

# MKTG 3321 – Marketing

## Course Description/Overview

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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**

Online

### **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](mailto: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**

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Name: Leslie North-Gould

Email: [lnorth@angelo.edu](mailto:lnorth@angelo.edu)

Phone: 325-486-6575

Office: Rassman 209

### Student Hours:

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**

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### **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

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You can find the book at all the usual places, including the ASU Bookstore. It is available online from several sources. 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. 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.)

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 it 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

- Video Cases
- 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

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### 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 (4@50)	200
Video Cases (5@20pts)	100
Bonus – SmartBook (17-18)	25
Bonus – Video Case #6	25
<b>TOTAL</b>	<b>850</b>

(The lowest exam score will be dropped. In addition, two of the assignments are listed as bonuses. Therefore, the base for computing your semester average will then be 700 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.

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.

### Graded Assignments ("Homework")

*SmartBook* – These are a total of five SmartBook assignments for this course. The first four are mandatory, with the fifth (over chapters 17 & 18) being a bonus. Each of these assignments is listed on the Class Schedule and are due on or before the dates listed at midnight (central time). Each assignment is worth 50 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.

*Video Cases* – There are a total of six video case assignments for this course. The first five are mandatory, with the sixth being a bonus. Each of these assignments is listed on the Class Schedule and are due on or before the dates listed at midnight (central time). Each assignment is worth 20 points. Points will be deducted for late submissions (10% for each day).

### Online Responsibility

This class is asynchronous, meaning you do not have to be online at a certain time. There are readings that you will have to complete to be able to adequately participate in individual assignments. In order to complete this course successfully, you do have to participate in all course activities. Students are expected to engage in course activities and submit work by due dates and times (central time). The hope is that students will make substantive contributions that reflect an integration of assigned materials and any outside reading as appropriate. For planning purposes, this class will probably require a minimum of 6-9 study hours per week on average.

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. Although I will not hold regular office hours, I will be more than happy to set up a one-on-one meeting with you. 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. Please 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

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### **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 others 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, life style, 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](mailto: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](mailto: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](http://www.angelo.edu/incident-form)
- Face to Face: Mayer Administration Building, Room 210
- Phone: 325-942-2022
- Email: [michelle.boone@angelo.edu](mailto: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](http://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](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**

Week	Topics	Readings & Assignments	Due Dates
<b>1</b> 12/13	Chapter 1: Creating Customer Relationships and Value Through Marketing	Readings: Chapter 1, 2, 3, & 4	
	Chapter 2: Developing Successful Organizational Marketing Strategies	Assignments: Chapters 1, 2, 3, & 4 SmartBook Activity on Connect	12/19
	Chapter 3: Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility	Video Case #1: Toyota	12/19
	Chapter 4: Understanding Consumer Behavior	Exam 1	12/19
	<b>Exam 1 (Chapters 1-4)</b>		

<p><b>2</b> 12/20</p>	<p>Chapter 5: Understanding Organizations as Customers</p> <p>Chapter 6: Understanding and Reaching Global Consumers and Markets</p> <p>Chapter 7: Marketing Research</p> <p>Chapter 8: Marketing Segmentation, Targeting, and Positioning</p>	<p>Readings: Chapter 5, 6, 7, &amp; 8</p> <p>Assignments: Chapters 5, 6, 7 &amp; 8 SmartBook Activity on Connect</p> <p>Video Case #2: Coppertone</p>	<p>12/26</p> <p>12/26</p>
<p><b>3</b> 12/27</p>	<p><b>Exam 2 (Chapters 5-8)</b></p> <p>Chapter 9: Developing New Products and Services</p> <p>Chapter 10: Managing Successful Products, Services, and Brands</p> <p>Chapter 11: Pricing</p> <p>Chapter 12: Managing Marketing Channels</p> <p><b>Exam 3 (Chapters 9-12)</b></p>	<p>Video Case #3: Carmex</p> <p>Exam 2</p> <p>Readings: Chapter 9, 10, 11 &amp; 12</p> <p>Assignments: Chapters 9, 10, 11, &amp; 12 SmartBook Activity on Connect</p> <p>Video Case #4: Prince Sports</p> <p>Exam 3</p>	<p>01/02</p> <p>01/02</p> <p>01/02</p> <p>01/02</p> <p>01/02</p>
<p><b>4</b> 01/03</p>	<p>Chapter 13: Retailing and Wholesaling</p> <p>Chapter 14: Implementing Interactive and Multichannel Marketing</p> <p>Chapter 15: Integrated Marketing Communications</p> <p>Chapter 16: Advertising, Sales Promotion, and Public Relations</p> <p><b>Exam 4 (Chapters 13-17)</b></p>	<p>Readings: Chapter 13, 14, 15, 16, &amp; 17</p> <p>Video Case #5: Pizza Hut</p> <p>Assignments: Chapters 13, 14, 15, &amp; 16 SmartBook Activity on Connect</p> <p>Exam 4</p>	<p>01/09</p> <p>01/09</p> <p>01/09</p> <p>01/09</p>
<p><b>5</b> 01/10</p>	<p>Chapter 17: Using Social Media to Connect with Consumers</p>	<p>Bonus:</p>	

	Chapter 18: Personal Selling	Assignment: Chapters 17 & 18 SmartBook Activity	01/14
		Video Case: Body Glove	01/14
	Final Exam (Chapters 1-17)	Final Exam	01/14