Course Syllabus
MKTG 3010-002 – Principles of Marketing
Spring 2016
3 Credit Hours
Instructor: Anna Michael, MBA,
FCBE Marketing & Communications Manager

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URL: http://www.memphis.edu/mscm/faculty/mmichael2.php
Office Hours: Mondays & Wednesdays: 2:05-3:05 p.m., and by appointment

Course Overview
This course in an introduction to the basic concepts used in the practice of marketing. Students completing this course will have an understanding of these concepts as well as a familiarity with their application in business practice. As a full-time marketing professional, I will leverage my “real-time” work experience throughout the course to support students in developing a working knowledge of Marketing and its relevance in the business world.

Pre-Requisites/Co-Requisites:
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 online catalog at www.memphis.edu/ugcatalog.

Required Text:

Location of Course Materials:
All of the PowerPoint slides pertaining to the lectures can be downloaded from eCourseware.

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.

Fogelman College: Learning Outcomes for Your Degree
Bachelor of Business Administration:
http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf

Grading and Evaluation Criteria

Grading Scale
A = 90% and above
B = 80% - 89.4%
C = 70% - 79.4%
D = 60% - 69.4%
F = Under 60%

I reserve the right to curve the final grade structure so that students may benefit. Grade adjustments MAY be considered for students on the cusp of a letter grade based on the students’ engagement and work quality throughout the semester.

Final Course Grades
Your performance will be based on the following criteria:

Exam 1: 20%
Exam 2: 20%
Exam 3: 20%
Homework Assignments (4 @ 5% each): 20%
Making Marketing Real (2 @ 5% each): 10%
Class Participation/Attendance: 10%
Final Exam: 20%
You will notice that the above percentages equal 120%. A total of four exams (including the final) will be administered throughout the semester, but only your highest three test scores will be used to compute your final average. If you are happy with your first three scores you may skip the final and use this as your “dropped” grade. You will be required to take the final exam if you do not have an overall class average of at least an A or B.

List of Formal Assessed Activities

Exams:
Three required exams and an optional final will be given. All exams will be administered in-class. Exams will cover material from the textbook, PowerPoint slides, in-class notes, discussions, and other supplementary materials. I will provide a study guide prior to each exam. The study guides will be handed out in class. You must be present to receive them. I will not email them to students (unless due to dire circumstances). No make-up exams will be administered. If you miss an exam, it will count towards your “dropped” grade.

NO phones or electronic devices will be permitted during any test. If you are discovered using electronic devices (or doing any other type of elicit behavior) during an exam period your test will be confiscated and you will receive an immediate zero. You will also not be permitted to wear hats during exams. Bottom line – DO NOT CHEAT!

Care will be given during the preparation of exams to avoid typographical and other errors. However, mistakes do happen, and the instructor may choose to exclude any questions that may contain inadvertent errors. This is dependent solely on the discretion of the instructor.

Homework Assignments (20% of your grade):
Four individual assignments will be due throughout the semester. Please review the homework assignment sheet (on the content page of eCourseware) for additional details regarding the assignments. All four homework assignments should be turned in on eCourseware via the Dropbox before 12:40 p.m. of the due date. You may also bring a printed hard-copy to class, but you MUST have submitted your homework on the course Web site in order to receive credit. These assignments will be graded for the quality of ideas, grammar, and overall thoroughness. They are to be completed ALONE. Late assignments will not be accepted. They can, however, be turned in early. Please refer to the course schedule for specific due dates.

Making Marketing Real (MMR) (10% of your grade):
Marketing is not simply a list of terms or a compilation of theories. As we cover concepts in class, you will be able to recognize “concepts in action.” Your two MMR assignments over the course of the semester will require you to find a current news article from the business press that represent distinct and different Marketing concepts that we have discussed throughout class. You must pick an article that has been published in the last six months. Your written reports will define the highlighted concepts and explain how the concepts were applied into a real business situation. Please identify 3-4 distinct marketing concepts that relate to your chosen article. The marketing concepts should be clearly identified as section headers throughout your paper. You should follow the appropriate format:

