Spring 2024

MKTG 3351 002 Principles of Marketing
Department of Management and Marketing
College of Business, Stephen F. Austin State University

Office: McGee 403EE
Office Hours:
Monday: 10:30 am - 1 pm
Tuesday: 1:45 to 3 p.m.
Thursday: 10 to 11 a.m. & 1:45 to 3 p.m.
Friday: online only 11 a.m. to 3 p.m.

Instructor: Kathryn Blevins
Phone: 936 – 468 – 1474
Email: kblevins@sfasu.edu
Class Location: BU 477
Class Time: MW 1 to 2:15 p.m.

Course Delivery: This course will be delivered in a face-to-face modality on campus.

Text and Materials:
Available online and in the university bookstore. The digital version will be acceptable for this course. MindTap is NOT required.


Website: https://d2l.sfasu.edu/
Assignments, quizzes, grades, and all class announcements will be posted using this site. If you do not have access to the D2L course, please contact me as soon as possible.

Communication: Class announcements will be made using the News Items tool in D2L. You may email me directly at kblevins@sfasu.edu or through the D2L class site. I will receive the email faster if you send it outside of D2L, directly to kblevins@sfasu.edu. I will try to respond quickly. Occasionally, I may email you via D2L to comment on assignment submissions. It is not my preference, but it is easier to use the D2L email while grading if I have questions or requests for additional information regarding specific assignments. If you receive an email from me through D2L, you may respond to that email in D2L. In the event that SFA systems are unavailable, we will communicate via LinkedIn.

Office Hours: Schedule a time via email to ensure availability. In the scheduling email, Include your preferred date/time and the topic of discussion for the meeting. Scheduling a time in advance also helps me prepare to help you with your questions.

Catalog Description: Basic marketing processes and concepts, functions, institutions, environment, techniques and factors in marketing management.

Course Description: Principles of Marketing covers basic marketing processes and concepts along with the functions, institutions, environments, techniques and factors that influence marketing management. These include ethics and social responsibility, analyzing opportunities, product
decisions, distribution decisions, promotion and communication strategies and pricing decisions. The format of class may include lecture, discussion, projects, and “in-class” activities, as permitted. Class requirements include reading assigned chapters before coming to class and participation in both lecture and in-class activities to facilitate an engaging and learning environment. NOTE: Due to COVID19 restrictions, the content of and participation in the class will rely heavily on online and “out-of-classroom” activities. These will include but not be limited to discussion boards, Zoom lectures, PowerPoints, online quizzes and tests and various projects to be determined by the professor. Everything is subject to change; however, every consideration will be given to the material to be covered, the learning objectives, the progress of the class through the semester, and the health and well-being of students and faculty.

Program Learning Outcomes: Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. 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/uq-plo.asp.

Student Learning Outcomes:
Upon completion of this course, a student should be able:

• To identify foundation terms and concepts that are commonly used in marketing.
• To give the reasonings that underlie these terms and concepts.
• To ascertain which of these terms and concepts apply to selected marketing situation examples, including, but not limited to international marketing examples.
• To explain the significance of these terms and concepts for selected marketing situation examples, including, but not limited to international marketing examples.
• To determine and justify which of these terms and concepts would be appropriate for dealing with selected marketing examples.
• To appreciate the value of an ethical approach to marketing activities, and to demonstrate preparation to comprehend the basic marketing concerns that might be addressed in interfunctional analyses even if not a marketing professional.

Prerequisites: Sophomore standing.

Attendance and Class Participation: Your participation plays an important role in establishing a class environment that fosters mutual respect and cooperative learning. While class participation may be difficult to ascertain during this semester, your discussion board posts will be relied upon heavily for any participation grade as will your physical presence in class or at any Zoom class meetings.

Please attend class and arrive on time. Students who regularly attend class consistently outperform those who do not. If you miss class, it is your responsibility to find out what was covered and assigned. Exam material will largely come from class lectures, discussion groups, the text, PowerPoints and other assigned material.
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When joining a class via ZOOM

- You are expected to appear just as you would if attending the class in person. **This means you are required to leave your camera on at all times.**
- If you wouldn’t engage in that behavior in the traditional classroom, then it is not appropriate while Zooming into class from a distance.
- 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.
- Dress in attire appropriate for the traditional classroom.
- It is OK to mute your microphone if you are not speaking, however please try to avoid or eliminate background disruptions like pets, children, roommates, TV, music, and food.

