PRINCIPLES OF MARKETING, MKTG 3351 503
Department of Management and Marketing
Nelson Rusche College of Business
Fall 2023

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OFFICE HOURS: Office hours: 10 A.M. – 2 P.M. TR in office; 4:00 P.M. – 6:00 P.M. M on line
Meeting id: 920 4311 8885  Passcode: 177791

TEXT
Lamb, Charles W., Hair, Joe F., and McDaniel, Carl. MKTG 13 Principles of Marketing.
ISBN-10: 0357127811

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 or possibly a quiz that each student will complete and upload to the drop box in d2l.

You are allowed three late submissions, no questions, life happens, without penalty regarding activities after each chapter and your resume’.
If you are late submitting more than 3 activities including the resume’, then there will be a penalty of 1 point per day late.

Each student will submit a resume’. See schedule of activities in Brightspace.

The following chapters are presented in the order as they appear in the text:

**Part One: The World of Marketing**
- Chapter 1: An Overview of Marketing 8/31
- Chapter 2: Strategic Planning for Competitive Advantage 9/4
- Chapter 3: Ethics and Social Responsibility 9/6
- Chapter 4: The Marketing Environment 9/8
- Chapter 5: Developing a Global Vision 9/11

**Part Two: Analyzing Market Opportunities**
- Chapter 6: Consumer Decision Making 9/13
- Chapter 7: Business Marketing 9/15
- Chapter 8: Segmenting and Targeting Markets 9/18
- Chapter 9: Marketing Research 9/21

**Part Three: Product Decisions**
- Chapter 10: Product Concepts 10/2
- Chapter 11: Developing and Managing Products 10/5
- Chapter 12: Services and Nonprofit Organization Marketing 10/17

**Part Four: Distribution Decisions**
- Chapter 13: Supply Chain Management and Marketing Channels 10/19
- Chapter 14: Retailing 10/23

**Part Five: Promotion and Communication Strategies**
- Chapter 15: Marketing Communications 10/26
- Chapter 16: Advertising, Public Relations, and Sales Promotion 10/30
- Chapter 17: Personal Selling and Sales Management 11/6
- Chapter 18: Social Media and Marketing 11/9

**Part Six: Pricing Decisions**
- Chapter 19: Pricing Concepts 11/16

Resume’ 9/12

Mid Semester Quiz, Chapters 1 – 9, and Resume’ 10/8
Final Quiz, Chapters 10-19 12/8

**Grade values:**
- A: 270 – 300 points
- B: 240 – 269 points
- C: 210 – 239 points
- D: 180 – 209 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.

Code of Conduct and Resources

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: Academic Integrity (4.1)

Please copy and paste the following information regarding Academic Integrity into your syllabus. In addition, you may include your guidelines for academic integrity as appropriate.

The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Updated: August 2023
Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

Withheld Grades Semester Grades Policy (5.5)

Please copy and paste the following information regarding Withheld Grades into your syllabus. Add additional information as needed to meet your departmental or course needs.

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 coursework 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 to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.

Students with Disabilities

Please copy and paste the following statement and place it in your course syllabus.

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/
**Student Wellness and Well-Being**
SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, 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:**
The Dean of Students Office (Rusk Building, 3rd floor lobby)
www.sfasu.edu/deanofstudents
936.468.7249
dos@sfasu.edu

SFA Human Services Counseling Clinic Human Services, Room 202
www.sfasu.edu/humanservices/139.asp
936.468.1041

The Health and Wellness Hub “The Hub”
Location: corner of E. College and Raguet St.

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:
- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education

www.sfasu.edu/thehub
936.468.4008
thehub@sfasu.edu

**Crisis Resources:**
- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- jobCrisis Text Line: Text HELLO to 741-741

SFASU Counseling Services
www.sfasu.edu/counselingservices
3rd Floor Rusk Building
936-468-2401

SFASU Human Services Counseling Clinic
www.sfasu.edu/humanservices/139.asp
Human Services Room 202
936-468-1041

**Crisis Resources:**
Burke 24-hour crisis line 1(800) 392-8343
ACADEMIC ASSISTANCE RESOURCE CENTER (AARC) TUTORING SERVICES
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 http://sfasu.edu/aarc.

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 AND WELLNESS HUB
Health Services offers a full range of medical services, from checkups and preventive care to immunizations to contraceptives and STI testing. For additional information, go to https://www.sfasu.edu/healthservices.

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.

MENTAL HEALTH
SFASU values students’ mental health and the role it plays in academic and overall student success. SFA provides a variety of resources to support student’s mental health and wellness. Many of these resources are free, and all of them are confidential.

See Counseling Services, Counseling Clinic, and Health and Wellness HUB for more information.

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: https://www.sfactl.com/student-support; d2l@sfasu.edu; 936.468.1919
Technical Support Center/Help Desk: https://help.sfasu.edu; helpdesk@sfasu.edu; 936.468.4357