

MKTG 3321 – Marketing

Course Description/Overview

This course will cover the fundamentals of marketing in the modern economic system. This course is a prerequisite for all other marketing courses except MKT 3322 (consumer behavior), which may be taken concurrently.

"Marketing requires separate work, and a distinct set of activities. But it is a central dimension of the entire business. It is the whole business seen from the point of its final result, that is, from the customer's point of view. Concern and responsibility for marketing must permeate all areas of the enterprise."

People often think about "marketing" strictly as advertising - a highly visible activity by which organizations try to persuade customers to buy products and services. However, marketing is much more than advertising alone; even the most skillful marketer cannot make customers buy things that they don't want. Rather, marketing involves: (1) identifying customer needs, (2) satisfying these needs with the right product and/or service, (3) assuring availability to customers through the best distribution channels, (4) using promotional activities in ways that motivate purchase as effectively as possible, and (5) choosing a suitable price to boost the firm's profitability while also maintaining customer satisfaction. These decisions – product, distribution, promotion, and price – comprise the marketing mix. Together with a rigorous analysis of the customers, competitors, and the overall business environment, they are the key activities of marketing management, and they are crucial ones: failure to find the right combination of the "mix" may result in product (or service) failure. In turn, that means loss of revenue, loss of jobs, and economic inefficiency. – Peter Drucker

Prerequisite Knowledge

Students should have junior or senior standing at the university level. A basic understanding of the principles of economics is strongly advised.

Course Technology

Use of Blackboard and the McGraw -Hill Connect learning platform is required.

Class Meeting Times

Tuesdays/Thursdays, 2-3:15pm, RAS 265

Technical Support

The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or 1-866-942-2911 or by email at helpdesk@angelo.edu

The McGraw -Hill education products that you will be using are supported directly by the McGraw -Hill Technical Support team. Supplemental information and instructions on technical support from McGraw-Hill will be published on Blackboard. You can also reach IT support at McGraw-Hill by calling (800) 331-5094.

Faculty/Instructor Information

Name: Leslie North-Gould

Email: lnorth@angelo.edu

Phone: 325-486-6575

Office: 209

Student Hours:

Tuesdays & Thursday, 10-11am, and 1-2pm, and by appointment.

Please email me with any questions, concerns, or needs. I will do my best to respond within 24 hours.

Information contained in this syllabus is subject to change at the discretion of the instructor. Every attempt will be made to provide students with adequate notice of any change.

Course Objectives

Course Objectives:

This course provides a decision-oriented overview of marketing management in modern organizations. The most basic objectives of the course are to provide you with a broad introduction to marketing concepts, the role of marketing in society and in the firm, and the various factors that influence marketing decision making. Like other introductory survey courses, you will be exposed to and expected to learn the "language of marketing" (that is, terms, concepts, and frameworks) used by practicing marketing managers. However, it is also expected that by the end of the course, you will have a solid understanding of the major decision areas under marketing responsibility, the basic interrelationships of those decision areas, and an appreciation of how to apply key frameworks and tools for analyzing customers, competition, and marketing strengths and weaknesses. The course should help you to develop insight into the creative selection of target markets and blending decisions related to product, price, promotion, and place (i.e., the marketing mix) to meet the needs of a target market. These objectives can only be achieved through a joint effort: I will work to stimulate your interest and learning in these areas, but you will be expected to display initiative and a program of self-study as well. In that sense, a complementary objective of the course is to provide you with an environment that will encourage and reward your own intellectual effort while

simultaneously maintaining rigorous standards that identify those who are motivated to pursue excellence in their own educational preparation for a business career.

Upon completion of this course, students will be able to:

1. Define marketing and describe a marketer's role in creating, communicating, and delivering value.
2. Explain each of the four elements of the marketing mix.
3. Define marketing strategy and strategic planning.
4. Summarize the major external factors that influence the marketing environment.
5. Organize the five steps of the marketing research process.
6. Explain the consumer decision-making process.
7. Describe the product life cycle.
8. Explain segmentation, targeting, and positioning (STP).
9. Describe the elements of the promotion mix.
10. Explain how logistics and supply chains add value to products and services.

Assessment Methods

Learning outcomes will be assessed through exams, homework assignments, and video cases throughout the semester.

Course Textbook and Required Readings

You can find the book at all the usual places, including the ASU Bookstore. If you click on any of the assignments in Blackboard, you will be redirected to the McGraw-Hill (publisher of your book) server, where you can register for the Connect platform associated with the course. There you can also get free trial access to the electronic book and the Connect resources for a limited time. (This applies to the very first time you click on an assignment in BB. After you register with McGraw-Hill, subsequent clicks on an item listed under the Connect tab will take you to the assignment for each chapter in the text.)

