MARKETING 351
Syllabus
Sections 1 and 2
Principles of Marketing
DEPARTMENT OF MANAGEMENT and MARKETING
NELSON RUSCHE COLLEGE OF BUSINESS
Fall 2019
26 August 2019 through 13 December 2019

PROFESSOR: Dr. Marlene Kahla, Professor
COURSE: MKT 351: Principles of Marketing
OFFICE HOURS: TR: 9:30 AM – 11:00 AM; 1:00 PM – 2:00 PM; 3:30 PM – 5:30 PM;
W: 11:00 - Noon
OFFICE LOCATION: BU 403C
CLASS LOCATION: BU 477

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.

Text: Charles W. Lamb; Joe F. Hair; Carl McDaniel, MKTG12
Course Content: Definitions, concepts, and strategies as they relate to marketing within
organizations, nations, and society.
# Grades and Schedule

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tests</td>
<td>Test 1 Chapters 1 - 5</td>
<td>9/10</td>
</tr>
<tr>
<td></td>
<td>Test 2 Chapters 6 - 9</td>
<td>10/1</td>
</tr>
<tr>
<td></td>
<td>Test 3 Chapters 10 – 13 &amp; 19</td>
<td>10/22</td>
</tr>
<tr>
<td></td>
<td>Test 4 Chapters 14 - 18</td>
<td>11/12</td>
</tr>
</tbody>
</table>

**Subtotal:** 200

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

**Marketing Plan:**

Written: You will work with a team of students in the class to prepare a marketing plan for an actual client. The client is aware that you are enrolled in a principles of marketing course, you are not an expert. The client wants to enable you to learn how to work with an actual team and to present some ideas that may enable the organization s/he represents to reach specific goals. The written plan is due 11/14.

**Subtotal:** 50

Presentation: You and your team will present your ideas to the client in an acceptable format. No more than 4 people from a team are allowed to actually present to the client. The entire team is responsible for answering questions after the presentation. Dress will be appropriate for the presentation, at least business casual. Presentations will begin 11/19 and continue through 11/21; If additional days are needed based on client availability, dead week, 12/3 and 12/5 will be included for presentations.

**Subtotal:** 100

**Professional Behavior:** You are to attend class and be on time. If you cannot attend, please either text or email me prior to class. If you are late or miss more than 3 days, you lose 10 points.
You are to contribute to your team’s project information and presentation. A brief review of your team’s work and individual contributions will enable you to present your ideas and research for the project.
You are to participate in at least one activity that is university/college or department sponsored. You will submit some evidence from the event, i.e., notes from an AMA or SAM meeting, speaker for Career Success Passport Program, other organizations based on your professional education.

**Subtotal:** 50

**Grand Total:** 400

**Points for grades:**

<table>
<thead>
<tr>
<th>Letter</th>
<th>Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>360 - 400 points</td>
</tr>
<tr>
<td>B</td>
<td>320 - 359 points</td>
</tr>
<tr>
<td>C</td>
<td>280 - 319 points</td>
</tr>
<tr>
<td>D</td>
<td>240 - 279 points</td>
</tr>
<tr>
<td>F</td>
<td>less than 240 points</td>
</tr>
</tbody>
</table>
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.