Course Syllabus
MKTG 3010 – Principles of Marketing
Spring Semester, 2019
3.0 Credit Hours

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Office: FAB #210
Office Hours: MW 3:45 – 5:15pm or by appointment

Course Overview:
In 2013, the American Marketing Association approved the definition of Marketing as: Marketing 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 is designed to enable us to discuss the language, functions, and applications of marketing in a changing international and increasingly social business environment. Specifically, we will examine how an organization can make marketing decisions to effectively target and position their products to a specific customer group in order to achieve organizational objectives.

Catalog Description
Comprehensive study of structure and functions of marketing system in the firm, economy, and society; analysis of target markets, environments, and managerial aspects of marketing practices; comprehensive overview of key components of product and service marketing including brand positioning, pricing, promoting, distribution and selling.

Pre-Requisites/Co-Requisites:
You must have a) junior standing; b) completed 45 hours of coursework; and c) approval to take Upper Division business courses (for business students). If you do not meet these prerequisites, you may be administratively dropped from the course. The complete statement of prerequisites for this course is contained in the Undergraduate Bulletin or in the online catalog at www.memphis.edu/ugcatalog.
Text:

ISBN 978-1-259-59899-9. This is the ISBN for the spiral, soft-cover. You may buy/rent the book in any format you choose (digital, loose-leaf). Note: this course is based on the 2nd edition. You NEED a book for this course! Trying to obtain a passing grade in this course by relying only on the PowerPoint slides will not work.

Location of Course Materials:
All course content will be made available through the University elearn course management system on the eCourseware website (opens in new window). You are required to utilize this website to obtain and submit course materials, confer with other students in the class, and check your own grades, etc. [If you have any problems using the site, please call the 24 hour helpdesk at 678-8888].

Fogelman College: Learning Outcomes for Your Degree
This course is designed to help you to meet the overall learning objectives for the BBA degree offered by the Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the BBA program:

The Fogelman College has established the following learning goals for all students successfully completing the BBA degree:
- Graduates will be effective communicators.
- Graduates will demonstrate critical thinking skills.
- Graduates will be knowledgeable about ethical factors in the business environment.
- Graduates will be knowledgeable about the global business environment.
- Graduates will be proficient users of business presentation and analysis technology.

Course Objectives:
This course is an introduction to the basic concepts used in the practice of marketing. Students completing this course are expected to have an understanding of these concepts as well as a beginning familiarity with their application in business practice. Upon successful completion of this course, you will:

- Feel confident in communicating and interacting with marketing professionals by using contemporary marketing vocabulary.
- Define the concept of customer-perceived value and determine how marketing activities lead to the creation, communication, delivery, and exchange of market offerings that hold value for customers.
- Understand the importance of marketing and market-based resources in shaping corporate and business strategies as well as identify how elements of the organization’s macro-environment influence marketing strategy design, implementation, and performance.
- Identify unethical marketing activities and their consequences on others and the environment.
- Identify the emotional and cognitive processes that underlie consumer decision-making
and show how these processes may differ across purchase and consumption contexts due to social, psychological, and product-related factors.

- Recognize the various approaches that may be applied in segmenting markets and selecting appropriate target markets as well as how marketers apply elements of the marketing mix in shaping distinctive marketplace positions in the minds of customers.
- Identify and describe the ways in which ongoing technological and social trends are shaping customers’ expectations with respect to brand experiences and longer-term brand relations.
- Identify and consider various marketing career opportunities as well as recognize the value of marketing thought for their own professional development, irrespective of their chosen discipline/career.

Students will have the opportunity to put their understanding of these concepts to use through exams, chapter quizzes, class assignments, and discussions. By completing these activities, students will have the opportunity to develop a basic, working knowledge of effective marketing concepts and their ruse in business.

Course Methodology
The content covered in this course will be delivered through a variety of activities: class discussion; lecture; exams; and class assignments. Student participation is encouraged in each of these activities to provide sufficient opportunities for learning.

Professor’s Expectations of Students:
In general, you should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course and actively participating in all discussions. Students tend to get the most out of their courses if they stay engaged with the instructor and course material on a regular basis throughout the semester.

There is no reason why everyone cannot be successful in this course. However, if you find that you are not performing up to your expectations due to competing obligations or because you have not allocated sufficient resources to this course, please do not hesitate to get in touch with me. The sooner you contact me with the problems you are encountering in this course, the easier it will be to help overcome your difficulties.

The usual things apply here – arrive on time, don’t do anything to distract those around you, etc. In this vein, you are required to act like you’re on an airplane and “power down” and stow all of your personal electronic devices during class time. If there is an important reason why you need to check your phone (work, sick child) please see me at the start of class to let me know that you’ve got a legitimate reason to check your phone. Just to clarify – check means look at your phone and read a text message. If you need to reply, please leave the classroom.