Kerin, Roger. Marketing: The Core, 9th edition
Connect w/ebook. If you wish to purchase the loose-leaf or hard copy, please feel free, but is not required. However, connect access is required as this is where your assignments will be located. With connect access, you will have access to the ebook.

ISBN#: 9781264209286

Your time during the course will be allocated among a set of interrelated activities:

- Independent reading of the textbook and preparation for tests
- Lectures and class discussions
- In-class group activities

- SmartBook Assignments for each chapter
- Exams

The specific assignments for each class period are in a course schedule included at the bottom of this document.

Grading Policies

Grades and What's Expected

Course grades will be based on a weighted composite of the following:

Exam 1	100
Exam 2	100
Exam 3	100
Exam 4	100
Exam 5	100
SmartBook assignments	100
Group Activities	200

TOTAL 800

(The lowest exam score will be dropped. In addition, two of the group activity grades will be counted as “attendance bonuses”. Therefore, the base for computing your semester average will then be 650 points.)

Letter grades will be assigned such that a student will receive:

A = (90% and above)

B = (80 –89%)

C = (70 –79%)

D = (60 – 69%)

F = (59% and below)

Exams (1-5)

The tests during the term are in an objective -test format. The tests will consist of multiple-choice questions.

The tests during the term will generally involve about 50 - 100 multiple-choice questions, and they will sample about evenly from both the general concepts and the details presented in the text and in class.

Please keep in mind that being prepared and taking the tests during the allocated times is your responsibility. The tests are on the schedule, and I urge you to mark them on your calendar now. Missing a scheduled test without approval will result in a zero for that test.

Make-Up Exams

If you miss an exam, the missed exam will count as your lowest Exam score and will be dropped, as noted above.

Students who will be away on official University business on exam date will need to contact me in advance to take the test at an earlier date.

Graded Assignments ("Homework")

SmartBook – There are a total of 18 graded SmartBook assignments using McGraw Hill Connect. Each of these assignments is listed on the Class Schedule and are due on or before the dates listed at midnight (central time). Late submissions will not be accepted for any reason. Please do not ask if you can submit these assignments late. Your grade will be automatically saved on Blackboard on the date of each assignment as these are submitted electronically.

Class Participation

Most class sessions will include a short lecture and group activity. Lectures and activities will be related to the assigned readings – and devoted to presentation and discussion of concepts, frameworks, and techniques useful for assessing marketing opportunities and developing marketing programs. “Participation” will be assessed using the group activities and class discussions. Group activities will be done in class; no outside class time will be necessary. There will be no make-ups for group activities. However, two activity scores will not be counted in the base for your final grade. Instead, these two scores will be extra points added to your grade, sort of like an “attendance bonus”.

Class participation also means that you are fully present in class. You will need to pay close attention to lectures, presentations, discussions, and in-class activities. This entails, among other things, keeping competing conversations with classmates to a minimum, avoiding such distracting behavior as using phones or other mobile devices while class is in session, and striving to understand points of view and arguments your classmates or I may express with which you may not agree. If you do use mobile devices (or ear buds) or otherwise engage in distracting behavior during class time, I reserve the right to deduct points from your grade for each such instance without notice.

Class Attendance

Class attendance is important, strongly encouraged, and expected. Class lectures and discussions will supplement text materials and will be included as an aspect of the tests. Further, you are responsible for everything that is discussed in class, taken up in class, or handed out in class. I will generally hand out materials only once. If you miss a class and wish me to consider excusing the absence, please see me in person after class on the day(s) following the absence. And remember, to qualify this must occur on the next class date after the absence(s). Otherwise, it will not be “excused”. There is always an “excuse” for missing class. Some are legitimate such as illness. Some are understandable

such as getting to spend a long weekend at a fantastic resort. And others are, well.....not. My policy regarding attendance is simple; it is based on rewarding “good” behavior and failing to reward “bad” behavior. Therefore, if you are absent a total of three times or less this semester, you will qualify the grade earned on the exams and assignments and for any curve that is given at the end of course. If you miss four or more classes, then you do not qualify for any curve that might be given at the end of the term.

What I am expecting from you in this class is a pattern of responsible involvement in the course and in your own learning experience. Most jobs in the real world require you to be at work, to be there on time, and to stay until the work is complete. I require this of you now. I expect you to have respect for the classroom space and help me create an environment where other students can learn.

The class provides an opportunity for you to develop abilities in communicating with others about your ideas and approaches for dealing with marketing management problems. This is important. After graduation you will spend much of your professional career doing just that, regardless of the specific career area you pursue. The potential of this opportunity is only fully realized if you make meaningful contributions to the course in class discussions and debate.

I look forward to the opportunity to get to know you during the term. I will be glad to talk with you about any aspect of the course – or for that matter anything that is on your mind. Please feel free to come by my office during student hours, or I will also be glad to talk with you before or after classes as our schedules permit.

