Principles of Marketing Course Syllabus
Fall 2021
Department of Management and Marketing

MKTG 3351.004

COURSE: Principles of Marketing MKTG3351 Section-004
Monday/Wednesday 2:30PM – 3:45PM. McGee#124


To access Cengage MindTap with the online text and support material, you must register with Cengage. The instructions are posted on D2L under Table of Contents/Syllabus & Course Schedule. MindTap is NOT required.

ADDITIONAL: Additional materials may be required including videos, articles, etc. and 1-thumb drive

INSTRUCTOR: Doug Milbauer
Bldg: McGee Business Building
Office: Suite 403R
Email: doug.milbauer@sfasu.edu
Phone: 936-468-1474

WEBSITE: https://d2l.sfasu.edu/

Please check this website regularly for all things course-related – announcements, materials presented, assignments, etc. Your course grades will be posted here as well. If you do not have access to our class D2L page, please contact me ASAP.

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

Principles of Marketing covers basic marketing processes and concepts along with the functions, institutions, environments, techniques and factors that influence marketing management. These include ethics and social responsibility, analyzing opportunities, product decisions, distribution decisions, promotion and communication strategies and pricing decisions. The format of class may include lecture, discussion, projects, and “in-class” activities, as permitted. Class requirements include reading assigned chapters before coming to class and participation in both lecture and in-class activities to facilitate an engaging and learning environment. NOTE: Due to COVID19 restrictions, the content of and participation in the class will rely heavily on online and “out-of-classroom” activities. These will include but not be limited to discussion boards, Zoom lectures, PowerPoints, online quizzes and tests and various projects to be determined by the professor. Everything is subject to change; however, every consideration will be given to the material to be covered, the learning objectives, the progress of the class through the semester, and the health and well-being of students and faculty.

Student Learning Outcomes:
Upon completion of this course, a student should be able:
- To identify foundation terms and concepts that are commonly used in marketing,
- To give the reasonings that underlie these terms and concepts,
- To ascertain which of these terms and concepts apply to selected marketing situation examples, including, but not limited to international marketing examples,
- To explain the significance of these terms and concepts for selected marketing situation examples, including, but not limited to international marketing examples,
- To determine and justify which of these terms and concepts would be appropriate for dealing with selected marketing examples,
- To appreciate the value of an ethical approach to marketing activities, and
- To demonstrate preparation to comprehend the basic marketing concerns that might be addressed in interfunctional analyses even if not a marketing professional.

COURSE DELIVERY

This course will be delivered in a face-to-face modality on-campus.

OPEN DOOR POLICY AND FEEDBACK
If you encounter any academic challenges or challenges that may impact your academics, please let me know. I am here to help you along your academic journey to the extent that I am able. As we move through the semester, I welcome constructive feedback from students on any aspect of the course: curriculum, content, teaching methodology, etc., so do not hesitate to contact me with your thoughts and ideas.

Instructor: Doug Milbauer  
Office Phone: 936-468-1474  
Email: doug.milbauer@sfasu.edu  
Dept. Office: 936-468-4103  
Office: BU 403R  
Fax Number: 936-468-1600

**Office Hours: In-Person or Zoom, by appointment:**
Monday 8AM - 11AM ZOOM ONLY and 1PM – 2PM IN OFFICE  
Wednesday 8AM - 11AM and 1PM – 2PM IN OFFICE  
Tuesday and Thursday 8AM - 9AM IN OFFICE; or  
By appointment (see below)

When possible, please email me with the date/time that you are requesting a meeting and the topic of the meeting. This will allow me to be better prepared for our meeting.

**In-Person or Zoom: Outside of these times, by Appointment Only.**
If you are requesting an appointment to meet either in person or by Zoom, please email the instructor with a meeting request, including the mode of the meeting (in-person or Zoom) and the topic for the meeting. I will either accept or propose a different date/time.

**Communication:**
Email is the best way to initiate any conversation with me outside of class. It is my goal to respond to your emails within 24 hours, and typically, I will respond much quicker.  
**ALWAYS** email me directly from your SFASU email account.  
**ALWAYS** include your course number AND SECTION in the subject line (MKTG3351.003). This will allow me to more quickly access the appropriate information regarding your question.  
**DO NOT** respond to email from within D2L. Those emails have a tendency to be undelivered or delayed.  
**DO NOT** email me from a non-SFA email account. For your protection, I cannot respond to these emails.