* Opening Paragraph (summary of your article)
* Concept 1 (paragraph defining your concept and explain how it pertains to your chosen article)
* Concept 2 (““)
* Concept 3 (““)
* Concept 4 (optional ““)
* Conclusion
Please copy and paste the article or include its corresponding link to your analysis. Your write-up should be a minimum of two pages and a maximum of five pages. The MMR assignments should be turned in on eCourseware via the Dropbox before 12:40 p.m. of the due date. You may also bring a printed hard-copy to class, but you MUST have submitted your article on the course Web site in order to receive credit. These assignments will be graded for the quality of ideas, grammar, and overall thoroughness. They are to be completed ALONE. Late assignments will not be accepted. They can, however, be turned in early. Please refer to the course schedule for specific due dates.

Class Contribution/ Discussion (10% of your grade):
As stated previously in this syllabus, class attendance and engagement will account for a portion of your overall grade. I will randomly assign projects, discussion questions, quizzes, etc. throughout the course of the semester. If you are present and your work is of substantial quality, you will receive high marks. These assignments cannot be made-up. While attendance is not mandatory, coming to class will improve this portion of your final grade and also help make this a meaningful class for you.

Schedule of Activities:
See the last sheet of the syllabus for our tentative semester schedule.

Final Exam Schedule:
The final exam for this class will be scheduled according to the Registrar’s academic calendar website. Our final exam will be held on Wednesday, May 4th from 10:00 a.m. – noon.

Course Policies

E-mail:
Email is the best way to get in contact with me, but please DO NOT use the email listed in eCourseware (I never check it). I am on campus Monday – Friday, however, I am often in meetings. Please email, Anna.Michael@memphis.edu. I will try to respond to your email within 24 hours Monday – Friday. It may take a little longer for me to respond on the weekends. (If you have questions regarding an assignment or an exam due the next day, please try to email me in advance so that I have time to get back to you.)

Attendance & In-class Decorum:
Attendance is very important for this class and 10% of your grade will be based on the level and quality in which you participate. I will not take a daily attendance, but I will sporadically give in class assignments that will directly affect your overall grade. If you are absent you will not be able to make up these assignments. We will also participate in random group activities during the class period. The level of enthusiasm in which you participate in these activities and discussion will impact your grade as well.

Of course, on occasion, you may have a conflict and be unable to attend class, will need to be tardy and/or leave early. If you know you will not be able to attend class, please email me prior. While you will not be able to make up in-class activities, this will not dramatically reduce your overall grade (assuming this is not a frequent occurrence). If you must leave early please tell me before class, sit near the door, and then leave quietly. If you continuously come to class late it will reduce your final score. During class periods I expect you to conduct yourself in a professional manner. Please make sure your cell phones are on silent and put away.
Furthermore, I do not tolerate side discussions or disruptive behavior in class. If you are blatantly not paying attention (on your cell phones, computer, etc.) or are otherwise disrupting class (whether distracting other students or myself) you will not receive credit for attending class on that particular date. If this is a reoccurring problem, it can drastically reduce your final average.

**Academic Integrity:**
Cheating, plagiarism, or any student misconduct is not allowed. Any student caught cheating will receive a zero for the assigned work. 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. See these policies at [http://www.memphis.edu/studentconduct/misconduct.htm](http://www.memphis.edu/studentconduct/misconduct.htm). You may also review Fogelman’s Academic Integrity page for additional clarification about our policies. You may access this page here, [http://www.memphis.edu/fcbe/students/integrity.php](http://www.memphis.edu/fcbe/students/integrity.php). (“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.”)

All of your written work will need to be done in Microsoft Office and submitted through the Dropbox on eCourseware. These assignments will be analyzed with plagiarism software prior to grading. Therefore, make sure rewrite ideas in your own words or give proper citation for others’ work.

Cheating is disrespectful to all parties involved and I take it very seriously. I expect you to conduct yourselves as honest professionals with sound moral character.

**Late Assignments:**
Many reasons are given for late work (e.g. flat tires, printer problems, illness, oversleeping, etc.). However, all work must be turned in ON TIME in order to receive full credit. Plan and schedule your time and have back-up systems in place so you can complete your work by the deadlines. Meeting deadlines is critical to success in business. I suggest you begin now to develop good work habits. In the case of truly extenuating circumstances, please let me know as soon as possible!

