COURSE SYLLABUS

DEPARTMENT OF
MANAGEMENT AND MARKETING

MKT 351.004 - PRINCIPLES OF MARKETING
Fall 2018

Professor: Lone Wittliff
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Office Hours: MW 10:00-11:00, 12:15-2:30, 3:45-4:00
TR 9:00-9:30, 10:45-11:15

Class Hours: MKT 351 004 MW 2:30-3:45 BU 455

Catalog Description: Basic marketing processes and concepts; functions; institutions; environment; techniques and factors in marketing management.

Prerequisite: Junior Standing

Course Objectives: Upon completion of this course, the 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 test;

Ascertain which of these terms and concepts apply to selected marketing situation examples as indicated by performance on test, case analysis and marketing plan.

Explain the significance of these terms and concepts for selected marketing situation examples as indicated by performance on tests and 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's requirements.

Current Text: MKTG11, Lamb/Hair/McDaniel

Course Content: Required Topics

- Definition and Basic Concepts
- Influence of Political, Social, Technological, Legal & Regulatory Environments
- Marketing Research and Information Systems
- Market Segmentation & Targeting
- New Product Development
- Services
- Retailing
- Marketing Promotion
- Sales Promotion
- Basic Supply & Demand Economics
- Pricing Techniques & Tactics

- Profit and Not for Profit
- Ethics & Social Responsibility
- Global Dimensions
- Strategy, Planning & Forecasting
- Consumer Behavior
- Organization to Org. Marketing
- Product Strategy
- Product Management
- Channel Strategies
- Physical Distribution
- Advertising
- Personal Selling & Sales Mgt.
- Pricing Strategy
- Marketing Management

Instruction Techniques:

You will be expected to read and study thoroughly each assigned chapter in the textbook and any outside reading assignments before the material is covered in class lecture. Lectures and class discussions will be devoted to application and amplification of textbook material, not complete reiteration of that same material. You will, however, be tested thoroughly over the information in the textbook as well as the information discussed in class lecture.
Course Evaluation:

1. Students are expected to participate actively in class. Class participation (individual contribution, ATTITUDE, interest, knowledge of the assigned subject matter, etc.) will be graded.

2. All reading and written assignments must be completed on time. Written assignments must be typed and have a cover sheet with your name, class number and section, and topic title. Late work will not be accepted.

3. **NO HATS!**

   **Cellphones are not to be used in class**

Exams:

1. Four major exams will be given. Each exam will be worth 100 points and will cover the assigned chapters in the textbook, class lectures, and any other assignments made during the specified time period.

2. Exams will primarily consist of multiple choice questions. Essay and short answer questions may be used at the discretion of the instructor.

3. You will need to purchase scantron 882 forms for the exams.

4. There will be no make-up exams given after the scheduled exam date. Students who will be attending university sponsored events may elect to take the exam early with my approval. I must be notified as early as possible so that arrangements can be made for the early exam. Otherwise, if you miss an exam you will be required to take the comprehensive final exam during finals exams as scheduled.
Final Grade:  
Four (4) tests 400 points  
Group Project 100 points  
Class performance: 
May be slightly less or more than 100 point  
600 points total  

Grade Composition:  

Attendance:  Attendance is EXPECTED and REQUIRED. Partial attendance (LATE ARRIVALS, EARLY DEPARTURES) is not acceptable, and will be treated as absences. At the end of the semester each student will be given points depending on his/her attendance record. Merit points for attendance/absences will affect the student’s final average.  
Points will be added or subtracted from your final average in accordance with the following:  

0 absences = +3 points  
1 absences = +1 points  
2 absences = 0 points  
3 absences = -3 points  
4 absences = -5 points  
5 absences = -6 points  
6 or more = “F” in the course  

**Each tardiness will be counted as a half absence**  
**Early departure will be counted as a half absence**  

Cheating and Plagiarism:  Cheating is the copying of another student’s work on an assignment or exam. Plagiarism is the submission of another author’s/student’s work without acknowledging or crediting that person. The student must avoid all appearances of cheating and/or plagiarism. The penalties for cheating and/or plagiarism include a grade of an F on a miscellaneous assignment or in the case of an exam, an F for the course.  

Miscellaneous:  If you need course adaptions or accommodations, please make an appointment with me as soon as possible.
Tentative Outline

Aug 27  Intro
29    Ch 1
Sept 3 Labor Day
5     Ch 2
10    Ch 3
12    Ch 4
17    Ch 5
19    Presentations
24    Presentations
26    Test #1
Oct 1  Ch 6
3     Ch 7
8     Ch 8
10    Ch 9
15    Ch 10
17    Test #2
22    Ch 11
24    Ch 12
29    Ch 13
31    Ch 14
29    TBA
Nov 5  Test#3
  7    Ch15 -16
12    Ch17
14    Ch 18
19    Thanksgiving
21    Thanksgiving
26    Presentations
28    Presentations
Dec 3  Presentations
  5    TBA
10-14  Finals/Test #4  (Friday 14; 10:00 –12:30)
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://cobweb.sfasu.edu/plo.html.

General Student Policies:

Academic Integrity (4.1)

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

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 to aid in achieving a better grade on a component of a class; (2) the falsification or invention 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 your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp.

Withheld Grades Semester Grades Policy (5.5)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, 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. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.
**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), Human Services Building, and Room 325, 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/).

**Acceptable Student Behavior**

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 Student Conduct Code, policy D-34.1). 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 Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.