PRINCIPLES OF MARKETING, MKTG 3351 500
Department of Management and Marketing
Nelson Rusche College of Business
Summer 1 2021

PROFESSOR: Marlene Kahla, Ph. D.
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Office: 403C, McGee Business Building, fourth floor

OFFICE HOURS by Zoom: M – R: 10 a.m. – 12 p.m.: Meeting id: 916 5175 6697
Passcode: 835126

TEXT
Lamb, Charles W., Hair, Joe F., and McDaniel, Carl. MKTG 13 Principles of Marketing.
ISBN-10: 0357127811
*MKTG 12 is also acceptable for purposes of the course.

Each course represents approximately 150 minutes of lecture, guest speakers, field trips, and other learning activities each week. As a student, you are expected to put in an average of 360 minutes outside of class so that you may focus on being successful in class.

COURSE DESCRIPTION
Course Description: An examination of marketing as a field of study that includes, but is not limited to, definitions and concepts related to marketing, how to develop marketing plans, strategies and tactics, learning about innovations, product development and lifecycles; marketing of services, international marketing, consumer behavior, advertising and promotion and pricing.

• Brightspace d2l will be the official tool in your class for communicating the important reminders, announcements and further assignments and directions.

• You may email the professor at mkahla@sfasu.edu; or text at (936) 526-3731. If you text, please identify yourself in the text.

• The professor is available during the stated office hours via zoom.

SCHEDULE
Please note that with each chapter there is an activity that each student will complete and upload to the drop box in d2l. Complete all activities and earn 10 points in addition to the total number of points allotted to each activity for a grand total of 200 points.

There are no exams.
Part One: The World of Marketing
   Chapter 1: An Overview of Marketing, 5/18
   Chapter 2: Strategic Planning for Competitive Advantage 5/19
   Chapter 3: Ethics and Social Responsibility 5/20
   Chapter 4: The Marketing Environment 5/21
   Chapter 5: Developing a Global Vision 5/24

Part Two: Analyzing Market Opportunities
   Chapter 6: Consumer Decision Making 5/26
   Chapter 7: Business Marketing 5/27
   Chapter 8: Segmenting and Targeting Markets 6/1
   Chapter 9: Marketing Research 6/2

Part Three: Product Decisions
   Chapter 10: Product Concepts 6/7
   Chapter 11: Developing and Managing Products 6/8
   Chapter 12: Services and Nonprofit Organization Marketing 6/12

Part Four: Distribution Decisions
   Chapter 13: Supply Chain Management and Marketing Channels 6/14
   Chapter 14: Retailing 6/15

Part Five: Promotion and Communication Strategies
   Chapter 15: Marketing Communications 6/18
   Chapter 16: Advertising, Public Relations, and Sales Promotion 6/19
   Chapter 17: Personal Selling and Sales Management 6/22
   Chapter 18: Social Media and Marketing 6/24

Part Six: Pricing Decisions
   Chapter 19: Pricing Concepts 6/25

Grade values:
A: 180 – 200 points
B: 160 – 179 points
C: 140 – 159 points
D: 120 – 139 points
F: less than 120 points

PROGRAM LEARNING OUTCOMES
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) Emphasis on Ethics, Diversity and Introduction of Business Knowledge

LEARNING OUTCOMES

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.

Student Learning Outcomes:
(SLOs) [also referred to as course objectives] for this course including the course specific student learning outcomes that support the PLOs above.
In general, SLOs in a course that support the PLOs are specific and include the exact knowledge, skill or behavior taught in the course that supports the more global PLOs.
For additional information on meaningful and measurable learning outcomes see the assessment resource page http://www.sfasu.edu/assessment/index.asp.

Student Academic Dishonesty
(University Policy 4.1) 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 it 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.
SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support students' mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources:**
SFASU Counseling Services  
[www.sfasu.edu/counselingservices](http://www.sfasu.edu/counselingservices)  
3rd Floor Rusk Building  
936-468-2401

SFASU Human Services Counseling Clinic  
[www.sfasu.edu/humanservices/139.asp](http://www.sfasu.edu/humanservices/139.asp)  
Human Services Room 202  
936-468-1041

**Crisis Resources:**
Burke 24-hour crisis line 1(800) 392-8343  
Suicide Prevention Lifeline  1(800) 273-TALK (8255)  
Crisis Text Line:  Text HELLO to 741-741