COURSE: Principles of Marketing (MKT 351-500)


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: By appointment.

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.

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 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.

CLASS PARTICIPATION

The professor will send out all the class announcements and post all the class materials on brightspace. **All the class materials will be posted on Tuesday with most activities due on Wednesday the week after at 11:00pm.** You are expected to regularly log into D2L to read the posted class materials regularly. All the assignments have to be turned in on time.
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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<td>Exam 1</td>
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<td>Exam 2</td>
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<td>Exam Sample Questions Assignments</td>
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<td>Quizzes</td>
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<td>Class Activities</td>
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<td>TOTAL</td>
<td>500*</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%

Self-Introduction Video

Each student submits a short video (2-3 mins) via dropbox on D2L to briefly introduce yourself. Please include the following information:
1. Your hometown
2. Your standing and major at SFA
3. A unique or fun fact that you think won't be true for anyone else in the course.
4. Things about you that you want me to know
5. Your favorite brands

Exams

The exam will be administered through D2L. The exams will be timed and grades made available to students. Exams consist of multiple-choice questions with certain amount of time allowed to complete each exam. Questions will be taken from chapters in the text, Powerpointnotes and onlineD2L content.
Make-up Exams

In the event of a documented excused absence, as governed by university policy, you may complete a scheduled course exam up to one week before or after the exam date. It is your responsibility to provide the necessary documentation and to schedule the exam with your instructor. As a result, students will be eligible to take a makeup exam before or after the scheduled test date only if (1) the student notifies Dr. Li before the exam AND (2) has an official university or instructor approved excuse. In addition, students will not be permitted to make-up more than one exam.

Exam Sample Questions Assignments

Exam sample question will be given before the exam to help you study and prepare for the exams.

Quizzes

There will be quizzes administered every week on D2L. Questions will be multiple choice. You will have 3 attempts for each quiz.

Class Activities

There will be class activities every week. The class activities will be posted in the module for that week on D2L. Each class activity will provide you instruction for completing that activity.

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 assignments will be graded zero. It may be accepted given proper documentation (up to instructor’s discretion) however will automatically lose 25% credit every 24 hrs.

The tentative class schedule is displayed on the following page:
# TENTATIVE COURSE SCHEDULE**

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<tr>
<th>Week of</th>
<th>Class Content</th>
<th>Other Information</th>
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<tr>
<td>7/07-7/15</td>
<td>Chapter 1: Overview of Marketing; Chapter 2: Strategic Planning; Chapter 3: Ethics and Social Responsibility; Chapter 4: The Marketing Environment</td>
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<tr>
<td>7/14-7/22</td>
<td>Chapter 5: Global Marketing; Chapter 6: Consumer Behavior; Chapter 7: Business Marketing; Chapter 8: Market Segmentation and Targeting; Chapter 9: Marketing Research</td>
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<td>7/21-7/29</td>
<td>Chapter 10 &amp; 11 &amp; 12: Management of Product and Service Marketing; Chapter 13: Marketing Channels and Supply Chain Management; Chapter 14: Retailing</td>
<td>Exam 1 (Chapters 1-9)</td>
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<td>7/28-8/05</td>
<td>Chapter 15: Marketing Communication; Chapter 16: Marketing Promotions; Chapter 17: Personal Selling and Sales Management; Chapter 18: Social Media and Marketing; Chapter 19: Pricing</td>
<td>Exam 2 (Chapters 10-14)</td>
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<td>8/07</td>
<td>Exam 3 (Chapters 15-19)</td>
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**Subject to change as announced in class or on the class website. Additional readings may be required.