Course Syllabus
MKTG 3010-001 – Principles of Marketing
Spring Term, 2016, T, 7:10pm – 10:10pm
3.0 Credit Hours, Room 265

(Last updated: 1/15/2016)

Instructor: Dale F. Kehr
Phone: 901-678-4936 (please leave phone number and best time to call back)
E-mail: dalekehr@memphis.edu (preferred contact method)
Office: Room 210, FCB
Office Hours: MW 5PM-5:30PM & 6:55PM-7:25PM
T 6:10PM – 7:10PM
R 4:30PM – 5PM at Collierville Campus
or by appointment

Course Overview (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: MKTG 3010 Principles of Marketing
Students must have earned a minimum of 45 credit hours and have met specific course prerequisites with a minimum grade of “C” to be eligible for all 3000 and 4000 level courses. In addition to these requirements, students seeking a degree in the Fogelman College of Business and Economics must have (1) completed all required lower division business courses with a minimum grade of “C” in each; (2) minimum of 2.25 GPA (2.5 for accounting majors) in all required lower division business courses and MATH 1830 or 1910, and (3) 45 hours of course work including MATH 1830 or 1910, COMM 2381 and 9 hours of English (See B.B.A. Degree Requirements-General Requirements).

WARNING: A prerequisite and upper division check will be done once the first class roll has been issued. If you have not met the requirements, you are responsible to correct the situation during the official add period. If you have not met these requirements and have not corrected this situation, you may be administratively dropped from this course once the check is completed which probably will not be completed until after the add period is over.
Required Texts (and Related Materials):

Recommended Texts (and Related Materials): None

Location of Course Materials: University Bookstore or Tiger Bookstore

Course Objectives:
Feel confident in communicating and interacting with marketing professionals by using contemporary marketing vocabulary. . (MC testing/quizzes/marketing plan/marketing presentation)

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.. (MC testing/quizzes/class discussion/videos/marketing presentation)

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. . (MC testing/quizzes/class discussion/videos)

Identify unethical marketing activities and their consequences on others and the environment. (MC testing/quizzes/ethics write-up)

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.. (MC testing/quizzes, class discussion/videos)

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. . (MC testing/quizzes/marketing plan project/marketing presentation)

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.. (MC testing/quizzes/class discussion/videos)

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.. (MC testing/quizzes/class discussions/videos/marketing presentation)

Course Learning Objectives:
1. Basic understanding of marketing in the twenty-first century
2. Basic understanding of customer value
3. Basic understanding of reaching the customer
4. Basic understanding of responding to the customer

**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 Fogelman College. You should take the time to become familiar with the overall learning objectives as a student in the BBA program.

[Fogelman College: Learning Outcomes for Your Degree](http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf)

**Fogelman College: Code of Professionalism for Students**
**Fogelman College: Code of Professionalism for Faculty and Graduate Assistants**
**Fogelman College: Code of Professionalism for Staff**

On April 15, 2010, Fogelman College unveiled three separate Codes of Professionalism for students, faculty and graduate assistants, and staff to strive to conduct daily behavior.

[Fogelman College: Code of Professionalism for Students](http://www.memphis.edu/fcbe/students/code_of_professionalism.php)

**Fogelman College: Four-Cs Initiative Program**

The program consists of communication, creativity, critical thinking, and emotional control to allow students to put critical business skills into practice and is incorporated throughout this course. The Four Cs Initiative Program equips students with the skills and confidence needed to excel in their business careers.

[Fogelman College: Four-Cs Initiative Program](http://www.memphis.edu/fcbe/pdfs/4Cs.pdf)

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**Course Methodology:**

The course will be conducted in a lecture discussion format supplemented with video presentations, guest speakers, class projects, and individual marketing presentations. The course will include marketing knowledge, comprehension, and application.

**Professor's Expectations:**

In general, you should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course and participating.

**Student's Expectations:**

In my role as your instructor, there are certain things you can expect: well organized and engaging learning experience, response to emails and feedback on all work submitted within a timely manner.

