SYLLABUS – Spring Semester, 2018
MARKETING 351.003- Principles of Marketing, 3 Credit Hours
TR 12:30- 1:45pm, Room BU 121
Department of Management, Marketing and International Business

NOTE: This syllabus is provided to you as a guide for class content and expectations this semester. It is not a contract, and is subject to change as necessary.

COURSE DESCRIPTION: Basic marketing processes and concepts, functions, institutions, environment, techniques and factors in marketing management.

PREREQUISITE: Junior standing

PROFESSOR: Dr. Larry O'Neal, Office: 403 K, McGee Business Building
Office Telephone: 468-4103, email: loneal@sfasu.edu

OFFICE HOURS: Tentative: MW 10:30-11:30am, and MW 2:15- 4:15pm, also TR 10:45-11:45am and TR 1:45- 3:45pm, or by appointment


COURSE ACCOMMODATIONS: Students with Disabilities--To obtain disability related accommodations and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, 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.

COURSE OBJECTIVES: This course will give students an introduction to the basic principles and concepts necessary to successfully plan, create, price, promote, and market products or services sold, or provided, by a business or nonprofit organization, including both domestic and international marketing.

STUDENT LEARNING OUTCOMES: 1. Identify the business terms, Marketing principles and concepts that are significant within the field of Marketing to be measured by performance on examinations
2. Understand the ideas and reasoning that underlie these principles and concepts, to be measured by performance on examinations
3. Demonstrate how to apply and use these principles and concepts in Marketing, business, and/or nonprofit organizations to be measured by performance on examinations and the term project
4. Demonstrate preparation for entry into a career in Marketing, to be measured by overall performance in meeting the course requirements

For additional information on meaningful and measurable student learning outcomes see the assessment resource page http://www.sfasu.edu/assessment/index.asp
ATTENDANCE and
PROFESSIONAL POINTS: You are to attend all class meetings in accordance with the policies of this University. Attendance at all scheduled exams is mandatory. Regular attendance is expected for all classes, and arrive on time or before class begins. **10% of your total grade will be class attendance and professionalism.** Professional points consist of your total approach to this class: conducting yourself professionally in class along with your conduct and participation on your team term project, etc., **Professional points (10% of total grade)** consist of: 1. **Attendance**- points off for each time late to class, points off for each class missed after two missed classes. 2. **Class discussion**- points added for each good to excellent answer to questions asked in class, or your extra outstanding contribution to class discussion, or points off for each weak, or non-answer, in class discussion. 3. **Team Term Project**- missed meetings, not being prepared for team meetings, not completing your share of work, points off for each instance. 4. **Special Extra Effort**- assistance to, or working with, professor, speaker, or other students, or SFA- both in and out of the class room, as long as it is related to our class, and/or helping SFA. This includes attending class for outside speakers, attending any Class Field Trip or any other special class events, volunteering to work for Showcase Saturday, Career Fair, Marketing Week, etc., add points for each instance.

EVALUATION: Your final grade will be based on your scores for 3 major exams, a team term project, and class participation and professionalism.

Major exams (3, including the Final Exam)  (all equal weight) and, Term Project (all the above total 90%) =900 points

Class participation (total 10%) =100 points

Total =1,000points

FINAL GRADE: The final grade will be determined strictly on this basis:

A = 89.50% to 100% of perfect total score
B = 79.50% to 89.49% of perfect total score
C = 69.50% to 79.49% of perfect total score
D = 59.50% to 69.49% of perfect total score
F = below 59.50% of perfect total score

CURVE POLICY: If the average on an Exam falls below 75% then all raw scores may be raised so the class average will become 75%. For example, if the raw score class average is 67%, the 8 points would be added to each individual's raw score (example only).

EXAM STYLE: All exams will be objective, consisting of multiple choice questions. A short answer essay question may be added to exams for bonus or extra credit. If necessary, any make-up exam may be essay or objective in format (at the instructor's discretion). Exams are lengthy, comprehensive, and detailed.

ACADEMIC MISCONDUCT: This class will follow official University Policy with regard to academic misconduct. For example, cheating on exams, or turning in papers that are not your own work, will not be tolerated. Also, no cell phones or any devices with cameras, may be on, or used, during any exams.
FINAL EXAM: The required final exam will cover the last section of class material. Your final exam will be given at the regularly scheduled time during final exam week.

MAKE-UP EXAM: A make-up exam will be given only when the student can show proof of an absence from the scheduled exam that can be excused under university regulations. If a student misses a regular exam and has an excused absence, one special make-up exam will be given just before the end of the semester. The make-up exam may be essay or objective (at the instructor’s discretion).

TEAM TERM PROJECT – Research/write about a career position/job in Business or Marketing
Students will be required to form teams to write a Term Project, or report, about a career position/job in Business or Marketing. Students will form teams of about 2-4 people and each student on the team will research, analyze and help write at least part of the report. You will use endnote style to cite each source, by which you place a number at the end of the sentence, or paragraph, to cite your source for that particular information. Then you place that exact same number on your Bibliography Page and give all the identifying information necessary so that the reader will be able to find that source and information (for example cite the author(s) name(s) for a book or current periodical, or cite the author(s) name(s) and website address for an internet publication. If you cite the same source more than once (such as your textbook) within your written report you must use the same end note number each subsequent time you cite that source as you did the first time you cited that source within your report.

