MKTG 3010.503  
Principles of Marketing  
Spring 2010  
MW, 5:30 pm to 8:30 pm; Millington Campus

Instructor: Mary Caywood  
Office: Room 210, Fogelman College of Business  
Phone: 901-678-4908 (It is always best to email me first.)  
Email: M.Caywood@memphis.edu or marycaywood@att.net  
Office Hours: 10:00am to 11:00am; 3:00pm to 6:00pm, Tuesdays  
10:00am to 11:00am; 2:30pm to 3:30pm, Thursdays, or  
By appointment  
Lamb/Hair/McDaniel, Thomas South-Western  

Powerpoints,  
Quizzes, Study  
Guides,  
Announcements,  
Grades, etc.: elearn.memphis.edu – MKTG 3010.503

Course Objective
This course is an introduction to and overview of marketing. You will learn:
- Marketing as it relates to the classic marketing mix of product, price, place, and promotion
- The fifth “P” (People) in the marketing mix: identifying, relating to, targeting, segmenting audiences, i.e., consumers and business-to-business decision makers
- Product life cycle, Ansoff’s matrix, BCG matrix and other strategic models
- The value of market research
- Current marketing practices of mainstream companies

After completion of this course you will be able to discuss basic marketing concepts and the important role marketing plays in businesses today.

Course Requirements
Your performance will be determined based on your exam and assignment scores.

Grading
Grade Portion: Percent of Final Grade:
Exam (100 pts) 25%
Exam (100 pts) 25%
Exam (100 pts) 25%
Comprehensive Final Exam (100 pts) 25%
Total (400 pts) 100%
Grading Scale
A = 90% to 100%
B = 80% to 89%
C = 70% to 79%
D = 60% to 69%
F = 0% to 59%

Exams
Four exams plus a comprehensive exam will be given during the semester. You will be allowed to drop your lowest exam score of the first four exams. All students must take the comprehensive final. Any material from the textbook, other texts, class lectures and discussions, guest speakers, videos, assignments, presentations, and supplemental materials made available in class will serve as the basis for the exams. Format for the exams will be multiple-choice questions.

Study Guides
A study guide will be available prior to every exam. The guides will be available on elearn where the Chapter Powerpoints are located. It is your responsibility to download the study guides.

Make-up Exams
Make-up exams will be given only in the following situations:
1) The student is an athlete and has an official university excuse provided to the instructor in advance of the exam.
2) The student is traveling on official university business and can provide an official university excuse to the instructor in advance of the exam.
3) The student is sick and the sickness requires a doctor’s visit; a doctor’s excuse must be provided prior to taking the make-up exam. The student must contact me prior to the exam or within 24 hours of missing the exam.
4) There is an unplanned emergency. In this case, the student must contact me within 36 hours and eventually provide written documentation of the emergency prior to taking a makeup exam.

Make-up exams consist of a series of essay questions and must be completed prior to taking the next scheduled exam. It is the student’s responsibility to schedule all make-up exams. If the student does not contact the instructor in a timely fashion, and fails to take the make-up exam before the next scheduled exam, a zero will be assigned for the missed exam.

Non-Graded Assignments
Non-graded assignments will be given during the semester. Any material from the textbook, other texts, class lectures and discussions, guest speakers, videos and supplemental materials made available in class will serve as the basis for the assignments. The specifics of the non-graded assignments will be given in class.
The non-graded assignments are to be completed in or out of class. Completion means all questions answered, samples brought in, etc., with your name clearly on the paper. If these assignments are given during the class and are due at the end of the class the same day, you must be in class to receive credit for non-graded assignments. Assignments cannot be made up. Outside assignments are due at the beginning of the next class or as designated in the online environment. Late assignments will not be accepted. However, you may turn in an assignment early. You will receive credit for the assignment.

Attendance
Attendance will be taken randomly during the semester. You must be in class to sign the attendance sheet. You will receive credit for attendance on that day.

Comprehensive Final Exam
You must take the final exam on the date stated, no exceptions. Any material from the textbook, class lectures and discussions, videos, guest speakers, assignments, and supplemental materials made available in class will serve as the basis for the final exam. Format for the final exam will be a combination of multiple-choice questions.

Making the Grade
If you feel at anytime you are falling behind and will not make the grade you are expecting to make, please meet with the instructor as soon as possible and do not wait until the end of the semester.

Classroom Standards
- Attendance is expected.
- Punctuality is required.
- Disruptions are unacceptable. Turn off all cell phones, ipods, beepers, pagers, etc. No crossword puzzles, sudoku, etc., while in class.
- Class schedule may change. It is your responsibility to be aware of any changes that may occur to this class schedule.
- Cheating, plagiarism or any student misconduct will not be tolerated. The University’s policy regarding academic dishonesty is available online. Read it and understand it. http://saweb.memphis.edu/judicialaffairs/
- Take responsibility.

Tentative Schedule
While we will try to follow this outline, deviations are possible. Any changes will be announced in class. It is your responsibility to attend class to receive these announcements.
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<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Monday, March 15, 2010</td>
<td>Introductions; Syllabus Review; Chapter 1 - Overview of Marketing; Chapter 2 - Strategic Planning</td>
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<td>Wednesday, March 17, 2010</td>
<td>Chapter 3 Social Responsibility and Ethics; EXAM 1 Review</td>
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<td>Monday, March 22, 2010</td>
<td>EXAM - Chapters 1, 2, 3; Chapter 4 Extra Credit</td>
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<td>Wednesday, March 24, 2010</td>
<td>Chapter 5 - Consumer Decision Making; Chapter 7 - Segmenting and Targeting</td>
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<td>Monday, March 29, 2010</td>
<td>Chapter 8 - Decision Support/Market Research; Chapter 9 - Product Concepts</td>
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<td>Wednesday, March 31, 2010</td>
<td>Chapter 10 - Developing and Managing Products; EXAM 2 Review</td>
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<td>Monday, April 05, 2010</td>
<td>EXAM 2 - Chapters 5, 7, 8, 9, 10</td>
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<td>Wednesday, April 07, 2010</td>
<td>Chapter 11 - Services and Non-Profit; Chapter 12 - Marketing Channels</td>
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<td>Monday, April 12, 2010</td>
<td>Chapter 13 - Retailing; EXAM 3 Review</td>
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<td>Wednesday, April 14, 2010</td>
<td>EXAM 3 - Chapters 11, 12, 13</td>
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<td>Monday, April 19, 2010</td>
<td>Chapter 14 - Integrated Marketing Communications; Chapter 15 - Advertising and Public Relations</td>
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<td>Wednesday, April 21, 2010</td>
<td>Chapter 16 - Sales Promotion and Personal Selling; EXAM 4 Review</td>
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<td>Monday, April 26, 2010</td>
<td>EXAM 4 - Chapters 14, 15, 16</td>
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<td>Wednesday, April 28, 2010</td>
<td>Chapter 17 - Pricing Concepts; Chapter 18 - Setting the Right Price; COMP EXAM Review</td>
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<td>8</td>
<td>Wednesday, May 05, 2010</td>
<td>COMP EXAM - 5:30 pm to 8:30 pm</td>
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