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**Grading and Evaluation Criteria**

Over the semester, you will have a variety of opportunities to earn points toward your final (overall) letter grade in this course. Your overall grade for the semester is based on how well you perform on these exams, assignments, presentation, and other classroom projects.
Course Topics

The following topics will be covered:

1. Why Marketing Matters to You
2. Strategic Planning for a Successful Future
3. Analyzing Your Environment
4. Marketing Research
5. Knowing Your Customer: Consumer and Business
6. Developing Your Product
7. Segmenting, Targeting, and Finding Your Market Position
8. Promotional Strategies
9. Supply Chain and Logistics Management: Adding Value for Your Customers
10. Pricing for Profit and Customer Value
11. Building Successful Brands: Your Organization, Your Product, and Yourself
12. Managing Your Customer Relationships
13. Social Responsibility and Sustainability
14. Measuring Marketing Performance

Summary of Grading:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Class Exams (100 points each)</td>
<td>300</td>
<td>60%</td>
</tr>
<tr>
<td>1 Ethic Write-up</td>
<td>25</td>
<td>5%</td>
</tr>
<tr>
<td>1 Marketing Plan</td>
<td>100</td>
<td>20%</td>
</tr>
<tr>
<td>1 Marketing Presentation</td>
<td>75</td>
<td>15%</td>
</tr>
<tr>
<td>Total</td>
<td>500</td>
<td>100%</td>
</tr>
</tbody>
</table>

(Classroom Projects will be extra points for those that submit the project that period.)

Final Course Grades

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>450-500 Points</td>
<td>A</td>
</tr>
<tr>
<td>400-449 Points</td>
<td>B</td>
</tr>
<tr>
<td>350-399 Points</td>
<td>C</td>
</tr>
<tr>
<td>300-349 Points</td>
<td>D</td>
</tr>
<tr>
<td>Under 300 Points</td>
<td>F</td>
</tr>
</tbody>
</table>

Final Exam Schedule

If a final exam for this class is given, it will be scheduled according to the Registrar's academic calendar website.

List of Formal Assessed Activities

Exams – Three exams will be given that test student knowledge, comprehension, and application of the required text and class information. The exams can be composed of multiple choice, true/false, short answer and/or essay questions.
**Ethic Write-up** – Using the American Marketing Association Code of Ethics (page 17, figure 1.4), the Ethical Decision-Making Framework (page 19, figure 1.6) and the FCBE Code of Professionalism for Students explain importance of following good ethics practices as a student and how you expect good ethical behavior will help you in your career. Please submit a maximum two page, double space write-up ending with a signed pledge that you will abide by the FCBE Code of Professionalism for Students. Grading will be based on the following **Marketing Ethic Write-up Evaluation Criteria**. Late write-ups will be deducted 5 points for each class period late. (DUE 2-9-16)

**Marketing Plan** – Using the Marketing Plan Exercise assignments at the end of each chapter, build a personal marketing plan for yourself or a (proposed) start-up company of your choice. Grading will be based on the following **Marketing Plan Evaluation Criteria**. Late presentations will be deducted 5 points for each class period late. (DUE 4-19-16)

**Marketing Presentation** - A power point presentation to the class about any marketing function, activity, or strategy regarding a topic of your choice using three or more outside sources other than the textbook (please no newspaper articles) OR present the findings of an article from the _Journal of Marketing_. Both require a maximum two page summary write-up with a list of sources used submitted prior to class presentation. Please attach a copy of your sources used and power point slides to the end of your write-up. Grading will be based on the following **Marketing Presentation Evaluation Criteria**. Late presentations will be deducted 5 points for each class period late. Also, if the presentation is not presented in class, the grade is ZERO.

### Course/Class Policies

**E-courseware:**
Only the content and grade book area will be used for the syllabus, course resources and course materials.

**E-Mail:**
The university e-mail addresses should be used for all e-mail correspondence.

**Attendance:**
Attendance will not be taken nor used in grading, but is necessary as all class information, including outside presentations, information, and material only presented in class will be subjected to be included on any quiz or exam.

**Reporting Illness or Absence:**
Since attendance is not taken, there is not any need to report illness or absence.

**Participation:**
It is essential that course material is read before class with preparation completed to participate in active discussion of the topic.

**Classroom or Online Behavior:**
Please-no beepers, pagers, cell phones, web surfing, game playing, emailing, texting, food, etc. during class time.

Grading:
The plus/minus system will NOT be used and grades cannot be given by the phone, email, or text messaging.

Exams:
Not all exam text material will be covered in class and once a finished exam has been turned in, no other exams will be given out. Exams cannot be taken early.

Makeup:
There will not be any makeup for missed unannounced quizzes or any makeup for missed exams other than listed in the Course Outline & Calendar. The Makeup exam for either exam one, two, or three will be a comprehensive final exam. Makeup exam grading will not be subject to receive extra points, if any were given.

