Stephen F. Austin State University  
Nelson Rusche College of Business  
MKT 351_003  
Principles of Marketing  
Spring 2020

COURSE: Principles of Marketing (MKT 351-001)  
Section-003: M 04:00-06:30pm (BUSI 455)


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

INSTRUCTOR: Dr. Wenjing Li (Marketing and Management)  
Office: 403P  
Email (preferred): liw1@sfasu.edu  
Office Phone: 936-468-1422

OFFICE HOURS: Monday 1:45-3:45pm; Tuesday 10am-11am, and 1:30-4:30pm; Wednesday 1:30-4:30pm; and Thursday 10:00am-11am and or by appointment. or by appointment. Please email or speak with me to set up a meeting (even during my normal office hours, I suggest making an appointment, so you don’t accidentally arrive when I am meeting with another students).

WEBSITE: https://d2l.sfasu.edu/  
You are responsible for all announcements and materials presented on this web page, so you must check it regularly. Your course grades will be posted here. If you do not have access to our class D2L page for any reason, you must contact me.

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, 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.

**PROGRAM LEARNING OUTCOMES**

You may access the program learning outcomes for your major and particular courses in the Curriculum Management Handbook at http://www.sfasu.edu/academics/colleges/business/welcome/faculty-resources

**STUDENT LEARNING OUTCOMES**

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 have any issues or problems that are getting in the way of your success in the course, please let me know. I will be happy to meet with you to discuss possible solutions. As we move through the semester, I invite constructive suggestions from students on any aspect of the course: curriculum, content, teaching methodology, etc. If you have suggestions, you may e-mail them to me, come by during office hours.

**STUDENTS’ RESPONSIBILITY AND TIME REQUIREMENTS**
Students are expected to demonstrate a professional engagement in the class by attending class regularly, arriving on time, being prepared, and contributing actively. Through those professional behaviors, students will play an important role in contributing to establish a class environment that fosters mutual respect and co-learning. In this class, we typically meet twice each week in 75-minute segments for 15 weeks, and also meet for a 2-hour final examination. Students have significant weekly reading assignments to prepare for various class activities, are expected to take pop quizzes and 3 exams, and are required to conduct 2 group projects. These activities average at a minimum 6 hours of work each week to prepare outside of classroom hours.

ATTENDANCE & CLASS PARTICIPATION

You are expected to attend class and to arrive on time. Students who regularly attend class consistently outperform those who do not. **Students are requested to not come and go during class except for emergency reasons.** 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. Exam material will largely come from class lectures.

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.

If you are 15 minutes late or leave class early, you will be considered as absent. However, I understand that sometimes emergencies can happen, so I will give you **1 free absences**. To use this free absence, you have to notify me before the missed class or right after (within 24 hours). You can make up the missed activities. But it has to be done **within 1 week** of the scheduled time for that assignment.

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. The exemption requires students to read and critique the three above papers, giving dedicated attention to why they think their situation is different from the students in the study. Students who successfully defend their petition to use technology may be given an exemption. However, writing a paper critique does NOT necessarily mean that you will be given an exemption; this decision is made solely by me. 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 (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. For additional information, go to http://www.sfasu.edu/policies/course-grades-5.5.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), 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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<th>Possible Points</th>
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<td>In-Class Activities</td>
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<td>Pop Quiz</td>
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<td>Mini Case Project</td>
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<td>Group Project</td>
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<td>Exam Review Assignments</td>
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<td>Exam 1</td>
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<td>Exam 2</td>
<td>150</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>760</strong>*</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%

Notecard
Each student needs to turn in a notecard. The notecard needs to have the following components:

- Your name and name you wish to be called
- Your Picture
- Hometown
- Interesting things about you
- Things about you that you want me to know
- Your favorite brands

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 or group level.

Pop 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. No source of outside information (e.g. book, notes, internet, etc.) will be permitted during exams as it constitutes academic dishonesty.

Exam Review Assignment

Exam review assignments will be given throughout the semester during the exam review section. It includes sample questions and will help you prepare for the exams.

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 (5 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 (5 points) by the due date listed on the course schedule. Your group can start working on it after receiving my permission so no group
will work on the same business/firm/brand. 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. What its 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
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.

Please listen carefully when other groups present their cases as the contents will be appeared 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 5 points
2. Product Ideas 20 points
3. Outlines 50 points
4. Presentation 75 points

For stages 2-4, group members will rate one another in terms of their relative contribution to the group project. Fail to turn in group member evaluation on time will lost 5% of the points.

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 (i.e., NOT at the last minute). Late work may be accepted given proper documentation (up to instructor’s discretion) however will automatically lose 25% credit every 24 hrs.

**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>1/20/2020</td>
<td>Chapter 1</td>
<td>Welcome, Syllabus, and Marketing Overview</td>
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<tr>
<td>1/27/2020</td>
<td>Chapter 2 &amp; 3 &amp; 4</td>
<td>Marketing Strategic Planning &amp; Marketing Environment, Ethics and Social Responsibility</td>
<td>Notecard Due; Form Group for Mini Case</td>
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<tr>
<td>2/03/2020</td>
<td>Chapter 8 &amp; 5</td>
<td>Market Segmentation, Targeting &amp; Global Marketing</td>
<td>Idea for Mini Case Due</td>
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<tr>
<td>2/10/2020</td>
<td>Chapter 6</td>
<td>Consumer Behavior and Exam 1 Review</td>
<td>Form Group for Group Project</td>
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<tr>
<td>2/17/2020</td>
<td>Chapter 7</td>
<td><strong>Exam 1</strong> and Business Marketing</td>
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<tr>
<td>2/24/2020</td>
<td><strong>Mini Case Presentation</strong></td>
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<td>Product Ideas Due</td>
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<tr>
<td>3/02/2020</td>
<td>Chapter 7</td>
<td>Business Marketing</td>
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<td>3/09/2020</td>
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<td><strong>Spring Break</strong></td>
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<tr>
<td>3/16/2020</td>
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<td><strong>Spring Break</strong></td>
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<tr>
<td>3/23/2020</td>
<td>Chapter 9</td>
<td>Marketing Research</td>
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<td>3/30/2020</td>
<td>Chapter 10 and 11</td>
<td>Product Marketing</td>
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<tr>
<td>4/06/2020</td>
<td>Chapter 12 &amp; 13 &amp; 14</td>
<td>Service Marketing, Marketing Channels and Retailing</td>
<td>Group Project Outlines Due</td>
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<tr>
<td>4/13/2020</td>
<td>Chapter 15 &amp; 16</td>
<td>Marketing Communications &amp; Marketing Promotions</td>
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<tr>
<td>4/20/2020</td>
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<td><strong>Group Project Presentation</strong></td>
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<tr>
<td>4/27/2020</td>
<td>Chapter 17 &amp; 19</td>
<td>Sales Management &amp; Pricing Concepts and Management and Exam 3 Review</td>
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<tr>
<td>Final Week</td>
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<td><strong>Exam 3</strong></td>
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**Subject to change as announced in class or on the class website. Additional readings may be required.**