Student’s Expectations of the Professor:
In my role as your instructor, there are certain things you can expect from me including: a well-organized and engaging learning experience, response to emails within two (2) business days, and feedback on all work submitted within 7-10 calendar days.
Grading Policy
Final course grades are earned according to the following table:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>900-1000 Points</td>
<td>A</td>
</tr>
<tr>
<td>800-899 Points</td>
<td>B</td>
</tr>
<tr>
<td>700-799 Points</td>
<td>C</td>
</tr>
<tr>
<td>600-699 Points</td>
<td>D</td>
</tr>
<tr>
<td>Under 600 Points</td>
<td>F</td>
</tr>
</tbody>
</table>

Your overall grade for the semester is based on how well you perform on a mixture of formal activities (using a denominator of 1000). A detailed description of each of the assessed activities can be found after the grading and evaluation summary table below.

Grading and Evaluation Criteria
Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>125</td>
</tr>
<tr>
<td>Exam 2</td>
<td>125</td>
</tr>
<tr>
<td>Exam 3</td>
<td>125</td>
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<tr>
<td>Exam 4</td>
<td>125</td>
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<tr>
<td>Exam 5</td>
<td>125</td>
</tr>
<tr>
<td>Exam 6 – Makeup for any exam or substitute exam for lowest score (comprehensive)</td>
<td>(125)</td>
</tr>
<tr>
<td>16 chapter assignments @ 10 pts.</td>
<td>160</td>
</tr>
<tr>
<td>C-NRL Subject Pool or Optional Assignments [MMR] (5 units)</td>
<td>100</td>
</tr>
<tr>
<td>LinkedIn assignment</td>
<td>65</td>
</tr>
<tr>
<td>Professional resume development &amp; evaluation</td>
<td>50</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1000 pts</strong></td>
</tr>
</tbody>
</table>

Exams (62.5% of your grade)
A total of six (6) exams will be given during the semester. Given the nature of the course, the first five (5) exams will be cumulative (building blocks) but not necessarily comprehensive. Each exam will cover in class discussions, lecture, and text material. The exams will consist of multiple choice questions.

If you miss an exam for a University-approved reason (e.g., university-sponsored trip, athletic event, or academic conference, etc.) and have documentation to support that reason, you will be allowed to make up that exam. If you miss for any other reason, there will be no make-up time allowed. An optional final exam (Exam 6) will be given that can be used to replace your lowest test grade or...
replace a missed exam. If you miss a second exam, the second missed exam will be given a grade of “0”. The optional final exam will be comprehensive. If you take the optional final exam and have already completed the five exams during the semester, I will use your score on the final exam as one of your five exam grades only if it improves your final course average.

Homework assignments (16 chapters @ 10 pts.; 16% of your grade)

Reading the textbook chapter and then completing the homework assignments will help you better engage with the course content and do well on your exams. Each online homework assignment will be graded. Your best grade out of two attempts will be recorded for each assignment.

Based on past experience with this course, students tend to receive better homework grades if they read the text before they attempt the homework. While the purpose of the homework assignments is to help you master the text material, your average homework grade also counts for 16% of your final grade.

The homework assignments will be open and available up to and including the date for the test that covers that chapter. After that date, the chapter assignments for the test that has just been given will be closed. If you don’t complete an assignment for a particular chapter before the chapter assignments close for the upcoming exam, you will receive a grade of “0” for that assignment.

Writing Assignments: Professional Resume and LinkedIn page (50 pts. / 65 pts.; 11.5% of your grade)

There are two writing assignments this semester. You will develop a professional resume targeted towards your desired career objective and also have it evaluated by the PDC (Fogelman students) or Career Services (students outside Fogelman). In addition, you will develop a LinkedIn page to complement your resume, join and participate in three professional groups, and find a job or internship posting, evaluating your competencies/competitive qualifications. Refer to the uploaded documents under Course Assignments for specific instructions. Both assignments are due to Dropbox by April 10th. Ask your questions early. I do not answer questions within 24 hours of due date.

FCBE Subject Pool Participation or Alternative Assignment [100 pts.; 10% of your grade]

To earn 100 points for this component of your final course grade, students in this course may choose “A” or “B” (not a mixture of both):

A. Marketing Subject Pool Participation (Customer Neuro-Insights Research Lab room, FCB 366): The subject pool is managed using SONA software. To participate in the Subject Pool system, you must first register with your Memphis email account and complete a preliminary survey worth 1 research unit of credit.

To create an account, go here: https://memphisfcbe.sonasystems.com (opens in new window)

Once you have registered and created a login ID and password (remember this), you will be able
to log into the system and view a list of available studies (new studies are added throughout the semester so keep checking back) and keep informed of your progress toward completing the total required units of credit.

