MKTG 3351 (Previously MKT 351)
Syllabus
Sections 1 and 2
Principles of Marketing
DEPARTMENT OF MANAGEMENT and MARKETING
NELSON RUSCHE COLLEGE OF BUSINESS
Fall 2020
25 August 2020 through 12 December 2020

PROFESSOR: Dr. Marlene Kahla

COURSE: MKT 351: Principles of Marketing

OFFICE HOURS by Zoom: TR: 7:00 AM – 8 AM; 9:30 AM – 10:30 AM; 12:30 PM – 1:30 PM, in office and zoom; W: 1:00 PM – 5:00 PM zoom; or, by appointment.

Zoom invitation to office hours is posted in d2l for each course.

Zoom meeting expectations will be followed for class purposes: arrive at meeting on time, dress as you would for class, be sure that your microphone is turned off upon entering the zoom meeting. See Zoom meeting expectations power point in d2l for your class.

ROOM CAPACITIES: To abide by six-foot social distancing order, students will attend class in person on different days. Please see email directions on d2l for guidance about when you may be seated in the classroom.

On other days you are not seated in the classroom, you will participate in class via Zoom meeting.

Some students are completing the course online and will adhere to due dates and times. All activities are posted online.

OFFICE LOCATION: BU 403C

CLASS LOCATION: BU 121, COB social distancing capacity of 16, Section 001; BU 455, COB social distancing capacity of 23, Section 002.

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

Masks (cloth face coverings) must be worn over the nose and mouth at all times in this class and appropriate physical distancing must be observed.

Students not wearing a mask and/or not observing appropriate physical distancing will be asked to leave the class.

All incidents of not wearing a mask and/or not observing appropriate physical distancing will be reported to the Office of Student Rights and Responsibilities.

Students who are reported for multiple infractions of not wearing a mask and/or not observing appropriate physical distancing may be subject to disciplinary actions.


Procedures for reporting COVID19: When a student tests positive for COVID:

Students must report when they receive a test for COVID, (there is a link on their mySFA).

From the SFA Open SFA guidelines say (http://www.sfasu.edu/fall2020):

General Guidelines for Employees and Students about COVID19:

Student
If:
• You are tested for COVID-19, or
• You have been diagnosed with or received a positive test result for COVID-19; you must:
  • stay home,
  • notify your faculty members of your absence, and
  • immediately complete the COVID-19 Test Report Form (selecting "Self" as the reporter.)

You must stay home if you are experiencing any COVID-19 symptoms (as listed on the CDC website); or you have been in close contact (within 6 feet for at least 15 minutes) with someone who has or is suspected to have COVID-19, or someone in your household (including a roommate or housemate) has been diagnosed with or received a positive test result for COVID-19, you must stay home and notify your faculty members of your absence. Students who suspect that they may have COVID-19 are also encouraged to contact the SFA Student Health Clinic or their preferred health care provider for health advice.
What is the protocol for returning to the classroom or on-campus activities after a positive test for students, including those living on campus and student employees?

A student who has tested positive for COVID-19 may return to the classroom or on-campus activities when all three of the following criteria are met:

1. At least 24 hours have passed since recovery (resolution of fever without the use of fever-reducing medications), and
2. The individual has improvement in symptoms, and
3. At least 10 days have passed since symptoms first appeared.

Additional criteria for students living on campus:
- A student who lives on campus also must provide his or her hall director with written clearance from a qualified medical professional to return to campus.

Additional criteria for student employees:
- A student employee must provide his or her supervisor with written clearance from a qualified medical professional to return to work.

**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.

Each student in a 3-hour credit course is in class, virtual, face-to-face, or other form of class participation for approximately 150 minutes each week. Each student should also spend an additional 360 minutes each week focused on class.
Grades and Schedule

<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tests</td>
<td>Chapters 1 - 5</td>
<td>9/10</td>
</tr>
<tr>
<td>Test 1</td>
<td>Chapters 6 - 9</td>
<td>10/1</td>
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<tr>
<td>Test 2</td>
<td>Chapters 10 – 13 &amp; 19</td>
<td>10/22</td>
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<tr>
<td>Test 3</td>
<td>Chapters 14 - 18</td>
<td>11/12</td>
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Subtotal: 200 points

Tests 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 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, 11:30 PM.

Subtotal: 75 points

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 be recorded by each team with social distancing guidelines in practice. You and your team will be included in Microsoft Teams, you will be able to communicate with each other via Teams and prepare your video presentation. All video presentations by all teams are due by 19 November 2020, 11:30 PM. The client and I will review the presentations and will have questions via Zoom for each team when students return from Thanksgiving break.

Subtotal: 75 points

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 more than 5 days and/or miss more than 3 days, you lose 10 points of professional 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 points

Grand Total: 400
Grades based on points:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points Range</th>
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<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>
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</tbody>
</table>

SCHEDULE

| Week One         | 8/25, 8/27 | Introductions, Planning, Chapter 1 |
| Week Two         | 9/1, 9/3   | Chapters 2 and 3                   |
| Week Three       | 9/8, 9/10  | Chapters 4 and 5 and Test 1        |
| Week Four        | 9/15, 9/17 | Chapter 6                          |
| Week Five        | 9/22, 9/24 | Chapter 7 and Chapter 8            |
| Week Six         | 9/29, 10/1 | Chapter 9 and Test 2               |
| Week Seven       | 10/6, 10/8 | Chapters 10 and 11                 |
| Week Eight       | 10/13, 10/15 | Chapter 12                         |
| Week Nine        | 10/20, 10/22 | Chapters 13 and 19 and Test 3     |
| Week Ten         | 10/27, 10/29 | Chapters 14 and 15                 |
| Week Eleven      | 11/3, 11/5  | Chapters 16 and 17                 |
| Week Twelve      | 11/10, 11/12 | Chapter 18 and written project    |
| Week Thirteen    | 11/17, 11/19 | Project videos and Test 4         |
| Week Fourteen    | 11/24, 11/26 | Thanksgiving Holidays begin 11/20  |
| Week Fifteen     | 12/1, 12/3  | Review videos, talk with client about project |
| Week Sixteen     | 12/8       | 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.

You will spend approximately 150 minutes each week in instructional settings such as lecture, field trips, guest speakers, etc. You will need to spend approximately 360 minutes on course work and research each week outside of the instructional setting to help you be successful in class.