

MKT 3321 – Marketing

Faculty/Instructor Information

Dr. Olalekan Seriki
Office: RAS 210
Phone: 325-942-6599
E-Mail: Ola.Seriki@angelo.edu

Office Hours: By Appointment/Email

- If you need to set up virtual meeting with me (i.e., via Blackboard Collaborate), please send me an email and we can set a meeting time.
- The easiest way to reach me during the term is through email. I will work hard to return all emails received during business hours within 24 hours of receiving them (in most cases I will be quicker than that). Emails received on weekends will be replied to by the following Monday.

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 Description/Overview

According to the ASU Catalog, MKTG 3321 covers the “fundamentals of marketing in the modern economic system.” Expanding on that idea, marketing, as defined by the American Marketing Association, is “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” This course explores the function and processes of marketing within the larger organization and the context of management decision making. The knowledge gained by the student will be useful:

- as a basis for future marketing learning,
- as an aid for making better business and organizational decisions, and
- for those who will interact with others in marketing situations.

Prerequisite Knowledge

Junior standing

Course Technology

Use of Angelo State University Blackboard and the McGraw-Hill Connect learning platform are required

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

Course Objectives

After completing this course, students should have:
an understanding of marketing fundamentals and be able to apply basic marketing concepts to business situations and problems

- an appreciation for the impact of marketing—both locally and globally—on management decisions, the organization, and society in general
- an awareness of social and ethical issues, and their impact on marketing decisions
- an understanding of the effect international and multi-cultural markets have in marketing decisions
- the ability to think and decide as a marketing manager would, whether in the marketing field or not.

Student Learning Outcomes

After completing this course, you should be able to:

- Define and explain the practice of marketing
- Identify and describe the elements of the marketing mix and discuss how a marketing manager may use the mix to reach their business objectives
- Explain the process of market segmentation
- Delineate the main areas of the environment in which marketers operate and explain how the environment can impact marketers
- Describe the impact marketing has on society overall

Assessment Methods

Learning outcomes will be assessed through quizzes, group assignment, and three exams.

Class Format

Students will gain their knowledge of marketing in this course through textbook readings and exercises. Short case assignments included in the homework will also be used to solidify students' knowledge of marketing.

It is imperative that students meet all course deadlines as outlined below. Keeping up in this class is a key to your success.

Course Textbook and Required Readings

Marketing, The Core; by Roger A. Kerin and Steven W. Hartley, 8th edition, McGraw-Hill Education, ISBN 978-1-260-71145-5 (eBook with Connect) or ISBN (978-1-260-08886-1 (eBook, Connect, and Loose leaf text—this version is available through the ASU Bookstore).

Students can purchase the electronic version of the text and “join” this portion of the course at: <https://connect.mheducation.com/class/o-seriki-winter-2021-semester>

Both LearnSmart and Connect are required for this course.

The version of the text available through the ASU Bookstore (plus an access code) includes the eBook, LearnSmart, and Connect, along with a loose leaf, printed version of the book. The loose leaf version can also be purchased as an add-on should you be buying directly from the publisher.

It is imperative that students purchase the electronic package of text materials as described above for this course. The loose leaf version of the text is optional.

If you are not familiar with how LearnSmart and Connect work, your first task for this class (after reading this syllabus) should be to view the tutorials for each system.

Grading Policies

This course employs the following to measure student learning.

Individual Work

3 Exams	60%
Connect Chapter Quizzes	20%
LearnSmart Reading Assignment	10%
Group Project (1)	<u>10%</u>
Total points	100%

Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

- A = 90 – 100 %
- B = 80 – 89.9 %
- C = 70 – 79.9 %
- D = 60 – 69.9 %
- F = 59 % and below

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.

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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.

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

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

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/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. 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>.