**Grading:** Points will be assigned for activities, quizzes, projects and extra credit as outlined in D2L. Your final grade will be a function of the points you earn against the total of all possible points. Assignments and point values may be added, removed or revised during the semester at the sole discretion of the professor.

The course grade for this class will be determined from exams, quizzes, class activities, attendance and participation, and a final project. All grades will be averaged with the following weights:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td>275 pts (4 exams x 68.75 points each)</td>
</tr>
<tr>
<td>Reading Quizzes</td>
<td>285 pts (19 quizzes x 15 points each)</td>
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<tr>
<td>Class Activities/Assignments</td>
<td>240 (12 Activity Grades x 20 pts)</td>
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<tr>
<td>Attendance and Participation</td>
<td>50 pts (10 random grades x 5 points each)</td>
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<tr>
<td>Project</td>
<td>150 pts</td>
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<tr>
<td><strong>Total Points</strong></td>
<td><strong>1000 pts</strong></td>
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*Final grades will be determined using the policy outlined by the University:

- **A** = 894.5-1000 (89.45 – 100%)
- **B** = 794.5-894.4 (79.45 – 89.44%)
- **C** = 694.5-794.4 (69.45 – 79.44%)
- **D** = 594.5-694.4 (59.45 – 69.44%)
- **F** = 594.4 or below (59.44% or below)

**Course Requirements:** 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 attendance and participation in the classroom.

**Student’s Responsibility:** Each student is expected to come to class having read the assigned chapter and any additional materials assigned each week in D2L BEFORE class.

**Exams:** There will be four exams.
Activities & Assignments: There will be required activities with deliverables throughout the semester. These will be conducted at the individual and/or group level, as noted in the assignment or in the syllabus. The group grade will be assigned to each individual group member and adjusted by the Peer Review grade.

Reading Quizzes: There will be quizzes for the 19 assigned chapters (see calendar) that will be due by 11:59 p.m. the evening before that chapter is covered. Therefore, the student will need to read the chapter before class in order to be prepared to participate in class discussions and activities.

Quizzes will be administered on D2L. Students can find these listed under the quizzes tab. Students must complete the quiz and submit it before coming to class the first day we cover the chapter. Due dates are listed on D2L. In the event the instructor deems the integrity of the quizzes to be in jeopardy, the instructor reserves the right to change the format of the quizzes at any time. This would include the changing of quizzes to “in-class” format.

Peer Review: At the end of the semester, there will be a graded peer review. This review will be performed by every group member grading the performance and contribution of fellow group members.

Speakers: From time to time, outside speakers may be engaged to address the class on a variety of topics that are pertinent to the course content. The dates of these speaking engagements are fluid depending on the availability of the speakers. Students are expected to be present for these events and are encouraged to engage with the speakers and ask pertinent course or topic-related questions. When available ahead of time, speaker topics will be posted on D2L.

Late Work / Make-Up Policy: Assignments turned in late will not be accepted. Students missing class for university excused absences must make arrangements to turn in assignments on or before the due date.

Note: This syllabus is provided to you as a guide for the class content and expectations this semester. It is not a contract and is subject to change as necessary. The schedule may be altered at the discretion of the professor. Students will be informed in advance of scheduling changes that affect student grades.
**Tentative Schedule:** Schedule, Assignment and Dates subject to change, some activity grade dates TBD