GRADING THE TEAM TERM PROJECT:
Term Project: due by Week ending Friday, April 6. The title of your Term Project will be: Careers in Business or Marketing: (then name 1, 2 or 3 specific career positions or jobs you have selected to write about). Have a cover page with course name and number, and student names, date, etc. Write a 6-12 page report (type written, double spaced, about 3-5 pages per career) with at least 6 sources (at least 3 sources not originally published on the web) cited within your report, and also listed in your Bibliography Page. Write in your own words a brief introduction and description of each career field/industry and a brief description of each particular career position or job you select. You are required to present at least one table or figure (for each job) that is single spaced (for example: salary information) with a source cited and you must give a detailed explanation of each table or figure in your own words within your report. Also, place at least one complete copy of an article about each career position or job you have selected. Attach complete copies of each article in the back of your report, and cite each attached article within your report, and on your Bibliography page.

Your Team Term Project grade will be based on: 1) Appearance-overall appearance, organization, grammar, spelling, etc. 2) Quality- quality and detail of your description of this career field, salary, etc., and the job duties of one particular job in that career field. 3) Sources- at least 6 sources (at least 3 not originally published on the web) cited in your report and also listed on your Bibliography Page. 4) Attachments- attach complete copies of each article, at least 1 for each job, place these articles in the back of your report, and cite each article within your report, and on your Bibliography Page. 5) Paper Format-Your Term Project must be turned in as a hard copy (paper) format, with attached complete paper copies of at least one article for each job covered in your report.
Rusche College of Business
Syllabus Addendum

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.

August 19, 2014
### Tentative Schedule, MKT. 351.003- Principles of Marketing, Spring Semester 2018
TR 12:30- 1:45pm, room BU 121

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATES</th>
<th>CHAPTER/APASSIGNMENT</th>
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<tbody>
<tr>
<td>1</td>
<td>Jan. 16 &amp; 18</td>
<td>Ch. 1 - Overview of Marketing/basic principles</td>
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<td>* Monday, Jan. 15, Martin Luther King Holiday, No Classes*</td>
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<td>2</td>
<td>Jan. 23 &amp; 25</td>
<td>Ch. 2 - Strategic Planning</td>
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<td>3</td>
<td>Jan. 30 &amp; Feb. 1</td>
<td>Ch. 3 - Ethics in Business &amp; Marketing</td>
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<td>4</td>
<td>Feb. 6 &amp; 8</td>
<td>Ch. 4 - Environment for Business &amp; Marketing</td>
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<td>* Tuesday, Feb. 6, Form Teams for Term Projects *</td>
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<td>5</td>
<td>Feb. 13 &amp; 15</td>
<td>Ch. 8 &amp; 9- Segmentation &amp; Marketing Research</td>
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<td>6</td>
<td>Feb. 20 &amp; 22</td>
<td>Ch. 9- Marketing Research and Review for Exam</td>
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<td><em>Thursday, Feb. 22, First Major Exam, Ch.1-4, 8 &amp; 9</em></td>
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<td>7</td>
<td>Feb. 27 &amp; Mar. 1</td>
<td>Ch. 10 – Products/Services</td>
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<td>8</td>
<td>Mar. 6 &amp; 8</td>
<td>Ch. 11- Developing &amp; Managing Products/Services</td>
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<td>9</td>
<td>Mar. 12-16</td>
<td>Spring Break Week, No Classes</td>
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<td><em>Mar. 12-16, Spring Break Week, No Classes</em></td>
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<td>Mar. 20 &amp; 22</td>
<td>Ch. 12- Services &amp; Non Profit Marketing</td>
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<td>11</td>
<td>Mar. 27</td>
<td>Ch. 13- Supply Chain &amp; Marketing Channels</td>
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<td><em>Thursday, March 29, thru Monday, April 2, ending at 8am, Easter Holiday</em></td>
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<td>12</td>
<td>Apr. 3 &amp; 5</td>
<td>Ch. 14- Retailing &amp; Review for Exam</td>
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<td>*Week ending Friday, April 6, Term Project due *</td>
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<td>13</td>
<td>Apr. 10 &amp; 12</td>
<td>Second Exam</td>
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<td>*Thursday, April 12, Second Major Exam, Ch. 10-14 *</td>
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<td>14</td>
<td>Apr. 17 &amp; 19</td>
<td>Ch. 16 – Advertising, Public Relations &amp; Promotion</td>
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<td>15</td>
<td>Apr. 24 &amp; 26</td>
<td>Ch. 17- Personal Selling &amp; Sales Management</td>
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<td>16</td>
<td>May 1 &amp; 3</td>
<td>Ch. 1- Review basic principles &amp; Review for Final</td>
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<td>17</td>
<td>May 7 -11</td>
<td>Final Exam Week</td>
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<td><em>Required Final Exam, Thursday, May 10, 10:30am-12:30pm, Ch. 1, 16 &amp; 17</em></td>
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Sign and Return the Following Syllabus Certification

I have received a copy of the Course Syllabus for MKT 351, section 003, TR 12:30-1:45pm, for the Spring Semester, 2018. I have read and understand all of the Course Syllabus, and I further certify that I have met all the prerequisites as listed in the Course Syllabus.

Signature: ____________________________________________ Date: __________________________ 

Printed Name: __________________________________________

Phone: __________________________ Email: __________________________

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