Nelson Rusche College of Business  
MKT 351  
Principles of Marketing  
Fall 2019

COURSE: Principles of Marketing (MKT 351-003 & 004)  
Section-003: MW 11:00am - 12:15pm (BUSI 455)  
Section-004: MW 2:30pm - 3:45pm (BUSI 455)

TEXT: MKGT12, Lamb, Hair & McDaniel, 12th Edition  
Available online and in the university bookstore.

ADDITIONAL: Additional materials may be required including videos, articles, etc.

INSTRUCTOR: Dr. Oscar Gonzales (Marketing and Management)  
Bldg: McGee Business Building  
Office: 403R  
Email (preferred): oscar.gonzales@sfasu.edu  
Office Phone: 936-468-1474

OFFICE HOURS: MW 8:30-10:30 am; 1:00-2:00 pm | TR 2:00-5:30pm or by appointment  
Please contact me in advance to make certain the time you would like to meet is available.

WEBSITE: https://d2l.sfasu.edu/  
Please check this website regularly for all announcements and materials presented. Your course grades will be posted here as well. If you do not have access to our class D2L page please contact me ASAP.

PREREQUISITE: Junior standing

CATALOG DESCRIPTION  
Basic marketing processes and concepts; functions; institutions; environment; techniques and factors in marketing management.
COURSE DESCRIPTION

The course introduces students to basic concepts in marketing. The goal for this class is to teach marketing concepts in a manner in which they can be applied to the current business environment. The format of class will include lecture, discussion, projects, and in-class activities. Class requirements include reading assigned chapters before coming to class and participation in both lecture and in-class activities to facilitate an engaging learning environment.

COURSE OBJECTIVES

1. Identify the foundation terms and concepts that are commonly used in marketing, as indicated by performance on tests.
2. Give the reasoning’s that underlie these terms and concepts, as indicated by performance on tests.
3. Ascertain which of these terms and concepts apply to selected marketing situation examples, as indicated by performance on tests and case analyses.
4. Explain the significance of these terms and concepts for selected marketing situation examples, as indicated by performance on case analyses.
5. 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.
6. Appreciate the value of an ethical approach to marketing activities, as indicated by ethical formulations in case analyses and communications in class.
7. Demonstrate preparation to comprehend the basic marketing concerns that might be addressed in interfunctional analyses even if not a marketing professional, as indicated by overall performance in the course’s requirements.

OPEN DOOR POLICY AND FEEDBACK

If you encounter any challenges, please let me know. I am here to help you along your academic journey. As we move through the semester, I welcome constructive feedback from students on any aspect of the course: curriculum, content, teaching methodology, etc., so don't hesitate to contact me with your thoughts and ideas.

STUDENTS’ RESPONSIBILITY AND TIME REQUIREMENTS

Students are expected to be professionally and academically engaged by attending class, arriving on time, being prepared, and actively participating in class discussion. Your participation plays an important role in establishing a class environment that fosters mutual respect and cooperative learning.
This class will meet twice each week for 15 weeks, and for a 2-hour final examination. Students have weekly reading assignments to prepare for various class activities, will be administered quizzes, 3 exams, and are required to conduct 2 group projects. On average these require a minimum of 6-hours each week outside of classroom hours.

ATTENDANCE & CLASS PARTICIPATION

Please attend class and arrive on time. Students who regularly attend class consistently outperform those who do not. Throughout the semester, there will be several in-class activities to assess your performance and track your attendance. If you miss class, it is your responsibility to find out what was covered and assigned.

You cannot make-up any in-class activities, including exams, quizzes, or projects, unless your absence is excused as per university policy. The following are acceptable reasons for excused absences: serious illness, illness or death of a family member, University-related trips, and major religious holidays. Poor planning and vacations do not constitute excused absences. If the University is closed for any reason on a scheduled class day, you should be prepared to adjust the schedule accordingly including taking an exam during the next class session.

