

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.D10 class meets online.

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

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

Office Hours: 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 Sim assignments, and Connect assignments.

COURSE TEXTBOOK AND REQUIRED READINGS

Marketing, The Core, 8e with Connect Access; Roger Kerin and Steven Hartley; McGraw-Hill; ISBN 9781260906073.

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)	100
Connect Chapter Assignments (18 Chapters)	100
TOTAL	600

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

A = (90% and above)	540 - 600
B = (80 – 89%)	480 - 539
C = (70 – 79%)	420 - 479
D = (60 – 69%)	360 - 419
F = (59% and below)	359 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 through Connect.

The tests during the term will generally involve about 50 - 60 multiple-choice questions that come from the chapters in the unit. 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. You may refer to your book or power points for help with the exam – however, you will still need to study as the exams are timed. The tests are on the schedule and I urge you to mark them on your calendar now.

Mini Simulation Assignments

Each student is responsible for the completion of four 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 45 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.

Connect Assignments

There are 18 Connect chapter assignments worth a total of 100 points each. These are designed to help you learn the concepts and will be covered on the exams.

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. Feel free to call or email if you have a question. 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 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

You may also file a report online 24/7 at 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.

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.

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>.

CLASS SCHEDULE - MKTG 3321.D10
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Date	Topic	Assignment
July 12	Chapter 1. Creating Customer Relationships and Value	Connect, Chapter 1
July 13	Chapter 2. Developing Successful Organizational and Marketing Strategies	Connect, Chapter 2
July 14	Chapter 3. Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility	Connect, Chapter 3
July 15	Chapter 4. Understanding Consumer Behavior	Connect, Chapter 4
July 16	Mini Sim: Planning and the Marketing Mix	Mini Sim
July 19	<i>Exam 1 (Chapters 1-4)</i>	EXAM
July 20	Chapter 5. Understanding Organizations as Customers	Connect, Chapter 5
July 21	Chapter 6. Understanding and Reaching Global Consumers and Markets	Connect, Chapter 6
July 22	Chapter 7. Marketing Research: From Customer Insights to Actions	Connect, Chapter 7
July 23	Mini Sim: Buyer Behavior	Mini Sim
July 26	Chapter 8. Marketing Segmentation, Targeting, and Positioning	Connect, Chapter 8
July 27	Chapter 9. Developing New Products and Services	Connect, Chapter 9
July 28	<i>Exam 2 (Chapters 5-9)</i>	EXAM
July 29	Chapter 10. Managing Successful Products, Services, and Brands	Connect, Chapter 10
July 30	Mini Sim: Segmentation	Mini Sim
Aug 2	Chapter 11. Pricing Products and Services	Connect, Chapter 11
Aug 3	Chapter 12. Managing Marketing Channels and Supply Chains	Connect, Chapter 12
Aug 4	Chapter 13. Retailing and Wholesaling	Connect, Chapter 13
Aug 5	<i>Exam 3 (Chapters 10-13) Exam 3</i>	EXAM
Aug 6	Mini Sim: Integrated Marketing Communication	Mini Sim
Aug 9	Chapter 14. Implementing Interactive and Multichannel Marketing AND Chapter 17. Using Social Media and Mobile Marketing to Connect with Consumers	Connect, Chapters 14, 17
Aug 10	Chapter 15. Integrated Marketing Communications and Direct Marketing	Connect, Chapter 15
Aug 11	Chapter 16. Advertising, Sales Promotion, and Public Relations	Connect, Chapter 16
Aug 12	Chapter 18. Personal Selling and Sales Management	Connect, Chapter 18
Aug 13	<i>Exam 4 (Chapters 14-18)</i>	EXAM

Thanks for joining me for Principles of Marketing! Enjoy your (short!) break! ☺