MKTG 3321 - Marketing

COURSE DESCRIPTION/OVERVIEW

“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.”

Peter Drucker

Course Description

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.

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 are required.

Class Meeting Times

11:00 – 12:15 TH

Technical Support

The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or toll free at (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

Professor:  Tom Badgett  
RAS 204  
Phone 486-6096  
Home:  942-1379  
Mobile:  325 656-0309  
email: tom.badgett@angelo.edu  
Angelo State University  
Facebook and texts work, too!

Office Hours and Conferences

My office hours are:  
MW  1:30 to 3:30  
TR  2:00 to 3:30

My teaching schedule is:

MGMT 2331.010  MWF  9:00 to 9:50  RAS 117  
MGMT 2331.020  MWF 10:00 to 10:50  RAS 117  
MGMT 2331.030  TR 9:30 to 10:45  RAS 117  
MKTG  3321.020  TR 11:00 to 12:15  RAS 266

TEXTBOOK INFORMATION

You can find the book at all the usual places including the ASU Bookstore. It is available on line from several sources. If you click on any of the assignments under the Connect tab on 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 a free trial access to the electronic book and the Connect resources for a limited time. You can also purchase the text directly from McGraw-Hill on this website. (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.)


**ISBN#: 9781260187410**

**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 decisions areas, and an appreciation to how to apply key frameworks and tools for analyzing customers, competition, and marketing strengths and weaknesses. The course should help you to develop insight about 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.

**Learning Objectives**

Upon completion of the 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.

These are the 10 most important learning objectives of MKT 3321.

**COURSE TEXTBOOK AND REQUIRED READINGS**

Specific information on the textbook required is given under the TEXTBOOK tab on Blackboard.

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
* class discussion of readings and assignments

The specific assignments for each class period are in a course schedule published on Blackboard.

**GRADING POLICIES**

**Grades and What’s Expected**

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

<table>
<thead>
<tr>
<th>Exam</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>100</td>
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<tr>
<td>Exam 2</td>
<td>100</td>
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</tbody>
</table>
Exam 3               100  
Exam 4               100  
Exam 5               100  
Connect (LS) assignments 100  

TOTAL               600  

(The lowest exam score will be dropped. The base for computing your semester average will then be 500 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 given in the traditional format (given in the classroom on the dates specified on the Class Schedule). SCANTRON answer forms will be provided at no cost to students during the term for the multiple-choice questions.

The tests during the term will generally involve about 50 - 60 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.
Feedback will be provided for each test, typically on the first class day following each exam. However, you are welcome to come by at any point to review your test in more detail if you wish. I will be pleased to go over your test with you personally if you have questions or concerns that are not discussed in the review of the exam.

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. If you miss a second exam, there will be a comprehensive make-up exam (covering all materials covered in MKTG 3321 this term). It will be administered during the time slot for the final exam (or Exam 5) during finals week as noted on the Class Schedule.

I will make exceptions for students on official University business (such as participating in an away football game). Generally, this exception will involve those students taking the exam early.

Graded Assignments (“Homework”)

There are a total of 18 graded assignment using McGraw-Hill Connect. Each of these assignments is listed on the Class Schedule and due on or before the dates assigned at midnight. Each assignment is worth six points. 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. I will drop the lowest two assignments, so the maximum you can earn is 96 points. You can earn the “other” 4 points by simply signing up and registering for this class on the Connect (McGraw-Hill) platform by the deadline—Friday, August 31th.

Class Participation

Many class sessions will follow a lecture format. Lectures 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.

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. Emails and texts will not work! You need to visit with me in person or over the phone. 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 plain BS such as just not wanting to attend. 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 demanding 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. If you do not agree with my standards, then you should take this course with someone else.

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.
In general, prepared and constructive participation in class is expected. I recognize that some students simply do not like to speak out in class, and that others are quick to take all the “air time” that is available. I don’t want to penalize someone who in general is less inclined to talk in class. If you don’t feel comfortable speaking in class, visit with me in my office and I will try to help you in this regard.

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 let me know if I can be of help. I will hold regular office hours. You do not need an appointment during regular office hours, but if you would like to reserve a specific appointment time in advance, that’s fine with me. I will also be glad to talk with you before or after classes as our schedules permit. If you have a conflict during my scheduled office hours, I will also be pleased to make an appointment to see you at a time that is more convenient for you. I will be in my office and available much of the time outside of my scheduled office hours, and I am glad to have you just drop by my office whenever it’s convenient for you. However, I do have other courses, committee responsibilities, etc., and so the best way to be certain that we’ll have a chance to talk is for you to let me know you’re coming.

Please feel free to call if you have a questions and it is more convenient to call than drop by. Please leave a message (including a number where I can return your call) on the phone mail system if you call and I am not in. You are also welcome to send me an email. You can also text me at (325) 656-0309. I also have access to Facebook. If a situation arises where you can’t reach me and leaving a message is not adequate, please call Zan Talamantez at 942-2383. Calling me at home (942-1379) is absolutely OK with me if you need assistance, but please remember that I probably go to bed a lot earlier than you do.

