

# MKTG 3321 – Principles of Marketing

## COURSE DESCRIPTION/OVERVIEW

---

### **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.

### **Course Technology**

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

### **Class Meeting Times**

MKTG 3321.010 class meets on Tuesdays/Thursdays from 2:00 p.m. to 3:15 a.m. in RAS 105

### **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](mailto:helpdesk@angelo.edu)

## FACULTY/INSTRUCTOR INFORMATION

---

### **Gayle Randall**

**Senior Instructor of Management and Marketing**

**Office:** RAS 244

**Phone:** 486-6619; Mobile: 325-939-1263

**Email:** [grandall@angelo.edu](mailto:grandall@angelo.edu)

**Office Hours:** M at 10:45 to 12:00 and by appointment

## 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 should 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.

### **Methods of Assessing Learning Outcomes**

Learning Outcomes will be assessed through exams, Mini Sims assignments, and class participation.

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.

## **COURSE TEXTBOOK AND REQUIRED READINGS**

Marketing, The Core, 8e with Connect Access; Roger Kerin and Steven Hartley; McGraw-Hill; ISBN 9781260906073. Note: This class is enrolled in the Follett Access (IncludedED Program). You automatically have access to the ebook through Connect on Blackboard.

## **GRADING POLICIES**

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

|                                      |            |
|--------------------------------------|------------|
| Exam 1                               | 100        |
| Exam 2                               | 100        |
| Exam 3                               | 100        |
| Exam 4                               | 100        |
| Mini-Sim Assignments (4 Simulations) | 50         |
| <u>Attendance/Participation</u>      | <u>50</u>  |
| <b>TOTAL</b>                         | <b>500</b> |

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

|                     |               |
|---------------------|---------------|
| A = (90% and above) | 450 - 500     |
| B = (80 – 89%)      | 400 - 449     |
| C = (70 – 79%)      | 350 - 399     |
| D = (60 – 69%)      | 300 - 349     |
| F = (59% and below) | 299 and below |

### Tests and Final Exams

The tests during the term are in an objective-test format. The tests will consist of multiple-choice questions given online during COVID prevention periods - after which the exams will be 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. The final exam will cover only the material covered since the prior exam. 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, whether it is online or in class, 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.

### Mini Simulation Assignments

Each student is responsible for the completion of five Mini Sims. In each Mini Sim, you'll take on the role of a marketing decision maker for a backpack manufacturing company and have opportunities to check your understanding of key concepts *and* make business decisions. Each Mini Sim focuses on one aspect of the marketing mix, and typically takes an average of 30 minutes to complete. (Please note that it often takes students longer than 30 minutes to complete the first Mini Sim, The Marketing Mix, as it provides an overview of the Mini Sim environment). Through each Mini Sim, a marketing team provides background on core concepts, asks you questions, and provides feedback and guidance towards meeting your goals.

Each Marketing Mini Sim has two parts, each worth 50% of your grade:

- 1) Accomplishing a mission goal or set of goals (stated clearly at the start of each sim)
- 2) Answering a series of questions correctly to demonstrate your understanding of the topic.

**Please note:** Within the Marketing Mini Sims, **you do NOT have the ability to change an answer once it's selected.** In a conversation, you click a button for an answer; that answer is considered final for that attempt and the conversation continues. Typically, in these conversations, your answers are immediately followed up with some feedback indicating whether the response is correct or incorrect.

### Class Participation

Students should be prepared for class and are **expected to participate** in class discussions; your experiences, ideas, and perspectives add much value to the class discussions!

## 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.

Attendance: Max 50 points

Criteria:

|               |      |     |     |     |      |     |    |
|---------------|------|-----|-----|-----|------|-----|----|
| Absences:     | 0    | 1   | 2   | 3   | 4    | 5   | 6  |
| Grade (%):    | 100% | 98% | 90% | 80% | 65%  | 50% | 0% |
| Total Points: | 50   | 49  | 45  | 40  | 32.5 | 25  | 0  |

There is always an “excuse” for missing class. Some are legitimate such as illness. If you feel ill, please contact me so that we can make accommodations.

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.

## Office Hours and Conferences

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) 939-1263. I also have access to Facebook.

## Response Time

I normally respond within hours, even minutes, of your email; you can expect a response to your question(s) within 24 hours.

## **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 not violate this trust. Violation of academic integrity will result in a failing grade for the course.

### **Courtesy and Respect**

Courtesy and Respect are essential ingredients to this course. We respect each other's opinions and respect their point of view at all times while in our class sessions. The use of profanity & harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one's ethnicity, life style, race (ethnicity), religion, etc.; violations of these rules will result in immediate dismissal from 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](mailto: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.

### **Religious Holy Day Observance**

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.

### **Title IX at Angelo State University**

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. The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance. This is done in order to connect students with resources and options in addressing the allegations reported. As a student, are encouraged to report any incidents of sexual misconduct directly to ASU's Office of Title IX Compliance and the Title IX Coordinator. You may do so by contacting:

Michelle Miller, J.D.  
Title IX Coordinator  
Mayer Administration Building, Room 210  
325-942-2022  
[michelle.miller@angelo.edu](mailto:michelle.miller@angelo.edu)

You may also file a report online 24/7 at [www.angelo.edu/incident-form](http://www.angelo.edu/incident-form). If you are wishing to speak to someone about an incident in confidence you may contact the University Health Clinic at 325-942-2171, Counseling Services at 325-942-2371 or the ASU Crisis Helpline at 325-486-6345.