- Students must notify me prior to their absence or within one week after the absence.
- Students must submit any written documentation supporting their excused absence within one week of the absence.
- Absences for major religious holidays require advance written notification.
- All the make-up activities have to be done within 2 weeks of the scheduled time for that assignment.

Life and emergencies happen. In the event you will need to miss class, please notify me before class or within 24 hours afterward if possible. You must make up the missed activities within 1 week of the scheduled due date.

CLASSROOM ENVIRONMENT UNIVERSITY POLICY 10.4

It is important to have a classroom environment that is conducive to learning for everyone. This requires adherence to some basic rules of respectful behavior. The following will NOT be tolerated: (1) side conversations, (2) reading or working on anything except the material in this class, (3) putting your head down on your desk (sleeping), (4) emailing, texting, etc., Students engaging in these disruptive behaviors may be asked to leave the classroom.
TECHNOLOGY PROHIBITION

Ample research (Hembrooke & Gay, 2003; Fried, 2008) has found that students who use computing devices during class have significant decrements in their memory performance. Further, students who use these devices are a distraction to students who do not use them (Sana, Weston, & Cepeda, 2013). Therefore, laptops, tablets, phones, and other electronic devices are not allowed in this class. However, students are allowed to petition for an exemption. Exemption from this policy is at the discretion of the instructor. Students with disabilities (and their assigned note takers) will be given special consideration.

ACADEMIC INTEGRITY (A-9.1)

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 (A-54)

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/.

GRADING

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<thead>
<tr>
<th>Task</th>
<th>Possible Points</th>
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<tbody>
<tr>
<td>In-Class Activities</td>
<td>150</td>
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<tr>
<td>Quizzes</td>
<td>100</td>
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<tr>
<td>Mini Case Project</td>
<td>100</td>
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<tr>
<td>Group Project</td>
<td>200</td>
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<tr>
<td>Exam 1</td>
<td>150</td>
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<td>Exam 2</td>
<td>150</td>
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<tr>
<td>Exam 3</td>
<td>150</td>
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<td>TOTAL</td>
<td>1000*</td>
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*Final grades earned as follows:

“A” 90-100%
“B” 80-89.99%
“C” 70-79.99%
“D” 60-69.99%
“F” < 60%
In-class Activities

There will be in-class activities. For each class, there will be one or several class activities. Class activities will be conducted at the individual and/or group level.

Quizzes

There will be unannounced quizzes/assignments administered throughout the course of the semester. Contents may cover material from the book, PowerPoint slides, class discussion, cases, or other assigned material. Students have an opportunity to drop their lowest quiz grade.

Exams

Regular exams are in-class and non-cumulative. Questions may be multiple choice, short answer, or long answer (about a page). Exam questions may cover material from the book, PowerPoint slides, class discussion, cases, or other assigned material.

Mini Case Project

In this assignment, students will form a team of 3 to study a business/firm/brand (10 points). The business can be any organizations, profit or non-profit. You can also choose your favorite brand, such as Starbucks, Nike, and lululemon, as the study subject. Each group needs to submit the name of the business/firm/brand your group will work on (10 points) by the due date listed on the course schedule. Your group may begin working on the project upon instructor approval to avoid duplication of the business/firm/brand being covered. Your group will collect background information and conduct a business analysis for this business/firm/brand. The information your group need to include:

1. The history of the business/firm/brand;
2. Major changes this business/firm/brand has been through over the years;
3. SWOT analysis for this business/firm/brand;
4. Their target consumers;
5. Competitor Analysis- Identify primary and secondary competitors. Provide a detailed description for each of the primary competitors;
6. Its global presence; its failure and success in the global market; and
7. Your group can also discuss 4 Ps for this business/firm/brand (not required but recommended).
Your group will **present** the information you collected for this business/firm to the class (7-9 minutes; 50 points) via PowerPoint. Your group can also use other visual aids, such as pictures, graph, or video, to help you present your information.