Late Assignments:
The last day to submit material for grading is the last class period prior to the University study day.

Special or Extra Credit:
There will not be any special or extra assignments given to any student to improve their grade unless given to the entire class.

Academic Integrity:
All students are expected to abide by the code of student conduct and disciplinary procedures of the University of Memphis Classroom Misconduct and Academic Misconduct Sections in the Student Handbook, the FCBE Standard for Academic Integrity (www.memphis.edu/fcbe/integrity/) and follow the behavioral guidelines of the Fogelman Code of Professionalism for Students. (Please note that using a “Solutions Manual” is considered cheating. Should your professor have evidence that using a “Solutions Manual” has occurred, he/she may take steps as described on the campus’ Office of Student Conduct website.)

Grade Questions:
If you would like to ask any question about any of your grading, please check during the semester and before final exam week.

Adding/Dropping:
If necessary to add/drop this course, please refer to the university registrar for dates and information.

Inclement Weather:
Only official university closings (for example, inclement weather) will deadline extensions be extended.
Syllabus Changes:
The instructor reserves the right to change the course syllabus as circumstances may require and any changes will be announced in class, if sufficient notice is possible. All students are responsible for obtaining this information. If necessary to email the class, your University e-mail account address will be used.

Student Services

Please access the FCBE Student Services page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance

Schedule of Activities

Course Outline & Calendar for Principles of Marketing (MKTG 3010-001)

<table>
<thead>
<tr>
<th>DATE</th>
<th>DAY</th>
<th>TOPIC</th>
<th>ASSIGNMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 19</td>
<td>T</td>
<td>Course Introduction</td>
<td>Syllabus Review</td>
</tr>
<tr>
<td>Jan 26</td>
<td>T</td>
<td>Why Marketing Matters to You</td>
<td>Chapter 1</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Strategic Planning for a Successful Future</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>Feb  2</td>
<td>T</td>
<td>Analyzing Your Environment</td>
<td>Chapter 3</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Market Research</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>Feb  9</td>
<td>T</td>
<td>Segmenting, Targeting, &amp; Market Position</td>
<td>Chapter 7</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Submit: Marketing Ethic Write-up</em></td>
<td></td>
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<tr>
<td>Feb 16</td>
<td>T</td>
<td>Exam One</td>
<td></td>
</tr>
<tr>
<td>Feb 23</td>
<td>T</td>
<td>Knowing Your Customer: Consumer &amp; Business</td>
<td>Chapter 5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Developing your Product</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>Mar  1</td>
<td>T</td>
<td>Promotional Strategies</td>
<td>Chapter 8</td>
</tr>
<tr>
<td>Mar 15</td>
<td>T</td>
<td>Supply Chain &amp; Logistics</td>
<td>Chapter 9</td>
</tr>
<tr>
<td>Mar 22</td>
<td>T</td>
<td>Exam Two</td>
<td></td>
</tr>
<tr>
<td>Mar 29</td>
<td>T</td>
<td>Pricing for Profit and Customer Value</td>
<td>Chapter 10</td>
</tr>
<tr>
<td>Apr  5</td>
<td>T</td>
<td>Building Successful Brands</td>
<td>Chapter 11</td>
</tr>
<tr>
<td>Apr 12</td>
<td>T</td>
<td>Managing Customer Relationships</td>
<td>Chapter 12</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Social Responsibility &amp; Sustainability</td>
<td>Chapter 13</td>
</tr>
<tr>
<td>Apr 19</td>
<td>T</td>
<td>Measuring Marketing Performance</td>
<td>Chapter 14</td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Submit: Marketing Plan</em></td>
<td></td>
</tr>
</tbody>
</table>
Apr 26 T  Exam Three
Apr 28 T  Study Day
May  3 T  Make-up Exam 1, 2 or 3 with a Final Exam 8pm -10p

Course Sign Up Forms:

The Marketing Presentation Schedule Dates & Sign Up:

Feb  9 T  MP ________________________________
          MP ________________________________
          MP ________________________________
          MP ________________________________
          MP ________________________________
          MP ________________________________
          MP ________________________________
          MP ________________________________
          Feb 16 T  Exam One
          Feb 23 T  MP ________________________________
          MP ________________________________
          MP ________________________________
          MP ________________________________
          MP ________________________________
          MP ________________________________
          MP ________________________________
          MP ________________________________
          Mar  1 T  MP ________________________________
          MP ________________________________
          MP ________________________________
          MP ________________________________
          MP ________________________________
          Mar  8 T  Spring Break
          Mar 15 T  MP ________________________________
          MP ________________________________
          MP ________________________________
          MP ________________________________
          MP ________________________________
Mar 22  T  Exam Two
Mar 29  T  

