Principles of Marketing Course Syllabus
Spring 2020
Department of Management and Marketing

MKT 351.500 (3 credit hour course)

Note that this section is an online class

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Office: BU 403J                        Fax Number: 936-468-1600

Office Hours: Monday and Wednesday, 12:15 - 12:30 pm; Tuesday and Thursday from 12:30 – 2:00 pm and 3:15 – 4:45 pm; Monday from 2:00 – 4:30 pm; Wednesday from 10:00 – 11:00 am by appointment with instructor. Many of you will be truly distance learners and will not be able to come to campus, but keep in mind that if you are on campus you are welcome to come to my office if you have a question about the online class.

Student Requirements:


Technology: Reliable high speed Internet access is required. Login through Brightspace/D2L system at SFA, desktop, not mobile version.

SFASU Email Account: in order to access mySFA for class email and communication.

Prerequisites: Junior standing.

Course Description: Principles of Marketing covers basic marketing processes and concepts along with the functions, institutions, environments, techniques and factors that influence marketing management.

Objectives (or Student Learning Outcomes):
Upon completion of this course, a student should be able to:
- To identify foundation terms and concepts that are commonly used in marketing as indicated by performance on tests,
- To give the reasonings that underlie these terms and concepts, as indicated by performance on tests,
- To ascertain which of these terms and concepts apply to selected marketing situation examples, including, but not limited to international marketing examples, as indicated by performance on tests and case analyses,
To 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.

To determine and justify which of these terms and concepts would be appropriate for dealing with selected marketing examples, as indicated by performance on case analyses.

To appreciate the value of an ethical approach to marketing activities, as indicated by ethical formulations in case analyses and communications in class, and

To 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 requirements.

Course Requirements:

1. **Student responsibilities:** Each student is expected to come to “virtual” class having read the assigned chapter, the Powerpoint slides, podcasts and other assigned material and content in Brightspace/D2L. Every student has the opportunity and the ability to make an "A" in this class, but your grade in this class will depend on how well you prepare and study for the exams, the assignments and cases, and your conduct in the online classroom. Each student will need to work from six to eight hours a week in order to complete class readings, listen to class podcasts, complete class assignments and group work along with studying for exams.

2. **Exams:** All exams will consist of multiple choice and/or problem type questions. Four exams are scheduled for the semester (each exam will cover one-fourth of the class material). The fifth exam which will be comprehensive and proctored will be during final exam week. See class schedule for exam dates.

3. **Homework, Cases and Projects:** All projects in this class should be prepared in a professional manner. Please note that Wikipedia.com is not allowed as a source for projects or homework in this class. No handwritten assignments are allowed.

4. **Web Etiquette:** All students are expected to behave, email, and post in a professional, business manner during this class. Projects and homework are graded on content and appearance not only of the homework or project, but on the manner in which the project or homework was submitted and the content of the email accompanying the project or homework.

5. **Attendance and Late Work:** Each student is responsible for having all work turned in on time. Tests, quizzes, cases and homework are due no later
than the time and date given in the assignment (i.e. if the assignment is
to be completed and submitted before midnight; any project turned in
after midnight host computer time will be considered late and a grade of
zero will be assigned to them). The host computer for this class will be
the SFA D2L host computer which houses class content. Please make sure
that your time set on your computer matches the time and date on the
host computer. If the student is late logging on for an exam, extra time
will not be given to the student to finish the exam. If the student has a
university approved absence that corresponds with a due date or exam
date, the student must contact the instructor to make appropriate
arrangements.

6. **Class Communications:** The professor will send out class information and
other material through announcements on Brightspace and through
Brightspace internal email. Each student should check their email
(Brightspace and SFA) every weekday since emails to and from SFA
addresses are considered official university communication and should be
treated as such. If a student decides to forward their SFA email to
another email address, it is the student’s responsibility to make sure the
other email account is able to and can accept forwards from the SFA email
address. All email communication between student and professor should
be done in a professional manner.

7. **Acceptable Student Behavior:** 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 Student
Conduct Code, 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](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.

8. **Academic Integrity:** 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. In-classroom and online activities are expected to follow university guidelines concerning student conduct and academic honesty. The exams in this class are tests of what you know, not what you can look up. Students are expected to not use any materials or online resources while taking the exams in this class. Possession or use of a test bank or an instructor’s manual or the attempt to possess any of these materials will be considered a violation of academic honesty. Students may not take pictures of, screenshot, or record in any way test questions or exams, with the one exception of taking a picture or screenshot of any error messages that occur for technical support. Please read the complete policy at [http://www.sfasu.edu/policies/student_academic_dishonesty.pdf](http://www.sfasu.edu/policies/student_academic_dishonesty.pdf) (Definition of Academic Dishonesty, University Policy 4.1).

9. **Students with Disabilities:** The College of Business complies with the Americans with Disabilities Act in making reasonable accommodation for qualified students with a disability. 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/](http://www.sfasu.edu/disabilityservices/).

10. **Withheld Grades (Semester Grades 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.

11. **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 in the Curriculum Management Handbook at http://www.sfasu.edu/academics/colleges/business/welcome/faculty-resources

**Grading**

There will be four online exams in this class during the semester with each exam being designed to cover approximately one fourth of the class material. Each exam will consist of multiple choice or problem type questions. There is also an online final exam in the class which is comprehensive and proctored. Questions will be taken from chapters in the text, Powerpoint notes and online D2L content. If a student is going to miss a scheduled exam, they will be eligible to take a makeup exam before or after the scheduled test date only if (1) the student notifies Dr. Allen before the exam AND (2) has an official university or instructor approved excuse. Any student with an official university or instructor approved excuse that does not inform Dr. Allen before the scheduled exam time will be able to take an all essay make-up exam. Any makeup exam will be scheduled at a time agreed upon by student and instructor. Unless there is a serious medical or other exigent situation, all make-up work should be completed no later than one week after assigned due date\exam time.

