MKTG 3010  
Principles of Marketing  
Spring 2010

MKTG 3010-501, M: 6:00 – 9:00pm; Carrier Campus

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Office Hours: 5:30 – 6:00pm, M at Carrier  
Other times by appointment on campus

Course Home Page: https://elearn.memphis.edu  
Alternate URL: https://umdrive.memphis.edu/dsherrll/public

Note: You will get the fastest response via email!


Note: You NEED a book for this course!! Trying to obtain a passing grade in this course by relying on the powerpoint slides will not work effectively.

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

The Connect Plus Access Card is needed to register to use the book publisher’s web site. This web site will be used to provide homework questions/assignments on each chapter covered in the text. Your grade on these assignments will used as a component in your overall course grade.

Simulation (required): Introduction to Marketing Simulation, by Innovative Learning Solutions. Cost: Approximately $15 – I will give you instructions later in the semester on acquiring this simulation. You will purchase access to this online simulation and compete as a member of a simulation team against other companies. Your team’s performance in this simulation will be a component of your course grade.
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. Specifically, this course will focus on providing students with a thorough understanding of:

- The potential and importance of marketing activities for the success of any organization;
- The role of marketing in defining business strategy;
- The elements in the environment of a business organization that influence the conduct of marketing;
- The functional components of marketing (i.e., product, pricing, promotion/communication, and supply chain management) and how to use them effectively;
- The practices of targeting, segmentation, and customer relationship management;
- The application of marketing principles to the marketing of services;
- The role of marketing research and decision support systems in effective marketing; and
- The impact of the Internet on the effective practice of marketing.

Students will also have the opportunity to put their understanding of these concepts to use through the assignment of homework questions from the text materials from the McGraw-Hill Connect Plus website. By completing these assignments, students will have the opportunity to develop a basic, working knowledge of effective marketing concepts and their use in business.

Course Prerequisites:
You must have: a) junior standing; b) completed 55 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 on-line catalog at: www.memphis.edu/ugcatalog

Course Requirements:
Your performance in this course will be evaluated on the basis of:

a. Your highest four (4) exam scores; 60% of course grade
b. Your team’s performance in the simulation game; 15% of course grade
c. Your team’s simulation management report grade; 10% of course grade
d. Your average individual team group evaluation grade; and 5% of course grade
e. Your individual homework grade 10% of course grade

Total: 100%

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.
Course Grade Components:

**Exams:** (4 tests, 15% each; 60% of course grade)
A total of four (4) exams will be given during the course. Each exam will typically cover four to five text chapters. The exams will consist of multiple choice questions. Lectures, class discussions, guest presentation, and textbook materials will serve as the source of test questions.

If you miss an exam for a University-approved reason (i.e., university-sponsored trip, athletic event, or academic conference, etc.), you will be allowed to make up that exam during a scheduled make-exam period at the end of the semester. *The exam dates are explicitly listed on the course schedule contained in this syllabus! Write down the exam dates and don’t miss them!*

A final exam will be given and can be used to replace your lowest test grade, or replace a missed exam. If you miss more than one exam, the second missed exam will be given a grade of “0”. The final exam will be comprehensive and cover all the material assigned during the semester. In the past, on the final, students have typically scored about their four exam test average – don’t count on being able to pull your exam average up by scoring a 100 on the final exam.

**Simulation Game:** (15% of course grade)
You will compete as part of a team in an on-line simulation game 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 course grade. Simulation teams will be formed after exam I is completed and the simulation team game decisions will be made during the second half of the semester.

**Simulation Team Management Report:** (10% of course grade)
Group members will be responsible for writing up a brief report to the chairman of the board in which you will:
   a) assess your team’s performance during the simulation,
   b) review significant events that impacted the team and the market, and
   c) outline your recommendations for moving forward over the coming year.

The team management report should be typed, professional in appearance and is due in class on 4/26, after the completion of exam IV.

**Individual Team Evaluation Grade:** (5% of course grade)
At the end of the semester, each team member will be asked to evaluate their other team members on a number of criteria based on that member’s performance during the simulation. You will turn in an evaluation report on each team member with respect to criteria such as leadership; dependability; quality of work, etc. Each team member will receive the average of all their evaluations from their other team members. That grade will be used to calculate 5% of your course grade.
Simulation Team Management:
Depending upon the final enrollment in the class, simulation teams will be formed consisting of 3-4 students. You will be asked to join and help manage your team. Keep in mind that a portion of your course grade depends on your team’s performance in the simulation and on the Simulation Management report. Don’t pick team members based on your friendship with them, team members based on what they can contribute to the final result of your team’s activities!

