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

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 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.


Grading Policy: There will be four online exams in this class during the semester with each exam being designed to cover approximately one fourth of the class material. Each exam will consist of multiple choice or problem type questions. There is also an online final exam in the class which is comprehensive and proctored. Questions will be taken from chapters in the text, PowerPoint notes and online D2L content. If a student is going to miss a scheduled exam, they will be eligible to take a makeup exam before or after the scheduled test date only if (1) the student notifies Dr. Reese before the exam AND (2) has an official university or instructor approved excuse. Any student with an official university or instructor approved
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An excuse that does not inform Dr. Reese before the scheduled exam time will be able to take an all essay make-up exam. Any makeup exam will be scheduled at a time agreed upon by student and instructor. The grades will be determined by the following grading scale:

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<thead>
<tr>
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<tbody>
<tr>
<td>Online Exams</td>
<td>300 points</td>
<td>(4 exams at 75 points each)</td>
</tr>
<tr>
<td>Final Exam</td>
<td>250 points</td>
<td>(comprehensive and proctored)</td>
</tr>
<tr>
<td>Homework</td>
<td>450 points</td>
<td></td>
</tr>
<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)

**Student's Responsibility:** Each student is expected to come to “virtual” class having read the assigned chapter, the PowerPoint slides, and other assigned material and content in D2L. 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 conduct in the online classroom.

**Attendance Policy:** Your participation in online activities is required and missed assignments and quizzes cannot be made up.

**Course Requirements:**

**Exams:** All exams will consist of multiple choice and/or problem type questions.

Four exams are scheduled for the semester (each exam will cover one-fourth of the class material). Each of the first four exams are worth 75 points, worth a total of 300 points (30%) of the final exam. The first four exams are not proctored.

The fifth exam, which will be comprehensive and proctored, will be on the day of the university scheduled final exam. It is worth 250 points (25%) toward the final grade.

**Homework:** There are four homework assignments and values vary by assignment. The total value of all homework assignments is 450 points (45%) of the final grade.

**Personal SWOT Analysis (110 points):** Students will be required to complete a personal SWOT analysis. This includes an analysis of themselves in terms of their strengths, weaknesses, opportunities, and threats. The assignment is posted in Brightspace by D2L.

**Let's Go Shopping: market Orientation Homework (120 points):** The purpose of this application is to teach you more about the marketing concept. This exercise enables students to evaluate the range of products and product categories at a supermarket and to draw conclusions about the marketing orientations of particular brands/companies based on what they find.

**Consumption Journal Homework (110 points):** Students will complete a journal entry regarding purchases made during the class. Then students will analyze ads for these products. They will identify and explain the demographic and psychographic segments to which the ad was designed to appeal. Also, they will explain whether or not you fit into the identified target market.
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**Marketing of Services & Non-Profit Homework (110 points):** Students will review an article related to non-profit marketing and then answer a series of questions related to service and product development, as well as defining the unique selling proposition of the business in the article.

**Web Etiquette:** All students are expected to behave, email, and post in a professional, business manner during this class. Projects and homework are graded on content and appearance not only of the homework or project, but on the manner in which the project or homework was submitted and the content of the email accompanying the project or homework.

**Attendance and Late Work:** Each student is responsible for having all work turned in on time. Tests, quizzes, cases, and homework are due no later than the time and date given in the assignment (i.e. if the assignment is to be completed and submitted before midnight; any project turned in after midnight host computer time will be considered late and a grade of zero will be assigned to them). The host computer for this class will be the SFA D2L host computer which houses class content. If the student is late logging on for an exam, extra time will not be given to the student to finish the exam. If the student has a university approved absence that corresponds with a due date or exam date, the student must contact the instructor to make appropriate arrangements.

**Class Communications:** The professor will send out class information and other material through email to each student’s SFA email address. Each student should check their email every weekday since emails to and from SFA addresses are considered official university communication and should be treated as such. If a student decides to forward their SFA email to another email address, it is the student’s responsibility to make sure the other email account is able to and can accept forwards from the SFA email address. All email communication between student and professor should be done in a professional manner.

**Schedule:** A tentative schedule will be posted in D2L and is attached to this syllabus. You are responsible for all information contained in the syllabus and for any changes in the syllabus or schedule, which will be communicated in class. The instructor reserves the right to make any necessary changes to the syllabus or schedule. 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.

### Course Dates: July 8 - August 7

<table>
<thead>
<tr>
<th>Week</th>
<th>Topics</th>
<th>Chapters Covered</th>
<th>Homework Assignments</th>
<th>Exams</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>The World of Marketing</td>
<td>Overview of Marketing &amp; Value Creation, Strategic Planning, Marketing Ethics, The Marketing Environment Global Marketing</td>
<td>SWOT Analysis (due 11:59pm on July 14)</td>
<td>Exam open from Thursday, July 11 - Sunday, July 14 (due by 11:59pm)</td>
</tr>
<tr>
<td>Week 3</td>
<td>Product &amp; Services Marketing</td>
<td>Product, Branding, &amp; Packaging, New Product Development, Marketing Services</td>
<td>Consumption Journal Homework (due 11:59pm on July 28)</td>
<td>Exam open from Thursday, July 25 - Sunday, July 28 (due by 11:59pm)</td>
</tr>
<tr>
<td>Week 4</td>
<td>Pricing, Supply Chain, &amp; Retailing</td>
<td>Pricing, Supply Chain &amp; Channel Management, Retailing &amp; Omnichannel Marketing</td>
<td>Marketing of Services Homework &amp; NonProfits Homework (due 11:59pm on August 4)</td>
<td>Exam open from Thursday, August 1 - Sunday, August 4 (due by 11:59pm)</td>
</tr>
<tr>
<td>Week 5</td>
<td>Marketing Communications</td>
<td>Integrated Marketing Communication, Advertising &amp; Sales Promotion, Public Relations, Personal Selling, Customer Relationship Management, Digital Marketing</td>
<td>No Homework Assignment Due</td>
<td>Exam open from Monday, August 5 - Wednesday, August 7 (due by 11:59pm)</td>
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**Note:** The schedule may be altered at the discretion of the professor. Students will be informed in advance of scheduling changes that affect student grades. Per SFA policy, this class being a 3-hour credit (for 5 weeks), you should spend 18 hours per week studying and completing class work.
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.

Withheld Grades Semester Grades 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 Wellness and Well-Being
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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)
• Crisis Text Line: Text HELLO to 741-741