**Student Requirements:**

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

Prerequisites: Sophomore standing.

ATTENDANCE & CLASS PARTICIPATION
Your participation plays an important role in establishing a class environment that fosters mutual respect and cooperative learning. While class participation may be difficult to ascertain during this semester, your discussion board posts will be relied upon heavily for any participation grade as will your physical presence in class or at any Zoom class meetings.

Please attend class and arrive on time. Students who regularly attend class consistently outperform those who do not. If you miss class, it is your responsibility to find out what was covered and assigned. Exam material will largely come from class lectures, discussion groups, the text, PowerPoints and other assigned material.

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, social media, (5) smoking, (6) cussing, (7) fist-fighting, (8) general ornerness, or anything else that might disrupt the class. If you feel the need to engage in these behaviors, please remove yourself from class.

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
Final grades earned as follows based on final point accumulation at the end of the semester:

"A" 90.0%>
"B" 80.0%>
"C" 70.%
"D" 60.0%>
"F" < 60.0%
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 attendance and participation in the classroom.

**Point Value Assignment**
Points will be assigned for activities, quizzes, projects and extra credit as outlined in D2L. Your final grade will be a function of the points you earn against the total of all possible points. Assignments and point values may added, removed or revised during the semester at the sole discretion of the professor.

**Course Requirements:**
*Each student is expected to come to class having read the assigned chapter, having reviewed the Powerpoint slides and any other assigned material and content in D2L.*

**Activities & Assignments**
There will be required activities with deliverables throughout the semester. These will be conducted at the individual and/or group level, as noted in the assignment or in the syllabus. The group grade will be assigned to each individual group member and adjusted by the Peer Review grade.

**Zoom Class Discussions**
At the professor’s sole discretion, we may implement an occasional Zoom class discussion. This discussion will take place during scheduled classroom sessions and will be available on Zoom only. On these days, you will not be required to be physically present in the classroom, but you will be required to attend and participate in the Zoom session. These discussions will be used to discuss the material for the week and answer questions about it, answer questions about material covered in a prior week, and answer questions of a general course-centered nature. This will be your opportunity to ask questions, hear questions and answers from your classmates, and engage with the instructor. Attendance at these Zoom meetings should be treated as a classroom session. Attendance and participation will be noted.

**Quizzes**
There will be 19 chapter quizzes throughout the course of the semester. These will cover content material from the book, PowerPoint slides, class discussion, cases, or other assigned material.

**Project(s)**
There will be four graded group project(s) throughout the semester. These projects will
represent a large percentage of your final grade and should not be taken lightly. We will discuss each of these in detail in the weekly group discussion sessions.

**Peer Review**
At the end of the semester, there will be a graded peer review. This review will be performed by every group member grading the performance and contribution of fellow group members. Your grade on this Peer Review will effect your Group Project grade.

**Speakers**
From time to time, outside speakers may be engaged to address the class on a variety of topics that are pertinent to the course content. The dates of these speaking engagements is fluid depending on the availability of the speakers. Students are expected to be present for these events and are encouraged to engage with the speakers and ask pertinent course or topic-related questions. When available ahead of time, speaker topics will be posted on D2L. There may be a pop quiz related to the content covered by any guest speaker.

**Late Work and Make-up Exams**
As a rule, there are no make-up quizzes and exams and late work is not accepted. This includes any in-class pop quizzes. In the event of a documented excused absence, a complete university shut-down due to COVID, or abduction by aliens, as governed by university policy, an alternative option may be granted. It is your responsibility to provide the necessary documentation to your instructor as soon as possible. The instructor will inform you if the documentation you have provided meets the requirements and what the alternative option will be including its due date.

1. **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 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.

2. **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 (Definition of Academic Dishonesty, University Policy 4.1).

3. 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/.

4. 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.

5. 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/ugplo.asp.

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.

Course Schedule: A tentative schedule is available on D2L. You are responsible to read and understand all information contained in the syllabus and course schedule and any changes in the syllabus or schedule. 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 at the sole and complete discretion of the instructor.