If your team has a member who is not contributing, try to solve the problem early by communicating among all the team members as soon as a difficulty arises. Make sure all the team members know what the team objective is and what each member’s role is going to be. The earlier you address a problem, the easier it will be to resolve it.

You are not allowed to resign from a team and you cannot “fire” a team member, so you must decide how to encourage and manage the performance of your team members. The team member evaluation form is to be used to rate your team members’ performance. You will have space on the evaluation form to explain the reasons for your ratings and those ratings will be included as a component of your individual course grade (5%).

Homework Grade: (10% of course grade)
You will be assigned homework to complete from the publisher’s website (Connect Plus) that covers the assigned textbook material. The grades received on that homework will be averaged together and used to calculate 10% of your course grade. In this course, 10% of the course grade corresponds to a letter grade, so it is in your best interests to make sure you complete these homework assignments.

Attendance:
Attendance at all class meetings is highly encouraged and roll will be taken on a frequent basis. You will be held responsible for all material covered in class as well as the material presented in the textbook. Some of the exam questions will come from directly from class discussion. Past experience with this class has shown that students who attend the lectures on a regular basis will perform better on exams than those students who show up only for the tests.

Help for MKTG 3010 Students Outside of Class:
Students who find that their performance in this class is not what they want should come see the instructor early in the course before time becomes too short to find a way to solve their problem. One useful source of help is the Educational Support Program run by the University to help students seeking tutoring or other types of assistance to help master a course. Go to the Educational Support Program web site at:

http://www.memphis.edu/cclt
Cheating / Student Misconduct:
Cheating, plagiarism, or other student misconduct will not be tolerated in this class. The policies on cheating and student misconduct are covered in the academic misconduct section of the Code of Student Conduct and Disciplinary Procedures in the Student Handbook and will be enforced in this class. The Code of Student Conduct for The University of Memphis may be found at:

http://saweb.memphis.edu/judicialaffairs/csc/CSRR.pdf

Course Web Site:
This class will be managed through the MKTG 3010 web site at: https://elearn.memphis.edu. You are expected to check the course web site regularly (at least once a week), for announcements, class assignments, and changes in the class schedule. If you do not have access to the University network from home, there are several Tiger-Lan labs in the Business School building, as well as around campus that will provide you with access to the class web site.

MKTG 3010-501 Course Schedule
Spring 2010

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Chap.</th>
<th>Topic</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>1/18</td>
<td></td>
<td><strong>MLK Holiday</strong></td>
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<tr>
<td>2</td>
<td>1/25</td>
<td>1 &amp; 2</td>
<td>Intro to Mktg; Mktg Strategy &amp; Planning</td>
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<td>3</td>
<td>2/01</td>
<td>3 &amp; 4</td>
<td>Mktg Ethics; Analyzing the Environment</td>
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<td>4</td>
<td>2/08</td>
<td>9</td>
<td>Mktg Research; Review for Exam</td>
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<td>5</td>
<td>2/15</td>
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<td><strong>Exam I – ch. 1-4, 9</strong>; team formation, game intro</td>
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<tr>
<td>6</td>
<td>2/22</td>
<td>5 &amp; 8</td>
<td>Consumer Behavior; Segmenting, Targeting &amp; Positioning</td>
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<tr>
<td>7</td>
<td>3/01</td>
<td>10 &amp; 11</td>
<td>Product Mgmt, Branding, Packaging; New Product Development</td>
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<tr>
<td>8</td>
<td>3/08</td>
<td></td>
<td><strong>Spring Break</strong></td>
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<td>9</td>
<td>3/15</td>
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<td><strong>Exam II – ch. 5, 8, 10 &amp; 11</strong>; team decision 1</td>
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<td>10</td>
<td>3/22</td>
<td>12, 13</td>
<td>Services; Pricing concepts; team decision 2</td>
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<tr>
<td>11</td>
<td>3/29</td>
<td>14, 15</td>
<td>Strategic pricing; Supply Chain Mgmt; team decision 3</td>
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<td>12</td>
<td>4/05</td>
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<td><strong>Exam III – ch. 12-15</strong>; team decision 4</td>
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<tr>
<td>13</td>
<td>4/12</td>
<td>16, 17, 18</td>
<td>Retailing; Integrated Mktg Comm.; Adv., PR &amp; Sales Promo.;</td>
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<td>14</td>
<td>4/19</td>
<td>19</td>
<td>Personal Selling; Sales Mgmt; team decision 6</td>
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<td>15</td>
<td>4/26</td>
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<td><strong>Exam IV – ch. 16 – 19</strong>; team sim report due in class</td>
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<td>16</td>
<td>5/03</td>
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<td><strong>Final Exam (comprehensive) – 6:00-8:00pm</strong></td>
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