Your group will need to submit an **executive summary** (in APA format; 30 points) after your presentation. This summary should cover all the information you have collected for this business/firm/brand.

*Please listen carefully when other groups present their cases as the contents may appear in the exams.*

**Group Project**

Each team (5 students) will create one (fictional) new product or service (groups should be different from the groups of Mini case project). Further, you are to use your knowledge of Marketing from this class to create a compelling marketing plan for your new product or service. Your group will also present your new product marketing plan to the class (15 minutes) via PowerPoint.

The Group Project consists of 4 deliverables:

1. Group list  
   10 points
2. Product Ideas  
   30 points
3. Outlines  
   60 points
4. Presentation  
   100 points

For stages 2-4, group members will rate one another in terms of their relative contribution to the group project.

*Please refer to group project handout for more instruction and guidance.*
Make-up Exams

In the event of a documented excused absence, as governed by university policy, you may complete a scheduled course exam. It is your responsibility to provide the necessary documentation and to schedule the exam with your instructor within the +/- one-week timeframe. A make-up exam will be scheduled within 2 class dates of the original exam date. In addition, students will not be permitted to make-up more than one exam.

Late Work

If you have an excused absence or are having trouble completing an assignment on time, please talk with me well before the due date. Late work may be accepted given proper documentation (up to instructor’s discretion) and subject to point reduction.

TENTATIVE COURSE SCHEDULE**

<table>
<thead>
<tr>
<th>Date</th>
<th>Book Chapter(s)</th>
<th>Topic</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>8/26/2019</td>
<td></td>
<td>Welcome, Syllabus, and Introduction</td>
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<tr>
<td>8/28/2019</td>
<td>Chapter 1</td>
<td>Marketing Overview</td>
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<tr>
<td>9/02/2019</td>
<td>Chapter 2</td>
<td>Strategic Planning in Marketing</td>
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<tr>
<td>9/04/2019</td>
<td>Chapter 3 &amp; 4</td>
<td>Ethics and Social Responsibility &amp; Marketing Environnement</td>
<td>Form Team for Mini Case</td>
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<td>9/09/2019</td>
<td>Chapter 8</td>
<td>Market Segmentation and Targeting</td>
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<td>9/16/2019</td>
<td>Chapter 7</td>
<td>Business Marketing</td>
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<td>9/18/2019</td>
<td>Chapter 9</td>
<td>Marketing Research</td>
<td>Form Team for Group Project</td>
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<td>9/23/2019</td>
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<td>Exam 1 Review</td>
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<td>9/25/2019</td>
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<td>9/30/2019</td>
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<td><strong>Mini Case Presentations</strong></td>
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<td><strong>Mini Case Presentations</strong></td>
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<td>10/07/2019</td>
<td>Chapter 10</td>
<td>Product Concepts</td>
<td>Group Project Ideas Due</td>
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<td>10/09/2019</td>
<td>Chapter 11</td>
<td>Developing &amp; Managing Products</td>
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<td>10/14/2019</td>
<td>Chapter 12</td>
<td>Service &amp; Non-profit Organization Marketing</td>
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<td>Supply Chain Management &amp; Marketing Channels</td>
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<td>Chapter 14</td>
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<td>Chapter 15</td>
<td>Marketing Communications</td>
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<td>11/04/2019</td>
<td>Chapter 16</td>
<td>Advertising, PR, &amp; Sales Promotion</td>
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<td>11/06/2019</td>
<td>Chapter 17</td>
<td>Personal Selling &amp; Sales Management</td>
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<td>Chapter 18</td>
<td>Social Media &amp; Marketing</td>
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<td>11/13/2019</td>
<td>Chapter 19</td>
<td>Pricing Concepts &amp; Group Project Support</td>
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<td>12/09-12/12</td>
<td>Final Week</td>
<td>Final Week Exam 3</td>
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**Subject to change as announced in class or on the class website. Additional readings may be required.**