MKTG 3010
PRINCIPLES OF MARKETING
Spring 2010

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Office Hours:     Monday and Wednesday, 4:00 to 6:00 pm
                  Other Times by Appointment

Preferred Communication Medium: You will receive fastest response by email!


                  Note: You NEED a book – don’t try to coast through this class relying
                  upon powerpoints! That is a recipe for disaster. If finances are a
                  problem, there is an online version available at about half the cost.

                  If you choose to purchase this book from an off-campus source (e.g., used
                  through Amazon Marketplace), you can buy the Connect Plus Access Card from
                  the publisher.

Simulation (Required): Introduction to Marketing Simulation by Innovative Learning Solutions
                    (Cost: Approximately $15 - I will give you instructions later in the
                    semester.)

Course Description:

The aim of this course is to provide students an understanding of the basic concepts that underlie the practice of marketing. My emphasis is upon application of these ideas to familiar real world settings, not simply rote memorization of definitions and terms. Upon the course’s conclusion, the student should be able to:

- Define marketing, both as a business function and as a set of business processes.
- Discuss the importance of marketing to our society and our economy and how it influences the success of any modern business or non-profit entity.
- Identify the functional components of marketing (the 4 “p’s”) and discuss how they may be applied within the context of developing a marketing plan.
- Break down the elements of the business environment that influence the conduct of marketing.
- Understand target marketing and market segmentation.
- Understand the importance of relationship marketing in both business and consumer marketing.
- Distinguish product features from customer benefits.
- Better appreciate the role of marketing research and decision support systems in developing effective marketing strategies.
Fogelman College’s 4 C’s Initiative

In consultation with local employers, the Fogelman College has implemented this program designed to augment student’s knowledge of their chosen discipline with the soft skills needed for them to quickly contribute to their future organizations. In the Principles of Marketing course, our focus will be on Creativity. Through homework, in-class assignments, and team-based projects, students will gain a better understanding of value creation and what it means to be “creative” in the context of the modern business organization.

Course Prerequisites:

You must have a) attained junior standing, b) completed 55 hours of coursework, and c) approval to take upper-division coursework (for business students). IF YOU DO NOT MEET THESE PREREQUISITES, you may be administratively dropped from the course. These prerequisite checks are normally not done until after the deadline for adding courses has passed. The complete statement of prerequisites for the course can be found in the undergraduate bulletin or in the online catalog at: www.people.memphis.edu/~acadafflib/bulletin/bulletin.htmlx.

GRADES:

Your performance will be evaluated on the following criteria:

EXAMS (4 tests, 60% of Grade):

A total of four tests will be given during the course of the semester. Each test will typically cover three to four text chapters. The exams will consist of multiple choice questions. Lectures, class discussions, guest presentations, and textbook materials and supplements will serve as the source of test questions.

Given the size of the class sections, there will be no make-up exams offered for unexcused test absences. If you have a university approved absence for an exam date, you may take a make-up exam during the scheduled make-up exam period at the end of the semester.

FINAL EXAM (Replace lowest test grade):

The final will be comprehensive and serves as an opportunity for students to replace their lowest test grade or make up a missed exam. If you miss more than one exam, you will receive a “0” for the second missed exam.

SIMULATION GAME (15% of Overall Grade):

You will compete as part of a team in a team-based online simulation whose content overlaps with many of the key concepts we will cover in this course. Your group’s performance in comparison to the teams you will be competing against will be used to determine 15% of your grade.

Please visit the following website for more information on the game:

SIM MANAGEMENT REPORT (7.5% of Overall Grade):

Group members will be responsible for writing up a brief report to the chairman of the board in which you will assess your team’s performance, review significant events that impacted the team and the market, and outline your suggestions in moving forward over the next year.

YELLOW PAGES ADVERTISEMENT PROJECT (10% of Overall Grade):

This will be a group project. Details will be provided at a later date.

HOMEWORK/QUIZ GRADE (7.5% of Overall Grade):

GRADING POLICY:

90-100% = A
80-89% = B
70-79% = C
60-69% = D
Below 60% = F
Plus/Minus grading will not be used in this course.

CLASS CONDUCT:

The university’s policies on cheating and other types of student misconduct are covered in the academic misconduct section of the Code of Student Conduct and Disciplinary Procedures of the Student Handbook. These policies will be strictly enforced in this class. Please be aware that I have very little tolerance for cheating in my class. It is beneath your dignity. It is disrespectful to your classmates and your instructor. Don’t do it.

The following procedures and class conduct rules have proven useful in providing the best possible classroom learning experience for you to master the course material. Please make every effort to abide by these rules for the benefit of yourself and your classmates.

- Turn off all cell phones, pagers, beepers and other electronic devices during class lectures and exams.
- If you are late for a scheduled exam and arrive after the first person has completed the test, you will not be allowed to take the exam on that date.
- If you miss any assignments, in-class quizzes, or other in-class exercises, you will not be allowed to make them up.
- During the course of the semester the class schedule may change. This includes exam dates. It is the responsibility of each student to be aware of any changes that may occur to the class schedule.
ATTENDANCE:

Attendance at class meetings is highly encouraged. Due to public health issues relating to the spread of the H1N1 “Swine Flu” virus, the administration has encouraged instructors to take regular roll. In addition, there will occasionally be in-class group projects and other activities provided for extra credit. **No extra credit will be assigned outside of class.** I also reserve the right to give pop-quizzes should attendance and/or participation become a problem over the course of the semester.

Please note: **You are responsible for any material covered in class, regardless of whether you are there or not.** Have a buddy system in place!

PROPOSED CLASS SCHEDULE:

A tentative class schedule will be posted online. I reserve the right to make changes to the schedule as I see fit. If you are not in class, it is your responsibility to keep up with these changes as well as any content you might have missed. If you anticipate being unable to attend a class, it would be advisable to make arrangements to speak or email a classmate to see what you have missed.