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Lecture Topic</th>
<th>Assignments Due and Due Date</th>
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</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>NA</td>
<td>NA</td>
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<tr>
<td>Week 2</td>
<td>22-Jan</td>
<td>Introductions/Syllabus/Ch 1: Overview of Marketing</td>
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<td></td>
<td>24-Jan</td>
<td>Ch 2 Strategic Planning</td>
<td>Ch 1-2 quiz due Jan 28 at 11:59 p.m.</td>
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<tr>
<td>Week 3</td>
<td>29-Jan</td>
<td>Ch 3</td>
<td>Ch 3 quiz due Jan 29 at 11 a.m.</td>
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<td></td>
<td>31-Jan</td>
<td>Ch 4 The Marketing Environment</td>
<td>Ch 4 quiz due Jan 30 at 11:59 p.m.</td>
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<tr>
<td>Week 4</td>
<td>5-Feb</td>
<td>Ch 5 Developing Global Vision</td>
<td>Ch 5 quiz due Feb 4 at 11:59 p.m.</td>
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<td></td>
<td>7-Feb</td>
<td>Ch 6 Consumer Decision Making</td>
<td>Ch 6 quiz due Feb 6 at 11:59 p.m.</td>
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<tr>
<td>Week 5</td>
<td>12-Feb</td>
<td>Review Exam 1 Ch 1 - 6 (computer lab, closed book)</td>
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<tr>
<td></td>
<td>14-Feb</td>
<td>Exam 1 ch 1 - 6 (computer lab, closed book)</td>
<td></td>
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<tr>
<td>Week 6</td>
<td>19-Feb</td>
<td>Ch 7 Business Marketing</td>
<td>Ch 7 quiz due Feb 18 at 11:59 p.m.</td>
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<td>21-Feb</td>
<td>Ch 8 Segmentation and Targeting Markets</td>
<td>Ch 8 quiz due Feb 20 at 11:59 p.m.</td>
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<tr>
<td>Week 7</td>
<td>26-Feb</td>
<td>Ch 9 Marketing Research</td>
<td>Ch 9 quiz due Feb 25 at 11:59 p.m.</td>
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<td></td>
<td>28-Feb</td>
<td>Ch 10 Product Concepts</td>
<td>Ch 10 quiz due Feb 27 at 11:59 p.m.</td>
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<td>4-Mar</td>
<td>Ch 11</td>
<td>Ch 11 quiz due Mar 3 at 11:59 p.m.</td>
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<tr>
<td>Week 8</td>
<td>6-Mar</td>
<td>Review Exam 2 Ch 6 - 11, Group 1 Game</td>
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<td></td>
<td></td>
<td>Spring Break</td>
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<td></td>
<td>11-Mar</td>
<td>Holiday - No Class</td>
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<tr>
<td></td>
<td>13-Mar</td>
<td>Holiday - No Class</td>
<td></td>
</tr>
<tr>
<td>Week 9</td>
<td>18-Mar</td>
<td>Exam 2 Ch 6 - 11 (computer lab, closed book)</td>
<td>Ch 12 quiz due Mar 20 at 11 a.m.</td>
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<td></td>
<td>20-Mar</td>
<td>Ch 12 Services and Nonprofit Marketing</td>
<td>Ch 13 quiz due Mar 24 at 11:59 p.m.</td>
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<td></td>
<td>27-Mar</td>
<td>Ch 14 Retailing</td>
<td>Ch 14 quiz due Mar 26 at 11:59 p.m.</td>
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<tr>
<td>Week 10</td>
<td>1-Apr</td>
<td>Ch 15 Marketing Communications</td>
<td>Ch 15 quiz due Apr 1 at 11 a.m.</td>
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<td>3-Apr</td>
<td>Ch 16 Advertising, PR and Sales Promotion, Group 2Game</td>
<td>Ch 16 quiz due Apr 2 at 11:59 p.m.</td>
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<tr>
<td>Week 11</td>
<td>8-Apr</td>
<td>Review Exam 3 (Activity Grade) Ch 12 - 16, Group 3Game</td>
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<td></td>
<td>10-Apr</td>
<td>Exam 3 Ch 12 - 16 (computer lab, closed book)</td>
<td>Ch 17 quiz due Apr 14 at 11:59 p.m.</td>
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<tr>
<td>Week 12</td>
<td>15-Apr</td>
<td>Ch 17 Personal Selling</td>
<td>Ch 18 quiz due Apr 16 at 11:59 p.m.</td>
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<td>17-Apr</td>
<td>Ch 18 Social Media</td>
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<tr>
<td>Week 13</td>
<td>22-Apr</td>
<td>Ch 19 Pricing Concepts</td>
<td>Ch 19 quiz due Apr 21 at 11:59 p.m.</td>
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<td></td>
<td>24-Apr</td>
<td>Group 4 and 5 game</td>
<td></td>
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<tr>
<td>Week 14</td>
<td>29-Apr</td>
<td>Review Exam 4 (Activity Grade) Ch 17 - 19</td>
<td></td>
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<tr>
<td></td>
<td>1-May</td>
<td>Exam 4 Ch 17 - 19 (computer lab, closed book)</td>
<td></td>
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<tr>
<td>Week 15</td>
<td>8-May</td>
<td>In-class Case</td>
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</tbody>
</table>

*Schedule, Assignment and Dates subject to change, some activity grade dates TBD.*
Rusche College of Business General Student Policies:

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.

Semester Grades (University Policy 5.5)

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 promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Conduct (University Policy 10.4)
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 full Student Conduct Code at http://www.sfasu.edu/policies/student-conduct-code.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. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the iCare Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

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)
- johCrisis Text Line: Text HELLO to 741-741