Imagine the field of marketing as a hive mind – a collective intelligence formed by the diverse perspectives, strategies, and actions of individuals working together to achieve common goals. Use this document as your course guide for Principles of Marketing (MKTG 3351)
COURSE DESCRIPTION
MKTG 3351 “Principles of Marketing (3 credits)

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

Students will also learn how to utilize various data and graphic softwares to create, evaluate, and critique issues related to the agriculture industry. These requirements take at least 6 hours of out-of-class student work each week to complete.

MATERIALS
   a. You do NOT need MindTap subscription
   b. Netflix Subscription

OFFICE HOURS
M: 12:00-2:30
T: 9:15 -11
W: 9- 1pm (VIRTUAL)
TH: 9:15 -11

Virtual Office Hours
I will be available via email and on my cell phone- 936.615.6755.

We can also schedule a zoom meeting by appointment during virtual office hours or during hours outside of the abovementioned.

CELL PHONE POLICY
Cell phones, ear buds, AirPods, and smart watches must remain out of sight from bell to bell. If the cell phone is seen or heard by the teacher after the bell rings, it will be taken up and sent to the office for a parent/guardian to pick up at the end of the school day.

DR. AMY MEHAFFEY
AMY.MEHAFFEY@SFASU.EDU
936-615-6755

Class Location: Online / D2L
Office: McGee Business Bldg. Room 403Q
Program Learning Outcomes & Student 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

Student Learning Outcomes
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

ETIQUETTE
All students are expected to behave, email, and post in a professional, business manner during this class.

Components of a professional email include:
- Capitalizing sentences,
- Using correct grammar,
- spelling and punctuation,
- Not using “shorthand”,
- Closing messages with your name,
- Proofreading Before you hit “send”

WITHELD GRADES
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. For additional information view SFA’s policy on WH grades.
COURSE INFORMATION

Student responsibilities:
Each student is expected to come to class having read the assigned chapter and any additional materials assigned each week in D2L before class.

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.

Syllabus Changes:
As we know, weather and life circumstances will require the course to “pivot” and may cause the syllabus to change. I will notify you via D2L as quickly as possible when this happens. It will always be my goal to only change the syllabus in favor of you, the student.

In the event there is a discrepancy between the syllabus Course Calendar and D2L, D2L will always take precedence. This includes news updates or emails.

CLASS ACTIVITIES

We will do lots of class activities.

It is imperative you are in class and prepared to be graded on anything given during class.

This not only includes attending but participating in all class activities.

Class activities - 200 points

Tests

Tests will be given at the end of each unit. There will be no exam reviews.
All exams are given on D2L and you will have ample time to complete them.
You can use any course resources on this.
No make up exams or extensions are allowed.
5 exams (75 pts each)

Quizzes

You will be quizzed in class over the material assigned each week.

These will be at random and will be counted toward your overall quiz grade.

No makeup quizzes will be allowed.
You may take a makeup quiz for excused absences only.
Each student should check their D2L every weekday and sign up for notifications in D2L in case of last minute changes, course cancellations due to weather, etc.

Homework

We will have homework in this class. We may use homework to finish up class activities or we may have other assignments as current event dictate. No late work will be accepted.

Assignments

This syllabus contains basic information and instructions for each assignment.

It is your responsibility to follow these instructions carefully.

Be prepared to receive additional instructions for each assignment in D2L. Questions are encouraged.

The due dates for each assignment are on the class schedule of this syllabus.

Remember that if the assignment is not turned in, the assignment due will receive a 0.

Projects

We will have projects periodically in this course. Details on projects will be given throughout the course in person and via D2L.

Assignment Deadline Policy

Any assignment that is not turned in by the due date and time is automatically given the grade “0.” Be sure you understand this. With most jobs, especially jobs in this field of study, deadlines are generally inflexible.

Communication

Each student should check their D2L every weekday and sign up for notifications in D2L in case of last minute changes, course cancellations due to weather, etc.
Each student will be given a get out of jail free card the first week of class.

This is a no-questions-asked extension on an assignment deadline, with no grade penalty.

Do not email me with details as to why, unless you need another type of assistance.

I will not issue more than one if lost, and I will expect a new due date to be presented on the card when used. You may not extend past this due date.

You may not use on the final project.

The get-out-of-jail free card acknowledges the unanticipated challenges students may face in completing all their academic assignments by the assigned date, whether because of personal issues, or the piling-up of assignments from more than one course on a given date.

Use this wisely.
Faculty members promote academic integrity in multiple ways, including instruction on the components of academic honesty and 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/student-academicdishonesty-4.1.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), 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 promptly may delay your accommodations.

For additional information, go to http://www.sfasu.edu/disabilityservices/
# MKTG 3351 Assignments Fall 2023

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<tr>
<th>CLASS ACTIVITIES</th>
<th>Points</th>
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<tbody>
<tr>
<td>Syllabus Review</td>
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<tr>
<td>Branding Activity</td>
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<tr>
<td>Mini Brands</td>
<td>25</td>
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<tr>
<td>SWOT Analysis</td>
<td>25</td>
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<tr>
<td>Taylor Swift Economic Impact Assignment/Discussion</td>
<td>15</td>
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<tr>
<td>Tshirt Pricing Activity</td>
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<tr>
<td>Personal Selling/Mock Interviews</td>
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<tr>
<td>What is your personal brand</td>
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<td><strong>Class Activities Total</strong></td>
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<th>QUIZZES (15 TOTAL/10PTS EACH)</th>
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<table>
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<tr>
<th>OTHER PROJECTS/ASSIGNMENTS</th>
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<tbody>
<tr>
<td>Music Festival Research Project</td>
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<tr>
<td>Hershey’s Market Research Activity</td>
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