PRINCIPLES OF MARKETING
MKTG 3351 Section 504
Online
Department of Management and Marketing
Nelson Rusche College of Business
Spring 2024

Name: Marlene Kahla, Ph. D., Professor
Email: mkahla@sfasu.edu
Phones: (936) 468-1555 (office); (936) 468-4103 (department); (936) 526-3731 (mobile)

Office: 403C, McGee Business Building, fourth floor

Office hours: Monday: 4:30 p.m. – 6:30 p.m.
Tuesday and Thursday: 11:00 a.m.- 2:00 p.m.;
Wednesday: 4:00 p.m. – 6:00 p.m. online;
OR, by appointment.

Department: Management and Marketing
Class location: Online


COURSE DESCRIPTION:
MKTG 3351: Is designed to enable students to identify and learn about basic marketing concepts and ideas, strategy, analytics used to determine what strategies may be effective, and overall develop a better understanding of marketing’s role in developing and growing brands in for profit, not-for-profit, service, and international markets.

Students begin by focusing on their own accomplishments and strengths as they prepare a resume’. They will learn basic questions that can be applied to each task in developing effective marketing strategy.

Identifying markets, describing markets, developing effective marketing strategy challenge students completing the course. Students will become aware of the four P’s of marketing, the tools used in identifying new product concepts, how to market effectively internationally, communicating marketing ideas effectively, and the essential role that price plays in a complete marketing plan.

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 Marketing Communications, 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

**Student 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

**CLASS RULES**
Following these few rules will help to maximize your learning experiences and those of your classmates:
- Attend each class. Notify professor if you will not be in class.
- Be on time to class, team meetings and events related to the project.
- Read the assigned material, turn in all required work on the day it is due.
- Participate in individual and group activities and discussions.
- Treat everyone in the class with respect and courtesy.
- Demonstrate professional behavior and use language appropriate for classroom learning
- Cell phones and other electronic devices should be turned off and put away during class unless instructed to use them for specific fact finding relating to projects and boosting social media as they relate to the project.
- Ask questions!
  - Communication: Please check your SFAJacks.Edu mail at least once a day.
  - Brightspace d2l will be the official tool in your MKTG 3351 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.
GRADES
The following tasks will be completed during the semester, rubrics will serve to guide students in addition to specific directions in each drop box:

Chapter Activities:
“I read the Chapter.” This is a statement that each student will submit to a drop box for 1 point credit for each of the 19 chapters in the specific text for this class. No tricks. Just read the chapter and report that you read it for one point.
Subtotal: 19 points

Short Multiple Choice quizzes:
Each of the 19 chapters has a short multiple-choice test that will be completed by each student. Each short chapter test is valued at 9 points.
Subtotal: 171 points

Your resume:
Follow the rubric in completing your one page resume.
Subtotal: 10 points

Total: 200 points

Midterm, Chapters 1-9 50 points
Final, Chapters 10-19 50 points
Total: 100 points
Grand Total 300 points

SCHEDULE

Week One
Chapters One through Two; reading point and short quiz for each.

Week Two
Chapters Three through Four; reading point and short quiz for each.

Week Three
Read Chapter Five; reading point and short quiz

Week Four
Read Chapter Six; reading point and short quiz; submit your resume.

Week Five
Read Chapter Seven; reading point and short quiz;

Week Six
Read Chapter Eight; reading point and short quiz;
Week Seven
Read Chapter Nine; reading point and short quiz
Prepare for Midterm, Chapters 1 – 9 and resume preparation

Week Eight
Midterm

Week Nine
Spring Break

Week Ten
Read Chapter Ten; reading point and short quiz

Week Eleven
Read Chapters Eleven and Twelve; reading points and short quizzes

Week Twelve
Read Chapter Thirteen; reading point and short quiz

Week Thirteen
Read Chapters Fourteen and Fifteen; reading points and short quizzes

Week Fourteen
Read Chapters Sixteen and Seventeen; reading points and short quizzes

Week Fifteen
Read Chapters Eighteen and Nineteen; reading points and short quizzes

Week Sixteen
Final Chapters Ten through Nineteen

Course Requirements
Students are to read relevant marketing articles and text.

Students must prove that they understand how to find specific information in and beyond class.

Unless artificial intelligence is part of a specific activity for the class, then it should not be used instead of the student’s own thoughts and creative ideas.

Academic Integrity (4.1)
Please copy and paste the following information regarding Academic Integrity into your syllabus. In addition, you may include your own guidelines for academic integrity as appropriate.
Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as 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/4.1-student-academic-dishonesty.pdf.

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 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, go to http://www.sfasu.edu/policies/course-grades-5.5.pdf.

Students with Disabilities
Please copy and paste the following statement and place 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 in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/

Note: The syllabus presented here is a guide for class content and activities. It is subject to change. Please bring your copy of the syllabus to class for each meeting.