MARKETING 351 001 and 002
Syllabus
Principles of Marketing
DEPARTMENT OF MANAGEMENT and MARKETING
NELSON RUSCHE COLLEGE OF BUSINESS
Fall 2018
27 August through 14 December

PROFESSOR: Dr. Marlene Kahla, Professor
COURSE: MKT 351: Principles of Marketing
Sections 001 and 002
CLASS SCHEDULE AND LOCATION:

MKT 351 001, 8:00 AM – 9:15 AM, TR, BU 455
MKT 351 002, 11:00 AM – 12:15 PM, TR, BU 477
MKT 352 001, 2:00 PM – 3:15 PM, TR, BU 124

OFFICE HOURS: 10:00 AM – 11:00 AM, 1:00 PM – 2:00 PM, TR
9:00 AM – NOON, 1:00 PM – 4:00 PM, W
OR, by appointment

OFFICE LOCATION: BU 403C

PROFESSOR CONTACT INFORMATION: Office telephone: 936-468-4103,
mobile: 936-526-3731,
or email: mkahla@sfasu.edu

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, MKTG12 or 13
Course Content: Definitions, concepts, and strategies as they relate to marketing within
organizations, nations, and society.
## Grades

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tests</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Test 1</td>
<td>Chapters 1 - 5</td>
<td>11 September</td>
</tr>
<tr>
<td>Test 2</td>
<td>Chapters 6 - 9</td>
<td>2 October</td>
</tr>
<tr>
<td>Test 3</td>
<td>Chapters 10 - 15</td>
<td>23 October</td>
</tr>
<tr>
<td>Test 4</td>
<td>Chapters 16 - 21</td>
<td>13 November</td>
</tr>
<tr>
<td><strong>Subtotal:</strong></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Exams will be presented in objective and/or subjective formats online. You have one hour to complete each exam once it is opened by the student. Additional time may be arranged through appropriate university processes.

### Marketing Plan:

You will be assigned to teams of 3 or 4 students to prepare a marketing plan for an actual client. You will meet the client in the classroom, listen to what the client wants in a marketing plan and work on your team’s plan for the client throughout the semester. Please notice that three items contribute to your grade in the marketing plan:

1. **Professionalism**: Included in this term is your preparation for meeting the client, meeting with your team, punctuality to class and team meetings, contribution of ideas and actual work that contributes to the completed **written** and **oral** versions of your team’s marketing plan. **30 points**

2. **Written Marketing Plan**: Each section of the marketing plan is included in the written plan submitted by your team. You will be reviewing reports from the industry, listening to your client and accessing secondary sources for much of your information to be included in the plan. You may include primary research provided that it is approved by the professor. Due 15 November **30 points**

3. **Oral presentation of the marketing plan**: You and your team members will present your completed marketing plan to the client and the professor. Each team member will be responsible for knowledge of the complete marketing plan, although any of the team members may be more knowledgeable than other team members about specific sections. November 27 or 29, December 4 or 6. The date the client selects will be announced by the first week in November. **40 points**

| Subtotal: | 100 |
| Grand Total: | 300 |

### Points for grades:

- **A**: 270 - 300 points
- **B**: 240 - 269 points
- **C**: 210 - 239 points
- **D**: 180 - 209 points
- **F**: less than 180 points
Schedule

Week One

Chapters 1 – 5
Overview of Marketing

Week Two

Strategic Planning for Competitive Advantage
Ethics and Social Responsibility

Week Three

The Marketing Environment
Developing a Global Vision
Test 11 September

Week Four

Chapters 6 - 9
Consumer Decision Making

Week Five

Business Marketing
Segmenting and Targeting Markets

Week Six

Marketing Research
Test 2 October

Week Seven

Chapters 10 – 15
Product Concepts
Developing and Managing Products

Week Eight

Services and Nonprofit Marketing
Supply Chain Management

Week Nine

Marketing Channels
Retailing
Test 23 October

Week Ten

Chapters 16 – 21
Marketing Communications

Week Eleven

Advertising, Public Relations and Sales
Personal Selling & Sales Management
Social Media & Marketing

Week Twelve

Pricing Concepts
Setting the Right Price

Week Thirteen

Test 13 November
Written Marketing Plan: 15 November

Week Fourteen

Thanksgiving Holidays

Week Fifteen

Return to University
Review Marketing Plans
Present Marketing Plans

Week Sixteen

Present Marketing Plans

Week Seventeen

Finals

Student Learning Objectives

Upon completion a student should be able to:
--identify the foundation terms and concepts that are commonly used in marketing, as indicated by performance on tests.
--give the reasoning that underlies these terms and concepts, as indicated by performance on tests.
--ascertain which of these terms and concepts apply to selected marketing situations, including, but not limited to international marketing examples, as indicated by performance on tests and case analyses.
--explain the significance of these terms and concepts for selected marketing situation examples, including, but not limited to international marketing examples, as indicated by performance on case analyses.
--determine and justify which of these terms and concepts would be appropriate for dealing with selected marketing situation examples as indicated by performance on case analyses.
--appreciate the value of an ethical approach to marketing activities, as indicated by ethical formulations in case analyses and communications in class.
--demonstrate preparation to comprehend the basic marketing concerns that might be addressed in inter-functional analyses even if not a marketing professional, as indicated by overall performance in the course requirements.

Program Learning Outcomes:  
Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. 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.
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)

Syllabus Addendum
Abiding by university policy on academic integrity is a responsibility of all university faculty and students.

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

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.

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/.

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.) 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/ inappropriate 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.