COVID-19 Policies: Please refer to university policies regarding COVID. https://www.sfasu.edu/covid19
## Principles of Marketing Course Schedule

### Fall 2021

**Department of Management and Marketing**

**Course Schedule 08132021**

<table>
<thead>
<tr>
<th>Week of</th>
<th>Chapter(s)</th>
<th>Topic</th>
<th>Assignments Refer to D2L for Due Dates and Descriptions</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/23/2021</td>
<td></td>
<td>Welcome Syllabus and Assignment Review</td>
<td></td>
</tr>
<tr>
<td>8/25/2021</td>
<td>1</td>
<td>Overview of Marketing</td>
<td></td>
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<tr>
<td>8/30/2021</td>
<td>2</td>
<td>Strategic Planning for Competitive Advantage</td>
<td>Personal Bio Due Read Porters 5 Forces Articles</td>
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<td>Porter’s 5 Forces – Class Discussion</td>
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<tr>
<td>9/1/2021</td>
<td>3</td>
<td>Ethics and Social Responsibility</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Group Assignments</td>
<td></td>
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<tr>
<td>9/6/2021</td>
<td></td>
<td>Case Study #1</td>
<td>CS#1 Peter Green’s First Day Read Case and answer case study questions</td>
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<td>Class discussion</td>
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<tr>
<td>9/8/2021</td>
<td>4</td>
<td>The Marketing Environment</td>
<td>Project 1 Due</td>
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<tr>
<td>9/13/2021</td>
<td>5</td>
<td>Developing a Global Vision</td>
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<td>9/15/2021</td>
<td>6</td>
<td>Consumer Decision Making</td>
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<td>9/20/2021</td>
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<td>Guest Speaker</td>
<td>TBD</td>
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<tr>
<td>9/22/2021</td>
<td>7</td>
<td>Business Marketing</td>
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<tr>
<td>9/27/2021</td>
<td></td>
<td>Case Study #2</td>
<td>CS#2 Back Yard Pub Read case and answer case study questions</td>
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<td></td>
<td></td>
<td>Class Discussion</td>
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<tr>
<td>9/29/2021</td>
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<td>TBD</td>
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<tr>
<td>10/4/2021</td>
<td>8</td>
<td>Segmenting and Targeting Markets</td>
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<tr>
<td>10/6/2021</td>
<td>9</td>
<td>Marketing Research</td>
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<tr>
<td>10/11/2021</td>
<td>10</td>
<td>Product Concepts</td>
<td>Project 2 Due</td>
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<tr>
<td>10/13/2021</td>
<td>11</td>
<td>Developing and Managing Products</td>
<td></td>
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<tr>
<td>10/18/2021</td>
<td></td>
<td>TBD</td>
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<tr>
<td>10/20/2021</td>
<td>12</td>
<td>Services and Nonprofit Organization Marketing</td>
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<tr>
<td>10/25/2021</td>
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<td>Case Study #3</td>
<td>CS#3 Deep Roots Distillery Read case and answer case study questions</td>
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<td>Class Discussion</td>
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<td>Date</td>
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<td>10/27/2021</td>
<td>13</td>
<td>Supply Chain Mgmt &amp; Marketing Channels</td>
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<tr>
<td>11/1/2021</td>
<td>14</td>
<td>Retailing</td>
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<td>11/3/2021</td>
<td>15</td>
<td>Marketing Communications</td>
<td>Project 3 Due</td>
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<tr>
<td>11/8/2021</td>
<td>16</td>
<td>Advertising, PR and Sales Promotion</td>
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<tr>
<td>11/10/2021</td>
<td>17</td>
<td>Guest Speaker</td>
<td>Ski Sullivan</td>
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<tr>
<td>11/15/2021</td>
<td>18</td>
<td>Personal Selling and Sales Management</td>
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<tr>
<td>11/17/2021</td>
<td></td>
<td>Social Media &amp; Marketing</td>
<td>Guest Speaker</td>
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<tr>
<td>11/22/2021</td>
<td></td>
<td>Thanksgiving Break</td>
<td></td>
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<tr>
<td>11/29/2021</td>
<td></td>
<td>Group Presentations</td>
<td>Project 4 Due</td>
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<tr>
<td>12/1/2021</td>
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<td>12/8/2021</td>
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<td>Group Presentations</td>
<td>Project 4 Due</td>
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<tr>
<td>12/10/2021</td>
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<td>Final Exam &amp; End of Semester</td>
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<tr>
<td>12/14/2021</td>
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<td>Final Grades Due</td>
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