A Final Note on Grades

The points given earlier for different components of performance are provided to give you a specific and clear idea about how grades are calculated. No one’s final course grade will be lower than the grade
calculated based on the straight averages outlined above. At the end of the semester, however, I look carefully at what each individual has accomplished, and at the overall pattern of performance. When the overall pattern of the evidence supports it, I give the student the benefit of the doubt in assigning a final grade. For example, I have sometimes given a student who does an exceptional job on the final exam an extra “lift” at the time of the final grade because the final is an integrative task and thus demonstrated ability in this area is evidence of the type of learning I hope will take place in the course. Of course this assumes that you are in compliance with the attendance policies outlined above!

I feel strongly that your grades will reflect your overall effort and knowledge. Further, you should feel free to discuss your grades (or grade situation) with me along the way during the term.

COURSE POLICIES

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 and 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 no violate this trust. Violation of academic integrity will result in a failing grade for the course.

Accommodations for Disability

As stated in the Angelo State University Operating Policy and Procedure (OP 10.15 Providing Accommodations for Students with Disabilities), the Student Life Office 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 contacting the Student Life Office at (325) 942-2191 or (325) 942-2126 (TDD/FAX) or by e-mail at Student.Life@angelo.edu to begin the process. The Student Life Office will
establish the particular documentation requirements necessary for the various types of disabilities.

**Student Absence for Religious Holidays**

As stated in the Angelo State University Operating Policy and Procedure (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends 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/registrars_office/course_drop_provisions.php](http://www.angelo.edu/services/registrars_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. 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 Procedure (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, equitable evaluation procedures, or appropriate grading, 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 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.

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. Her name and number follows. Alexandra Zan Talamantez, 325-942-2383, atalamantez5@angelo.edu
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<thead>
<tr>
<th>Week</th>
<th>Day</th>
<th>Date</th>
<th>Activity or Assignment</th>
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<tbody>
<tr>
<td>1</td>
<td>T</td>
<td>8-28</td>
<td>First Day of Class: Class Introduction and Organization.</td>
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<tr>
<td></td>
<td>R</td>
<td>8-30</td>
<td>Chapter 1. Creating Customer Relationships and Value Through Marketing. LS 1.*</td>
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<td>2</td>
<td>T</td>
<td>9-4</td>
<td>Chapter 2. Developing Successful Organizational and Marketing Strategies. LS 2.*</td>
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<td>9-13</td>
<td>Chapter 4. Understanding Consumer Behavior.</td>
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<td>9-18</td>
<td>Chapter 4. Understanding Consumer Behavior. LS 4.*</td>
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<td>R</td>
<td>9-20</td>
<td>Exam 1 (Chapters 1-4).</td>
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<td>5</td>
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<td>9-25</td>
<td>Chapter 5. Understanding Organizations as Customers. LS 5.*</td>
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<td>6</td>
<td>T</td>
<td>10-2</td>
<td>Chapter 6. Understanding and Reaching Global Consumers and Markets. LS 6.*</td>
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<tr>
<td></td>
<td>R</td>
<td>10-4</td>
<td>Chapter 7. Marketing Research: From Customer Insights to Actions.</td>
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# SCHEDULE - MKTG 3321 201910
ANGELO STATE UNIVERSITY - Tom Badgett
Section 020 -- 11:00 to 12:15 TR

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<tr>
<th>Week</th>
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<tr>
<td>7</td>
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<td>10-9</td>
<td>Chapter 7. Marketing Research: From Customer Insights to Actions.</td>
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<td>10-11</td>
<td>Exam 2 (Chapters 5-7).</td>
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<td>LS 11.*</td>
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<td>11</td>
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<td>11-6</td>
<td>Exam 3 (Chapters 8-11).</td>
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<td>LS 12.*</td>
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<td>LS 14.*</td>
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<td>R</td>
<td>11-22</td>
<td>Thanksgiving.</td>
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<tr>
<td>14</td>
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<td>11-27</td>
<td>Chapter 16. Using Social Media to Connect with Consumers. LS 16.*</td>
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<td>R</td>
<td>11-29</td>
<td>Exam 4 (Chapters 12-16).</td>
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<td>15</td>
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<td>12-4</td>
<td>Chapter 17. Personal Selling and Sales Management. LS 17.*</td>
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<td></td>
<td>R</td>
<td>12-6</td>
<td>Chapter 18. Implementing Interactive and Multichannel Marketing. LS 18.*</td>
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*LS denotes a LearnSmart assignment on McGraw-Hill Connect or another type of assignment. These are all due at midnight on the dates indicated unless otherwise noted. Late work will not be accepted for any reason. Please do not ask if you can submit late. You will still have access to these assignments for study purposes after the due dates.

| 16   | R   | 12-13 | Exam 5 (Chapters 17-18). 8:00 to 10:00 a.m. |