MKT 3351-502 Principles of Marketing
Department of Management, Marketing and International Business
Summer 2021

Instructor: Dr. Amy Mehaffey
Email: amy.mehaffey@sfasu.edu
Class meeting time and place: Online
Office Hours: 936.615.6755 (Cell Number) to make Appointments via Zoom

COURSE OVERVIEW

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

Program Learning Outcomes: 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

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

STUDENT LEARNING OUTCOMES (SLOS):

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

TEXT & MATERIALS


COURSE REQUIREMENTS

- Student’s Responsibility: Each student is expected to come to “virtual” class having read the assigned chapter, the PowerPoint slides, and other assigned material and content in 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.

- Attendance Policy: Your participation in online activities is required and missed assignments and quizzes cannot be made up.

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

● **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.

● **Class Communications:** The professor will send out class information and other material through announcements on D2L. Each student should check their D2L every day 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.

● **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 - see the full Student Conduct Code at [http://www.sfasu.edu/policies/student-conductcode.pdf](http://www.sfasu.edu/policies/student-conductcode.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.

● **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, resubmission 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).

● **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](http://www.sfasu.edu/policies/course-grades.pdf). 11.

● Each student should spend six to eight hours a week outside of class on the reading assignments, class homework, class project and other assignments.
**GRADING POLICY:**

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. Reese 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. Reese 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. The grades will be determined by the following grading scale:

**Online Exams** 375 points (5 exams at 75 points each)

**Final Project** 225 points

**Homework** 400 points

**Total Points** 1000 pts

The following averages are needed to attain a grade of: A=900 or higher, B=800 to 899, C=700 to 799, D=650 to 699, F=649 and below.

**Homework:** Homework values vary by assignment. The total value of all homework assignments is 450 points (45%) of the final grade.

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<th>Week</th>
<th>Lecture Topic</th>
<th>Assignment Notes</th>
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<tr>
<td>Week 1</td>
<td>Chapters 1 -5: The World of Marketing</td>
<td>Exam on Monday July 5 <em>due to holiday</em></td>
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<td>Week 2</td>
<td>Chapters 6 - 9: Analyzing Market Opportunities</td>
<td>Exam on Sunday July 11</td>
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<td>Week 3</td>
<td>Chapters 10 - 12: Product Decisions</td>
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<td>Week 4</td>
<td>Chapters 13 - 14 &amp; 17, 19</td>
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<td>Week 5</td>
<td>Chapters 15 - 16 &amp; 18</td>
<td>Exam on August 1&lt;br&gt;Portions of Final Project Due - Dates TBD</td>
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<td>Week 6</td>
<td>Final Project Deliverables Due - Details TBD</td>
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