COURSE: Principles of Marketing  MKTG 3351

CLASS TIME: The class will be run on a weekly base. All the class materials will be posted on Monday with most activities due on Sunday at 10:00pm.


READINGS: Additional readings may be required. Additional readings will be provided.

PROFESSOR: Dr. Wenjing Li (Marketing and Management)
Office: 403G
Email (preferred): liw1@sfasu.edu

OFFICE HOURS: MTWR 2:30 pm—4:30pm
Students can also join the office hour by zoom

https://sfasu.zoom.us/j/95652291359?pwd=VS9keDUrEFBob0Z0RTVFU3k5MWg4dz09
(even during my normal office hours, I suggest making an appointment, so you don’t accidentally arrive when I am meeting with another student).

D2L: 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.

Student Requirements:
Technology: Reliable high speed Internet access is required. Login through Brightspace (D2L) system at SFA (d2l.sfasu.edu). Web camera.

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

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.
CLASS PARTICIPATION

The professor will send out all the class announcements and post all the class materials on brightspace. This class will be run on a weekly base. **All the class materials for that week will be posted on Monday with most activities due on Sunday at 10:00pm.** 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. In this class, students need to spend at least 2 hours to finish reading the textbook and online materials posted on D2L. Students have significant weekly reading assignments to prepare for various class activities, are expected to take quizzes and exams, are required to do the lab and field activities, and are required conduct a project. These activities average at a minimum 6 hours of work each week to prepare outside of classroom hours.

ZOOM EXPECTATION

When joining a class via ZOOM keep your camera on and...
- Dress and appear just as you would if attending class in person.
- Behave while Zooming as if sitting in a traditional classroom.
- Select a location that is a quiet room free of distractions (for yourself and others).
- Avoid public spaces with customers milling in the background, road noises, etc.
- Avoid using distracting virtual backgrounds (I will be the judge of distracting).
- It is better to mute your microphone when not speaking, however please try to avoid or eliminate background disruptions:
  - Pets
  - Children
  - Roommates
  - TV
  - Music
  - Food
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.
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/.

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<thead>
<tr>
<th>University Resources</th>
<th>Academic Assistance Resource Center (AARC) Tutoring Services</th>
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<tr>
<td>The AARC is an award-winning program that provides free peer tutoring for many entry-level courses. Some services provided by the AARC that you may find of benefit include online resources (including the Online Writing Lab [OWL]), on-call tutoring at walk-in tables, 1:1 appointments, student instructor groups, and learning teams. For additional information, go to <a href="http://sfasu.edu/aarc">http://sfasu.edu/aarc</a>.</td>
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| Counseling Services | Counseling Services assists SFA students in overcoming obstacles to their personal and academic goals through individual and group counseling for students and outreach, presentations, training, and consultation for the campus community. For additional information, go to http://sfasu.edu/counselingservices. |

| Counseling Clinic (Human Services) | The SFASU Counseling Clinic is a service provided by the Department of Human Services Counselor Education Programs. It is a training clinic in which services are provided by graduate students who are in the Practicum and Internship portion of their education. All services are supervised by fully licensed Counselor Education faculty. The Stephen F. Austin State University (SFASU) Counseling Clinic combines a therapeutic and community focus which offers a full continuum of counseling care. The service is geared to each person's needs. Client progress is based on the person's ability to move through counseling according to individual readiness. For additional information, go to http://www.sfasu.edu/humanservices/139.asp |

| Center for Career and Professional Development | The Center for Career and Professional Development exists to empower students and alumni to achieve life-long career success through individualized assistance, diverse career development programs, and collaboration with both internal and external partners concentrated on career goal achievements. For additional information, go to http://www.sfasu.edu/ccpd. |

| Financial Literacy | |
Student Financial Advisors are available to help you with your finances through one-on-one appointments, presentations, and workshops. Topics covered include budgeting, credit cards, debt management, insurance, identity theft, fraud prevention, investing, savings, retirement, banking, and paying for college. For additional information, go to http://www.sfasu.edu/studentaffairs/1691.asp.

Health Clinic
The Health Clinic offers a full range of medical services to enrolled or registered students. For additional information, go to http://sfasu.edu/life-at-sfa/health-safety/health-clinic.