The Office of Title IX Compliance also provides accommodations related to pregnancy (such as communicating with your professors regarding medically necessary absences, modifications required because of pregnancy, etc.). If you are pregnant and need assistance or accommodations, please contact the Office of Title IX Compliance utilizing the information above. For more information about Title IX in general you may visit [www.angelo.edu/title-ix](http://www.angelo.edu/title-ix).

### **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>.

### **Required Use of Masks/Facial Coverings by Students in Class**

As a member of the Texas Tech University System, Angelo State University has adopted the mandatory Facial Covering Policy to ensure a safe and healthy classroom experience. Current research on the COVID-19 virus suggests there is a significant reduction in the potential for transmission of the virus from person to person by wearing a mask/facial covering that covers the nose and mouth areas. Therefore, in compliance with the university policy students in this class are required to wear a mask/facial covering before, during, and after class. Faculty members may also ask you to display your daily screening badge as a prerequisite to enter the classroom. You are also asked to maintain safe distancing practices to the best of your ability. For the safety of everyone, any student not appropriately wearing a mask/facial covering will be asked to leave the classroom immediately. The student will be responsible to make up any missed class content or work. Continued non-compliance with the Texas Tech University System Policy may result in disciplinary action through the Office of Student Conduct.

## CLASS SCHEDULE - MKTG 3321.010 ANGELO STATE UNIVERSITY

| Week | Day | Date | Activity or Assignment  |
|------|-----|------|---|
| 1    | T   | 1-26 | First Day of Class: Class Introduction and Organization   |
|      |     |      | Make a copy of the Study Guide and PPTS for THURS   |
|      | R   | 1-28 | Chapter 1. Creating Customer Relationships and Value  |
| 2    | T   | 2-02 | Chapter 2. Developing Successful Organizational and Marketing Strategies                        |
|      |     |      |   |
|      | R   | 2-04 | Chapter 3. Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility |
| 3    | T   | 2-09 | Chapter 4. Understanding Consumer Behavior  |
|      |     |      |   |
|      | R   | 2-11 | Chapter 4. Understanding Consumer Behavior  |
| 4    | T   | 2-16 | <b>Independent Workday:</b> Complete the Mini-Sim Assignment on your own: The Marketing Mix     |
|      |     |      |   |
|      | R   | 2-18 | <b>Exam 1 (Chapters 1-4)</b>  |
|      |     |      | Make a copy of the Study Guide and PPTS for Tuesday   |
| 5    | T   | 2-23 | Chapter 5. Understanding Organizations as Customers   |
|      |     |      |   |
|      | R   | 2-25 | Chapter 6. Understanding and Reaching Global Consumers and Markets                              |
| 6    | T   | 3-02 | Chapter 7. Marketing Research: From Customer Insights to Actions                                |
|      |     |      |   |
|      | R   | 3-04 | <b>Independent Workday:</b> Complete the Mini-Sim Assignment on your own: Buyer Behavior        |
| 7    | T   | 3-09 | Chapter 8. Marketing Segmentation, Targeting, and Positioning                                   |
|      | R   | 3-11 | <b>Exam 2 (Chapters 5-8)</b><br>Make a copy of the Study Guide and PPTS for Wednesday           |
|      |     |      |   |
| 8    | T   | 3-16 | Chapter 9. Satisfying Marketing Opportunities   |

|    |   |      |   |
|----|---|------|---|
|    | R | 3-18 | Chapter 10. Managing Successful Products, Services, Brands  |
| 9  | T | 3-23 | Chapter 11. Pricing Products and Services   |
|    | R | 3-25 | <b>Independent Workday:</b> Complete the Mini Sim Assignment on your own: Segmentation  |
| 10 | T | 3-30 | Chapter 12. Managing Marketing Channels and Supply Chains   |
|    | R | 4-01 | Chapter 12. Managing Marketing Channels and Supply Chains   |
| 11 | T | 4-06 | <b>Exam 3 (Chapters 9-12)</b>   |
|    | R | 4-08 | <b>Make a copy of the Study Guide and PPTS for WED</b><br><b>Independent Workday:</b> Complete the Mini-Sim Assignment on your own: Integrated Marketing Communications |
| 12 | T | 4-13 | Chapter 13. Retailing and Wholesaling   |
|    | R | 4-15 | Chapter 14. Integrated Marketing Communications and Direct Marketing  |
| 13 | T | 4-20 | Chapter 15. Advertising, Sales Promotion, and Public Relations  |
|    | R | 4-22 | Chapter 16. Using Social Media to Connect with Consumers  |
| 14 | T | 4-27 | Chapter 17. Personal Selling and Sales Management   |
|    | R | 4-29 | <b>Exam 4 (Chapters 13-17) Note: Exam 4 takes the place of the final exam. Good luck!</b>   |
| 15 | T | 5-04 | Exam Review   |
|    | R | 5-06 | Course Wrap-Up  |