Course Description

This survey course is designed to develop an understanding of all facets of the study of Marketing or to provide the student with the basic knowledge of Marketing in the event that the student is specializing in another area. Regardless of what career path you may choose to follow, you will be surprised how many Marketing concepts you will end up using.

Course Objectives

At the conclusion of this course, students will be able to:
· 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 relationships.
· 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.
Performance Evaluation

Final grades will be determined on the following basis:

1. Exams – 3 total  
   300 Points
2. Marketing Assignments
   30 Points
3. Class Participation
   50 Points
4. Marketing Team Project
   120 Points
   500 Points

Exams

3 Exams will be given throughout the seven week course. All exams will be multiple choice/True/False/short essay and questions will be generated from the text, lectures, and class discussion.

Marketing Team Project

All teams will be given a Marketing Team Project in Week 2 that is due by Week 7. Outlines of project will be handed out and explained in detail during Week 2 class time. Team and individual scores will be recorded by instructor.

Grading scale

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Points Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>100 – 90%</td>
<td>500 - 450</td>
<td>A</td>
</tr>
<tr>
<td>89 – 80%</td>
<td>449 - 410</td>
<td>B</td>
</tr>
<tr>
<td>79 – 70%</td>
<td>409 - 370</td>
<td>C</td>
</tr>
<tr>
<td>69 – 60%</td>
<td>369 – 330</td>
<td>D</td>
</tr>
<tr>
<td>59 – 0%</td>
<td>329 – 0</td>
<td>F</td>
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Plagiarism

Plagiarism is a serious academic offense. The University of Memphis regards plagiarism as academic dishonesty. Consequences of plagiarism include failing an assignment, receiving a lower course grade, and even failing a course. According to the University of Memphis Code of Student Conduct "[t]he term 'plagiarism' includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials."  
http://exlibris.memphis.edu/help/plagiarism/index.html

You might be plagiarizing if you:
- Submit someone else's work as your own.
- Buy a paper from a paper mill, website or other source.
• Copy sentences, phrases, paragraphs, or ideas from someone else's work, published or unpublished, without giving the original author credit.
• Replace select words from a passage without giving the original author credit.
• Copy any type of multimedia (graphics, audio, video, internet streams), computer programs, music compositions, graphs, or charts from someone else's work without giving the original author credit.
• Piece together phrases, ideas, and sentences from a variety of sources to write an essay.
• Build on someone else's idea or phrase to write your paper without giving the original author credit.
• Submit your own paper in more than one course without permission.

Students with Disabilities (SDS)

Qualified students with disabilities will be provided reasonable, necessary and confidential academic accommodations if determined eligible by the university. It is your responsibility to contact the SDS office and to follow the procedures for having a written verification for specific accommodations from the university disability services staff sent to the instructor within the first two weeks of the semester. Student Disability Services office is at 110 Wilder Tower; 678-2880; www.memphis.edu/sds

Dealing with Harassment

The University of Memphis believes it is important to respond to insensitive and inappropriate behavior in a spirit of collegiality, mutual respect, and professionalism. If you believe that you have been the target of discrimination by another student, faculty member, or staff member, due to age, disability, ethnicity, gender, race, religious beliefs, sexual orientation, or cultural group membership, you can choose to pursue one or more of the following avenues: The most direct approach, if you feel comfortable doing so, is to speak directly to the person whose behavior you consider to be inappropriate. You may speak to the instructor, the Department Chair (678-2716), or the University’s Affirmative Action Officer (678-2713). You may contact the Assistant Dean of Students (678-2298), in the Office of Student Judicial Affairs. It is important that you speak immediately to someone, with whom you feel comfortable, in order that your concerns can be handled promptly and fairly. In all complaints of discrimination, including sexual harassment, the Office of Affirmative Action will be notified.

Grade Information

Instructors are not allowed to post grades. If you wish to know your grade, please complete your SETE. This will allow you to see your grades as soon as they are posted by the University of Memphis.
OFFICE HOURS

Hours will be held from 4:30 – 5:00 PM prior to each scheduled class session and from 8:30 – 9:00 PM following each scheduled class session for individual instruction.

Additional Information

NO LATE ASSIGNMENTS WILL BE ACCEPTED! All assignments are due on the date as specified in the syllabus. Since this is a seven week hybrid course attendance is mandatory! However, understanding that an emergency may arise a student may provide proof of said emergency and consideration may be taken. (ex. Death of an immediate family member.) No make-up exams will be given. A (zero) 0 will be given if an assignment or exam is missed without proof of any emergency. There will be no make up opportunities for in class work.
<table>
<thead>
<tr>
<th>Mth/Day</th>
<th>Chapter Names</th>
<th>Chapter Numbers</th>
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| Aug 27  | Pt 1. The World of Marketing  
Social Responsibility, Ethics, and the Marketing Environment  
Developing a Global Vision | 1,2,3 |
| Week Assignment | HYBRID-GROUP ASSIGNMENT | Read Chapters 4-5  
Discussion Board Topic |
| Sept 3  | Pt 2. Analyzing Marketing Opportunities  
**Examination- Chapters 1-5** | 6,7,8,9 |
| Week Assignment | HYBRID-GROUP ASSIGNMENT | Work on Final Group Presentations |
| Sept 10 | Pt 3. Product Decisions  
**Examination- Chapters 1-5** | 10,11,12 |
| Week Assignment | HYBRID-GROUP ASSIGNMENT | Work on Final Group Presentations |
| Sept 17 | **Examination- Chapters 7-12**  
Pt 4. Distribution Decisions | 13,14,15 |
| Week Assignment | HYBRID-GROUP ASSIGNMENT | Work on Final Group Presentations |
| Sept 24 | Pt 5. Promotion and Communication Strategies | 16,17,18 |
| Week Assignment | HYBRID-GROUP ASSIGNMENT | Practice for Presentations |
| Oct 1   | Pt 6. Pricing Decisions  
**Examination – Chapters 13-18** | 19,20 |
| Week Assignment | HYBRID-GROUP ASSIGNMENT | |
| Oct 8   | Final Group Presentations | |