To receive 100 points, you must participate and earn a total of four (4) units of research credit with each unit equivalent to 25 pts in any combination of the following studies:

- 1 unit for completion of Sign-up Survey (Note to participate in any study participation, student must first complete the sign-up survey when registering and will receive 1 unit)
- 1 unit for completion of each online study participation (Online study participation is conducted using SONA)
- 2 units for completion of each lab study participation (Lab study participation is conducted in FCB 366)
- 4 units for completion of one EEG study participation (EEG study participation is conducted in FCB 366)

Once registered and signed in, you are free to choose a study to participate in (assuming the study has not reached its respondent limits). The SONA system will record your participation and send a record of the activity to the course instructor. In cases where you are participating in the MSCM Subject Pool to fulfill more than 1 course requirement (e.g., enrolled in MKTG 3010 & MGMT 3110), you will be required to register separately for each course and participate in the studies separately to fulfill each course requirement. If you already have an account from the Psychology department – you must create A NEW ACCOUNT for FCBE or you WILL NOT find any studies for my class.

I will check final research participation reports at close of business on (Wednesday) April 24, 2019.

b. MKTG 3010-001 Alternative Assignment
If the student elects to complete the alternative assignment instead of participating in the subject pool, the details of the alternative assignment are as follows:

To receive full credit for this assignment, you will select four (4) articles from peer-reviewed academic marketing journals and/or reputable general business publications on a marketing topic and will write a two (2) page, typed, double-spaced summary on each article chosen. The four (4) reviews (including a complete bibliographic citation for each article reviewed) should be turned into the instructor according to the Course Calendar.

Course Schedule
For a complete semester schedule of readings, activities, and due dates for assignments, please refer to the “Semester Calendar” that can be found in the online course area under “Getting Started”. Please be aware that I reserve the right to alter the schedule as may become necessary during the semester. I will notify you via class announcement or email, but it is ultimately your responsibility to keep up with these changes.
Final Exam Schedule
The final exam (make-up / substitute is optional) for this class will be scheduled according to the Registrar’s academic calendar website (opens in new window).

Policies

E-Mail:
All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition, etc.) is your responsibility.

Do NOT use the email link in ecourseware to correspond with me. Emails delivered via e-learn to do allow me to respond to you from my digital devices.

Do NOT email me questions that can easily be answered by reading the syllabus, i.e., what chapters are on the exam; can I have extra credit; when an assignment is due. Please check the syllabus and other posted documents for this type of information. Be warned: I will not answer these emails.

Attendance:
Attendance is both expected and considered necessary to adequately complete the course. You are responsible for all material covered in class or assigned, regardless of the reason for absence. Class discussion will be based on the assumption that you have read all assigned material prior to attending the session in which it is discussed.

For students receiving federal student loans, any lack of engagement in the course may be treated as nonattendance and potentially impact access to student loans in the future. I take attendance on most days.

Adding / Dropping:
If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website (opens in new window).

Academic Integrity:
The University of Memphis has clear codes regarding cheating and classroom misconduct. If interested, you may refer to the Student Handbook section on academic misconduct for a discussion of these codes. Note that using any type of a “Solutions Manual” is considered cheating. Should your professor have evidence that using any type of a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website (opens in new window). If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College’s Website on Academic Integrity (opens in new window).

Participation:
To be successful in this course as a student, you must stay active and involved throughout the entire semester. Students are expected participate in all interactive aspects of the course.
Classroom Behavior:
All participants in the course should be considerate of the other course participants and treat them (as well as their opinions) with respect. The class will operate under the assumption that any and all feedback offered is positive in nature and that the intentions of the person(s) providing feedback are strictly honorable. Insensitivity in this area will not be tolerated.

Late Assignments:
Don’t go there. Seriously. Don’t. All of you are far enough along in your college careers and close enough to your professional careers to know that work needs to be complete and submitted on time. If there’s a deadline, it’s due. Dropbox and quizzes will close at the deadline so plan accordingly. Please review all information in this Syllabus, Course Assignments, and Course Schedule for all due dates on formally assessed work.

Extra Credit:
No individual extra credit assignments will be given to anyone. Your final grade will be computed based on your work on the formal/assessed activities previously described in this syllabus.

Reporting Illness or Absence:
Due dates, deadlines, and scheduled exams have been established for each graded assignment. In this course, deadlines are taken very seriously. Please do not wait until the last day to submit assignments or to take quizzes and exams.
If an emergency should arise, it is the student’s responsibility to contact the instructor prior to the deadline to discuss the matter. A deadline extension will be considered only if all of the following conditions are met:
(1) Extreme emergency and (2) Instructor contacted prior to the due date.

Inclement Weather:
In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, The University of Memphis has established an Inclement Weather Hotline at 678-0888 as well as TigerText (opens in new window), an emergency alert text messaging service to students, faculty and staff. This optional service is used in the event of an on-campus emergency, an unscheduled university closing, or a delay or cancellation of classes due to, for instance, inclement weather. Additional information on TigerText (opens in new window).

Syllabus Changes:
The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board.

Student Services
Please access the FCBE Student Services (opens in new window) page for information about:
• Students with Disabilities
• Tutoring and other Academic Assistance
• Advising Services for Fogelman Students
• Technical Assistance