**Homework:** Homework will be assigned and due at a later time and will tie into material being currently studied in the class. The first three homework assignments are in the class schedule; the later homework assignment dates will be posted into the Brightspace/D2L calendar as the semester progresses. See Class Schedule for details.

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<thead>
<tr>
<th>Section</th>
<th>Points</th>
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<tbody>
<tr>
<td>Online Exams</td>
<td>200</td>
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<tr>
<td>Final Exam</td>
<td>100</td>
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<tr>
<td>Homework</td>
<td>100</td>
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<tr>
<td>Total Points</td>
<td>400</td>
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Grading Scale: A (90% and above), B (80% - 89%), C (70% - 79%), D (60% - 69%), and F (less than 60%). At the professor's option, a grade may be curved by adding points across the board.
**Posting of Grades:** Grades will not be publicly posted for this class. In accordance with university policy, grades will not be released to anyone through unsecured email or over the phone or through any other unsecured method.

**Schedule:** A tentative schedule will be handed out the first week of class and is attached to this syllabus. You are responsible for all information contained in the syllabus and for any changes in the syllabus or schedule, which will be communicated in class. The instructor reserves the right to make any necessary changes to the syllabus or schedule. This syllabus is provided to you as a guide for the class content and expectations this semester; it is not a contract, and is subject to change as necessary.

**Class Schedule**

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<thead>
<tr>
<th>Week of</th>
<th>Class Information</th>
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| 1/15-1/19 | Content: Chapter 1 (Overview of Marketing)  
First Homework Assignment (Class Information Form) needs to be completed and submitted in Brightspace/D2L Dropbox by 11:00 pm on 1/19/20  
First day of Spring Semester: January 15th (Wednesday) |
| 1/20-1/26 | Content: Chapters 2 and 3 (Strategic Planning; Ethics and Social Responsibility)  
MLK Day Holiday: January 20th (Monday) |
| 1/27-2/2  | Content: Chapters 4 and 5 (The Marketing Environment, Global)  
Review for Online Exam 1 (Chapters 1-5)  
Second Homework Assignment (SWOT Analysis) will need to be completed and submitted in Brightspace/D2L Dropbox by 11:00 pm on 2/2/20  
12th Class Day: January 31st (Friday) |
| 2/3-2/9   | Content: Chapter 6 (Consumer Decision Making)  
Online Exam 1 (Chapters 1-5) will be available from 6:00 am to 11:00 pm on Tuesday, February 4th. It must be completed and submitted by 11:00 pm on Tuesday, Feb. 4th. |
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<tr>
<th>Date</th>
<th>Content</th>
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<tr>
<td>2/10-2/16</td>
<td>Content: Chapters 7 and 8 (Business Marketing, Segmentation and Targeting)</td>
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<td>2/17-2/23</td>
<td>Content: Chapter 9 (Marketing Research)</td>
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<td><strong>Third Homework Assignment will need to be completed and submitted in Brightspace/D2L Dropbox by 11:00 pm on 2/23/20.</strong></td>
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<td>2/24-3/1</td>
<td>Content: Chapter 10 (Product Concepts) Review for Online Exam 2 (Chapters 6-10)</td>
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<td>3/2-3/15</td>
<td>Content: Chapter 11 (Developing and Managing Products)</td>
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<td><strong>Online Exam 2 (Chapters 6-10) will be available from 6:00 am to 11:00 pm on Tuesday, March 3rd. It must be completed and submitted by 11:00 pm on Tuesday, March 3, 2020.</strong></td>
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<td><strong>Midsemester: March 4, 2020</strong></td>
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<td><strong>Spring Break: March 7th-March 15th</strong></td>
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<td>3/16-3/22</td>
<td>Content: Chapters 12 and 13 (Services and Nonprofit Marketing; Supply Chain Management and Marketing Channels)</td>
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<td>3/23-3/29</td>
<td>Content: Chapters 14 and 15 (Retailing; Marketing Communication) Review for Online Exam 3 (Chapters 11-15)</td>
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<td><strong>Last Day to Drop Full Semester Classes: March 25th</strong></td>
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<td>3/30-4/5</td>
<td>Content: Chapter 16 (Advertising, Public Relations &amp; Sales Promotion)</td>
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<td><strong>Online Exam 3 (Chapters 11-15) will be available from 6:00 am to 11:00 pm on Tuesday, March 31st. It must be completed and submitted by 11:00 pm on Tuesday, March 31, 2020.</strong></td>
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<td>4/6-4/12</td>
<td>Content: Chapters 17 and 18 (Personal Selling and Sales Management; Social Media and Marketing)</td>
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<td><strong>Easter Break: April 9th-April 10th</strong></td>
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<td>4/13-4/19</td>
<td>Content: Chapter 19 (Pricing Concepts)</td>
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<td>Review for Online Exam 4 (Chapters 16-19)</td>
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<td>4/20-4/26</td>
<td>Content: Chapter 19 (Pricing Concepts)</td>
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<td><strong>Online Exam 4 (Chapters 16-19) will be available from 6:00 am on Tuesday, April 21st. It must be completed and submitted by 11:00 pm on Tuesday, April 21, 2020.</strong></td>
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<td>4/27-5/3</td>
<td>Review for Final Exam (Comprehensive and Proctored)</td>
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<td>5/4-5/4</td>
<td><strong>Final Exam (Comprehensive and Proctored) will be available from 6:00 am to 11:00 pm on Monday, May 4th. It must be completed and submitted by 11:00 pm on Monday, May 4, 2020.</strong></td>
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<td><strong>Commencement: May 9th</strong></td>
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