Involvement Center
The SFA Involvement Center a one-stop shopping site for involvement on campus. The program is the center for student involvement on our campus, a distribution and receiving site for applications for any number of opportunities on campus and a place for involved students to meet, hang out and collaborate with other students. For additional information, go to http://www.sfasu.edu/studentaffairs/69.asp.

Nutrition Counseling (Aramark Dining Services)
Dining Services’ Dietitian provides nutrition counseling for students with allergies and special dietary needs as well as other nutrition related medical issues, weight concerns, exercise nutrition questions, and more. For additional information, go to https://sfasu.campusdish.com/HealthAndWellness/MeetOurDietitian.

Research and Instructional Services (RIS)
Develop research skills from hands-on and classroom experience with the Research and Instructional Services department. For additional information, go to https://library.sfasu.edu/services#/research?_k=hjbdvf.

SFA Food Pantry
The SFA Food Pantry exists to reduce food insecurity on the SFA campus. For additional information, go to http://sfasu.edu/studentaffairs/1319.asp.

Veteran’s Resource Center
The Veterans Resource Center (VRC) provides a space for veterans, dependents of veterans, and ROTC members to gather, socialize, and form relationships with others that can provide networks of support and access to veterans’ resources provided by the university and outside agencies. For additional information, go to http://sfasu.edu/vrc/.

Technical Support
Brightspace by D2L Support: http://sfaonline.sfasu.edu; d2l@sfasu.edu; 936.468.1919
Technical Support Center/Help Desk: https://help.sfasu.edu; helpdesk@sfasu.edu; 936.468.4357
GRADING

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<th>Task</th>
<th>Possible Points</th>
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<td>Introduce Yourself Discussion</td>
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<tr>
<td>Exam 1</td>
<td>100</td>
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<td>Exam 2</td>
<td>100</td>
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<td>Exam 3</td>
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<td>Exam 4</td>
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<td>Exam Sample Questions Assignments</td>
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<td>Quizzes</td>
<td>60</td>
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<tr>
<td>Class Activities</td>
<td>90</td>
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<tr>
<td>TOTAL</td>
<td>600*</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%

**Introduce yourself Discussion**

Each student posts a discussion on the “Introduce Yourself Discussion Board” via D2L to briefly introduce yourself. Please include the following information with a picture of you:

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 textbook, Powerpoint notes, MindTap practice activities, and online D2L content. The exam 3 will be proctored. Please make sure that you have camera ready during that day for the exam.
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 within the +/- one-week time frame. In addition, students will not be permitted to make-up more than one exam.

Exam Sample Questions Assignments

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

Quizzes

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

Class Discussions

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

MindTap Practice Exercises

There will be MindTap practice exercise for each week. These exercises **will not be graded and will not be counted toward your grades.** However, they will help you prepare for the quizzes and exams. Some Quiz and Exam questions will directly come from there.

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:
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<tr>
<th>Date</th>
<th>Topic</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Week 1: 6/28 – 7/04</td>
<td>Welcome; Chapter 1: Overview of Marketing; Chapter 2: Strategic Planning</td>
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</tr>
<tr>
<td>Week 2: 7/05-7/11</td>
<td>Chapter 3: Ethics and Social Responsibility; Chapter 4: The Marketing Environment; Chapter 5: Global Marketing; Chapter 6: Consumer Behavior</td>
<td>Exam 1 (Chapters 1-6)</td>
</tr>
<tr>
<td>Week 3: 7/12-7/18</td>
<td>Chapter 7: Business Marketing; Chapter 8: Market Segmentation and Targeting; Chapter 9: Marketing Research; Chapter 10: Product Concepts;</td>
<td>Exam 2 (Chapters 7 - 10)</td>
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<td>Week 4: 7/19-7/25</td>
<td>Chapter 11: Developing and Managing Products; Chapter 12: Service Marketing; Chapter 13: Marketing Channels and Supply Chain Management; Chapter 14: Retailing;</td>
<td>Exam 3 (Chapters 11 - 14)</td>
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<tr>
<td>Week 5: 7/26-8/01</td>
<td>Chapter 15: Marketing Communication; Chapter 16: Marketing Promotions; Chapter 17: Personal Selling and Sales Management;</td>
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<tr>
<td>Week 6: 8/02-8/06</td>
<td>Chapter 18: Social Media and Marketing; Chapter 19: Pricing</td>
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<tr>
<td>August 6th</td>
<td>Exam 4 (Chapters 15-19) proctored</td>
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</table>