Please feel free to call or email if you have questions. Leave a message (including a number where I can return your call) if you call, and I do not answer. You can also text me at (325) 277-5035. If a situation arises where you cannot reach me and leaving a message is not adequate, please call the Office Coordinator at 942-2383.

Response Time

My goal is to get back to you as soon as possible if you have questions or need assistance. A delay of more than 24 hours is unreasonable in my opinion, except on weekends! If something weird happens and you do not hear from me, please let the Office Coordinator know at 325-942-2383.

Course Policies

COVID-19 (Coronavirus) Updates

To stay informed about the steps implemented for the welfare of the Ram Family see updates here:

<https://www.angelo.edu/covid-19/what-happens-if-i-get-sick/>

Academic Honesty and Integrity

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the university Academic Honor Code, which is in both print and web versions of the ASU Student Handbook.

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do not violate this trust. Violation of academic integrity will result in a failing grade for the course.

It is the professor's intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

Plagiarism

Plagiarism is a serious topic covered in ASU's [Academic Integrity policy](#) in the Student Handbook. Plagiarism is the action or practice of taking someone else's work, idea, etc., and passing it off as one's own. Plagiarism is literary theft.

In your discussions and/or your papers, it is unacceptable to copy word-for-word without quotation marks and the source of the quotation. It is expected that you will summarize or paraphrase ideas giving appropriate credit to the source both in the body of your paper and the reference list.

Papers are subject to be evaluated for originality via Turnitin. Resources to help you understand this policy better are available at the [ASU Writing Center](#).

Copyright Policy

Students officially enrolled in this course should make only one printed copy of the given articles and/or chapters. You are expressly prohibited from distributing or reproducing any portion of course readings in printed or electronic form without written permission from the copyright holders or publishers.

Code of Ethics

Students, faculty, administrators and professional staff of the Norris-Vincent College of Business should always:

- Be forthright and truthful in dealings with all stakeholders
- Take responsibility for one's actions and decisions
- Serve as an example of ethical decision-making and behavior to others
- Admit errors when they occur, without trying to conceal them
- Respect the basic dignity of others by treating them as one would wish to be treated

Courtesy and Respect

Courtesy and respect are essential ingredients to this course. We respect each other's opinions and respect other points of view at all times while in our class sessions. The use of profanity and harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one's ethnicity, lifestyle, religion, etc., violations of these rules will result in appropriate disciplinary actions.

Accommodations for Disability

ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA), and subsequent legislation.

Student Affairs is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student's responsibility to initiate such a request by emailing studentservices@angelo.edu, or by contacting:

Mrs. Dallas Swafford
Director of Student Development
Office of Student Affairs
University Center, Suite 112
325-942-2047 Office
325-942-2211 FAX
Dallas.Swafford@angelo.edu

Title IX

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. In accordance with Title VII, Title IX, the Violence Against Women Act (VAWA), the Campus Sexual Violence Elimination Act (SaVE), and other federal and state laws, the University prohibits discrimination based on sex, which includes pregnancy, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination and unwelcome behavior of a sexual nature. The term includes sexual harassment, nonconsensual sexual contact, nonconsensual sexual intercourse, sexual assault, sexual exploitation, stalking, public indecency, interpersonal violence (domestic violence or dating violence), sexual violence, and any other misconduct based on sex.

You are encouraged to report any incidents involving sexual misconduct to the Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator, Michelle Boone, J.D. You may submit reports in the following manner:

- Online: www.angelo.edu/incident-form
- Face to Face: Mayer Administration Building, Room 210
- Phone: 325-942-2022
- Email: michelle.boone@angelo.edu

Note, as a faculty member at Angelo State, I am a mandatory reporter and must report incidents involving sexual misconduct to the Title IX Coordinator. Should you wish to speak to someone in confidence about an issue, you may contact the University Counseling Center (325-942-2371), the 24-Hour Crisis Helpline (325-486-6345), or the University Health Clinic (325-942-2171).

For more information about resources related to sexual misconduct, Title IX, or Angelo State's policy please visit: www.angelo.edu/title-ix.

Student absence for religious holidays

As stated in the Angelo State University Operating Policy and Procedures (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to miss class to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

Course Drop

To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit http://www.angelo.edu/services/registrar_office/course_drop_provisions.php.

Incomplete as a Course grade

As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade "I" is given when the student is unable to complete the course because of illness or personal misfortune. For undergraduates, an "I" that is not removed before the end of the next long semester automatically becomes an "F". A graduate student will be allowed one year to remove a grade of "I" before it automatically becomes an "F". To graduate from ASU, a student must complete all "I's".

Grade Appeal Process

As stated in the Angelo State University Operating Policy and Procedures (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, has experienced inequitable evaluation procedures, or inappropriate grading practices, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the grade appeal process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: <http://www.angelo.edu/content/files/14196-op-1003-grade-grievance>.

Course Outline/Schedule

Coming soon