Apr  5  T  

Apr 12  T  

Apr 19  T  MAKE UP FROM Apr 12 ONLY

Apr 26  T  Exam Three
Apr 28  R  University Study Day
May  3  T  MAKE-UP for Exam One, Two, or Three  8PM - 10PM
Course Grading Forms:  

Marketing Ethic Write-up:  

MKTG 3010-001 – Principles of Marketing  
Spring, 2016  
3.0 Credit Hours, Room 118  

Date:_____________________Student:___________________________________________  

Ethic Write-up – Using the American Marketing Association Code of Ethics (page17, figure 1.4), the Ethical Decision-Making Framework (page 19, figure 1.6) and the FCBE Code of Professionalism for Students explain importance of following good ethics practices as a student and how you expect good ethical behavior will help you in your career. Please submit a maximum two page, double space write-up ending with a signed pledge that you will abide by the FCBE Code of Professionalism for Students. Grading will be based on the following Marketing Ethic Write-up Evaluation Criteria. (Due 2-9-16)  

Late write-ups will be deducted 5 points for each class period late.  

25 Point Marketing Ethic Write-up Evaluation Criteria  
(Score: 1=poor, 5=excellent)  

1. Comprehensive, covered the assignment _____5____  
2. Depth of the assignment _____5____  
3. Well organized _____5____  
4. Overall Structure Flow/Logic/Impression _____5____  
5. Included the Personal Pledge _____5____  

Total: __25__
Marketing Presentation:

MKTG 3010-001 – Principles of Marketing
Spring, 2016
3.0 Credit Hours, Room 118

Date:_____________________Student:___________________________________________

Marketing Presentation - A power point presentation to the class about any marketing function, activity, or strategy regarding a topic of your choice using three or more outside sources other than the textbook (please no newspaper articles) OR present the findings of an article from the Journal of Marketing. Both require a maximum two page summary write-up with a list of sources used submitted prior to class presentation. Please attach a copy of your sources used and power point slides to the end of your write-up. Grading will be based on the following Marketing Presentation Evaluation Criteria.

Late presentations will be deducted 5 points for each class period late. Also, if the presentation is not presented in class, the grade is ZERO.

50 Point Marketing Presentation Evaluation Criteria
(Score: 1=poor, 5=excellent)

1. Appropriate Marketing Topic ______5______
2. Comprehensive, covered all situations ______10______
3. Quality of the material contents ______10______
4. Depth of the material presented ______10______
5. Supporting material reference sources ______5______
6. Exclusion of irrelevant material ______5______
7. Presentation Structure Flow ______5______
8. Presentation Structure Logic ______10______
9. Well organized ______5______
10. Overall quality of the presentation ______10______

Total: ____75______
Marketing PLAN

MKTG 3010-001 – Principles of Marketing
Spring Term, 2016
3.0 Credit Hours, Room 125

Date:________________              Student:__________________________________

Marketing Plan – Using the Marketing Plan Exercise assignments at the end of each chapter, build a personal marketing plan for yourself or a (proposed) start-up company of your choice. Grading will be based on the following Marketing Plan Evaluation Criteria.

Late presentations will be deducted 5 points for each class period late.

100 Point Marketing Plan Evaluation Criteria
(Score: 1=poor, 5=excellent)

1. Chapter 1  Marketing Importance _____5____
2. Chapter 2  Strategic Marketing Planning _____5____
3. Chapter 3  Analyzing the Environment _____5____
4. Chapter 4  Market Research _____5____
5. Chapter 5  Knowing the Customer _____5____
6. Chapter 6  Developing the Product _____5____
7. Chapter 7  Segmenting, Targeting, and Position _____5____
8. Chapter 8  Promotional Strategies _____5____
9. Chapter 9  Supply Chain & Logistic _____5____
10. Chapter 10 Pricing _____5____
11. Chapter 11 Building Successful Brands _____5____
12. Chapter 12 Customer Relationships _____5____
13. Chapter 13 Social Responsibility & Sustainability _____5____
14. Chapter 14 Measuring Marketing Performance _____5____
15. Formatting _____5____
16. Comprehensive, covered all conditions  ____5____
17. Personal Reflection of the Assignment  ____10____
18. Overall Quality Impression  ____10____

Total  ____100____