Course Outline

	Text Chapter	Chapter Topic	Assignment	Available	Due By
Week 1	1	Creating Customer Relationships and Value Through Marketing	LearnSmart Interactive Reading Assignment	Mon., 1/4, @8 am	Sat., 1/9, 11:59 pm
			Chapter 1 Quiz	Mon., 1/4, @8 am	Sat., 1/9, 11:59 pm
	2	Developing Successful Organizational and Marketing Strategies	LearnSmart Interactive Reading Assignment	Mon., 1/4, @8 am	Sat., 1/9, 11:59 pm
			Chapter 2 Quiz	Mon., 1/4, @8 am	Sat., 1/9, 11:59 pm
	3	Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility	LearnSmart Interactive Reading Assignment	Mon., 1/4, @8 am	Sat., 1/9, 11:59 pm
			Chapter 3 Quiz	Mon., 1/4, @8 am	Sat., 1/9, 11:59 pm
	4	Understanding Consumer Behavior	LearnSmart Interactive Reading Assignment	Mon., 1/4, @8 am	Sat., 1/9, 11:59 pm
			Chapter 4 Quiz	Mon., 1/4, @8 am	Sat., 1/9, 11:59 pm
	5	Understanding Organizations as Customers	LearnSmart Interactive Reading Assignment	Mon., 1/4, @8 am	Sat., 1/9, 11:59 pm
			Chapter 5 Quiz	Mon., 1/4, @8 am	Sat., 1/9, 11:59 pm
		EXAM 1	EXAM 1: Ch. 1, 2, 3, 4, 5	Fri., 1/8, @ 8am	Sun., 1/10, 11:59 pm
			Group Assignment: Group 1	Mon., 1/4, @8 am	Sun., 1/10, 11:59 pm
Week 2	6	Understanding and Reaching Global Consumers and Markets	LearnSmart Interactive Reading Assignment	Mon., 1/11, @8 am	Sat., 1/16, 11:59 pm
			Chapter 6 Quiz	Mon., 1/11, @8 am	Sat., 1/16, 11:59 pm
	7	Marketing Research: From Customer Insights to Actions	LearnSmart Interactive Reading Assignment	Mon., 1/11, @8 am	Sat., 1/16, 11:59 pm
			Chapter 7 Quiz	Mon., 1/11, @8 am	Sat., 1/16, 11:59 pm
	8	Marketing Segmentation, Targeting, and Positioning	LearnSmart Interactive Reading Assignment	Mon., 1/11, @8 am	Sat., 1/16, 11:59 pm

			Chapter 8 Quiz	Mon., 1/11, @8 am	Sat., 1/16, 11:59 pm
	9	Developing New Products and Services	LearnSmart Interactive Reading Assignment	Mon., 1/11, @8 am	Sat., 1/16, 11:59 pm
			Chapter 9 Quiz	Mon., 1/11, @8 am	Sat., 1/16, 11:59 pm
	11	Pricing Products and Services	LearnSmart Interactive Reading Assignment	Mon., 1/11, @8 am	Sat., 1/16, 11:59 pm
			Chapter 11 Quiz	Mon., 1/11, @8 am	Sat., 1/16, 11:59 pm
		EXAM 2	EXAM 2: Ch. 6, 7, 8, 9, 11	Fri., 1/15, 8:00am	Sun., 1/17, 11:59 pm
			Group Assignment: Group 2	Mon., 1/11, @ 8 am	Sun., 1/17, 11:59 pm
Week 3	12	Managing Marketing Channels and Supply Chains	LearnSmart Interactive Reading Assignment	Mon., 1/18, 8am	Sat., 1/23, 11:59 pm
			Chapter 12 Quiz	Mon., 1/18, 8am	Sat., 1/23, 11:59 pm
	13	Retailing and Wholesaling	LearnSmart Interactive Reading Assignment	Mon., 1/18, 8am	Sat., 1/23, 11:59 pm
			Chapter 13 Quiz	Mon., 1/18, 8am	Sat., 1/23, 11:59 pm
	15	Integrated Marketing Communications and Direct Marketing	LearnSmart Interactive Reading Assignment	Mon., 1/18, 8am	Sat., 1/23, 11:59 pm
			Chapter 15 Quiz	Mon., 1/18, 8am	Sat., 1/23, 11:59 pm
	16	Advertising, Sales Promotion, & Public Relations	LearnSmart Interactive Reading Assignment	Mon., 1/18, 8am	Sat., 1/23, 11:59 pm
			Chapter 16 Quiz	Mon., 1/18, 8am	Sat., 1/23, 11:59 pm
	18	Personal Selling and Sales Management	LearnSmart Interactive Reading Assignment	Mon., 1/18, 8am	Sat., 1/23, 11:59 pm
			Chapter 18 Quiz	Mon., 1/18, 8am	Sat., 1/23, 11:59 pm
		EXAM 3	EXAM 3: Ch. 12, 13, 14 & 15	Fri., 6/19, 8:00am	Sun., 6/21, 11:59 pm
			Group Assignment: Group 3	Mon., 6/15, 8am	Mon., 6/22, 8am