations, including, but not limited to domestic and international advertising examples, as indicated by performance on tests and project preparation and presentation.

---explain the significance of these terms, concepts and strategies for selected advertising and promotion situation examples, including, but not limited to domestic and international marketing examples, as indicated by performance on tests and project preparation and presentation.
--determine and justify which of these terms, concepts and strategies would be appropriate for dealing with selected advertising and promotion situation examples as indicated by performance on preparation and presentation of projects.

--appreciate the value of an ethical approach to marketing and advertising and promotion activities, as indicated by ethical formulations in case analyses and communications in class.

--demonstrate preparation to comprehend the basic marketing and advertising and promotion concerns that might be addressed in inter-functional analyses even if not a marketing professional, as indicated by overall performance in the course requirements and project(s).

**Definition of Academic Dishonesty**

Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to (1) using or attempting to use unauthorized materials on any assignment or exam; (2) falsifying or inventing of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to (1) submitting an assignment as if it were one's own work when is at least partly the work of another person; (2) submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or (3) incorporating the words or ideas of an author into one’s paper without giving the author credit. Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university. Please read the complete policy at [http://www.sfasu.edu/policies/student_academic_dishonesty.pdf](http://www.sfasu.edu/policies/student_academic_dishonesty.pdf)

**Course Grades (University Policy 5.5)**

At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as allowed through policy related to active military service. If students register for the same course in future semesters, the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average. Please refer to the complete policy at [http://www.sfasu.edu/policies/course-grades.pdf](http://www.sfasu.edu/policies/course-grades.pdf).

**Students with Disabilities**

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Room 325 in the Human Services Building, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to [http://www.sfasu.edu/disabilityservices/](http://www.sfasu.edu/disabilityservices/).

**Student Conduct (University Policy 10.4)**

Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the full Student Conduct Code at [http://www.sfasu.edu/policies/student-conduct-code.pdf](http://www.sfasu.edu/policies/student-conduct-code.pdf). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion
groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/ inappropiate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.