COURSE: Principles of Marketing (MKT 3351-001)
Section-001: Monday/Wednesday 2:30 pm - 3:45 pm (BUSI 127)


ADDITIONAL: Additional materials may be required including videos, articles, etc.

INSTRUCTOR: Dr. Yang Xu
Office: 403R
Email: xuy2@sfasu.edu
Office Phone: 936-468-1625

OFFICE HOURS: Mon: 12:00 pm – 2:30 pm (in-person)
Tue: 10:00 am – 11:00 am (in-person)
Wed: 12:00 pm – 2:30 pm (in-person)
   3:45 pm – 7:45 pm (online at https://sfasu.zoom.us/j/2624988569)

CATALOG DESCRIPTION

Basic marketing processes and concepts; functions; institutions; environment; techniques and factors in marketing management.

COURSE CONTACT HOURS AND STUDY HOURS

The course introduces students to basic concepts in marketing. The goal of 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 a total of 3 hours of face-to-face lecture, discussion, and in-class activities, and 6 hours of reading and homework assignments. Class requirements include reading assigned chapters before coming to class and participating in both lecture and in-class activities to facilitate an engaging learning environment.

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

STUDENT LEARNING OUTCOMES

1. Identify the foundation terms and concepts that are commonly used in marketing, as indicated by performance on tests.
2. Understand the reasoning that underlies these terms and concepts, as indicated by performance on tests.
3. Ascertain how are these terms and concepts applied to real-world marketing 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 inter-functional analyses even if not a marketing professional, as indicated by overall performance in the course’s requirements.

OPEN DOOR POLICY AND FEEDBACK

If you have any issues or problems that are getting in the way of your success in the course, please let me know. I will be happy to meet with you to discuss possible solutions. As we move through the semester, I invite constructive suggestions from students on any aspect of the course: curriculum, content, teaching methodology, etc. If you have suggestions, you may e-mail them to me, come by during office hours.
STUDENTS’ RESPONSIBILITY AND TIME REQUIREMENTS

Students are expected to demonstrate professional engagement in class by attending class regularly, arriving on time, being prepared, and contributing actively. Through those professional behaviors, students will play an important role in contributing to establishing a class environment that fosters mutual respect and co-learning. In this class, we typically meet twice each week in 75-minute segments. Students have significant weekly reading assignments to prepare for various class activities, are expected to take 5 quizzes and 3 exams, and are required to conduct 2 group projects.

ATTENDANCE & CLASS PARTICIPATION

You are expected to attend class and arrive on time. Leaving class early is not allowed except for emergency reasons. Throughout the semester, there will be several in-class activities to assess your performance and track your attendance. If you miss class, it is your responsibility to find out what was covered and assigned. Exam material will largely come from class lectures.

You cannot make up any in-class activities, including exams, quizzes, or projects, unless your absence is excused as per university policy. The following are acceptable reasons for excused absences: serious illness, illness or death of a family member, University-related trips, and major religious holidays. Poor planning and vacations do not constitute excused absences. If the University is closed for any reason on a scheduled class day, you should be prepared to adjust the schedule accordingly including taking an exam during the next class session.

• Students must notify me prior to their absence or within one week after the absence.
• Students must submit any written documentation supporting their excused absence within one week of the absence.
• Absences for major religious holidays require advance written notification.
• All the make-up activities have to be done within 2 weeks of the scheduled time for that assignment.

If you are 15 minutes late or leave class early, you will be considered as absent. However, I understand that sometimes emergencies can happen, so 2 unexcused absences are allowed. To use these two free absences, you have to notify me before the missed class or right after (within 24 hours). You can make up the missed activities. But it has to be done within 1 week of the scheduled time for that assignment.

CLASSROOM ENVIRONMENT _UNIVERSITY POLICY 10.4

It is important to have a classroom environment that is conducive to learning for everyone. This requires adherence to some basic rules of respectful behavior. The following will NOT be tolerated: (1) side conversations, (2) reading or working on anything except the material in this class, (3) putting your head down on your desk (sleeping), (4) emailing, texting, etc., Students engaging in these disruptive behaviors may be asked to leave the classroom.
TECHNOLOGY PROHIBITION

To optimize the classroom atmosphere for everyone, the use of laptops, tablets, phones, and other electronic devices is not allowed in this class. Cell phones must be turned off or in silent mode. Laptops may be used solely for notetaking and/or class activity participation.

ACADEMIC INTEGRITY (4.1)

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.

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.
WITHELD GRADE POLICY

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

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/.

MENTAL HEALTH

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
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

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.

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FREE TUTORING

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.
GRADING

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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%

In-class Activities

There will be five in-class activities throughout the semester. Class activities will be conducted at the individual or group level.

Quizzes

There will be unannounced quizzes administered throughout the course of the semester. Contents may cover material from the book, PowerPoint slides, class discussions, cases, or other assigned material. Students have an opportunity to drop their lowest quiz grade. No source of outside information (e.g. book, notes, internet, etc.) will be permitted during quizzes as it constitutes academic dishonesty.
Exams

Regular exams are in-class and non-cumulative. Questions may be multiple choice, multiple answers, true or false, fill-in-blanks. Exam questions may cover material from the book, PowerPoint slides, class discussions, cases, or other assigned material.

Mini Case Presentation

In this assignment, students will form a team of 3 to study a business/firm/brand. The business can be any organization, profit or non-profit. You can also choose your favorite brand, such as Starbucks, Nike, Toyota, etc., as the study subject. Each group needs to submit the name of the business/firm/brand your group will work on (3 points). Your group can start working on it after receiving my permission so no group will work on the same business/firm/brand. Your group will collect background information and conduct business analysis for this business/firm/brand. The information to be presented:

1. The history of the business/firm/brand
2. Major changes this business/firm/brand has been through over the years
3. SWOT analysis for this business/firm/brand
4. What its target consumers
5. Competitor Analysis- Identify primary and secondary competitors. Provide a detailed description for each of the primary competitors
6. Its global presence; its failure and success in the global market
7. Your group can also discuss 4 Ps for this business/firm/brand (not required but recommended)
8. At the end of the presentation, provide at least 3 discussion questions for the class

Your group will present the information you collected for this business/firm to the class (10 minutes; 12 points) via PowerPoint. Other visual aids, such as pictures, graphs, or videos, can be used to help you present your information.

Please listen carefully when other groups present their cases as the contents will appear in the exams.

Group Project

Each team (3-5 students) will create one (fictional) new product or service (groups should be different from the groups of the Mini case project). Further, you are to use your knowledge of
Marketing from this class to create a compelling marketing plan for your new product or service. Your group will also present your new product marketing plan to the class (15 minutes) via PowerPoint.

The Group Project consists of 3 deliverables:
1. Product Ideas 5 points
2. Outlines 5 points
3. Presentation 10 points

For stages 2-3, group members will rate one another in terms of their relative contribution to the group project.

Please refer to the group project handout for more instruction and guidance.

Make-up Exams

In the event of a documented excused absence, as governed by university policy, you may complete a scheduled course exam. It is your responsibility to provide the necessary documentation and to schedule the exam with your instructor within the +/- one-week timeframe. A make-up exam will be scheduled within 2 class dates of the original exam date. In addition, students will not be permitted to make-up more than one exam.

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 work may be accepted given proper documentation (up to the instructor’s discretion) otherwise will automatically lose 25% credit once the assignment is due and another 25% every 24 hrs.
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<td>Exam 3</td>
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**Subject to change as announced in class or on the class website. Additional readings may be required.**