**Extra Credit:**
NO extra credit opportunities will be offered throughout the semester.

**Inclement Weather:**
In the rare case of inclement weather, I will send an email and/or post a message on eCourseware if class will be cancelled. Unless you receive written notification from me, please assume that class will proceed as usual.

**Syllabus Changes:**
A detailed class schedule is posted online and as an appendix to this course syllabus. I reserve the right to make changes to the schedule as necessary. It is your responsibility to keep up with these changes as well as any content you might have missed.
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
The Complete Professional Program

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<th>Educated</th>
<th>Ethical</th>
<th>Polished</th>
<th>Healthy</th>
<th>Community-Oriented</th>
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Successful completion of your academic program is an essential component of your future career path. By completing the requirements of this course, you will have made a significant investment in your career. In addition, be sure to invest in your professional development by taking part in “The Complete Professional Program,” sponsored by the Avron B. Fogelman Professional Development Center. This program is available exclusively to business majors and will help you make a smooth transition into the work world.

FOR MORE INFORMATION, TEXT “PRO” TO 31996, visit memphis.edu/professional or come see us in Room 274.
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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
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<tbody>
<tr>
<td>W 20-Jan</td>
<td>Course Introduction</td>
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<tr>
<td>M 25-Jan</td>
<td>Overview of Marketing</td>
<td>Chapter 1</td>
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<tr>
<td>W 27-Jan</td>
<td>Strategic Planning</td>
<td>Chapter 2</td>
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<td>M 1-Feb</td>
<td>Ethics &amp; Social Responsibility</td>
<td>Chapter 3</td>
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<td>W 3-Feb</td>
<td>MKTG Environments &amp; Global Vision</td>
<td>Chapter 4</td>
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<td>M 8-Feb</td>
<td>Global Vision</td>
<td>Chapter 5</td>
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<td>W 10-Feb</td>
<td><strong>EXAM 1</strong></td>
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<tr>
<td>M 15-Feb</td>
<td>Consumer Decision Making</td>
<td>Chapter 6</td>
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<tr>
<td>W 17-Feb</td>
<td>Consumer Decision Making</td>
<td>Chapter 6</td>
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<tr>
<td>M 22-Feb</td>
<td>Business Marketing</td>
<td>Chapter 7</td>
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<td>W 24-Feb</td>
<td>Segmenting &amp; Target Markets</td>
<td>Chapter 8</td>
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<tr>
<td>M 29-Feb</td>
<td>Product Concepts &amp; New Products</td>
<td>Chapters 10 &amp; 11</td>
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<td>W 2-Mar</td>
<td><strong>EXAM 2</strong></td>
<td><strong>HW 2 DUE</strong></td>
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<td>M 7-Mar</td>
<td><strong>SPRING BREAK</strong></td>
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<td>W 9-Mar</td>
<td><strong>SPRING BREAK</strong></td>
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<td>M 14-Mar</td>
<td><em>Marketing Yourself Guest Speaker</em></td>
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<td>W 16-Mar</td>
<td>Services &amp; Nonprofits</td>
<td>Chapter 12</td>
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<td>M 21-Mar</td>
<td>Market Channels &amp; Retailing</td>
<td>Chapter 14</td>
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<tr>
<td>W 23-Mar</td>
<td>Market Channels &amp; Retailing</td>
<td>Chapter 14</td>
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<td>M 28-Mar</td>
<td>Marketing Communications</td>
<td>Chapter 15</td>
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<td>W 30-Mar</td>
<td>Adv., PR &amp; Sales Promotions</td>
<td>Chapter 16</td>
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<tr>
<td>M 4-Apr</td>
<td>Adv., PR &amp; Sales Promotions</td>
<td>Chapter 16</td>
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<td>W 6-Apr</td>
<td><strong>EXAM 3</strong></td>
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<td>M 11-Apr</td>
<td>Personal Selling</td>
<td>Chapter 17</td>
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<td>W 13-Apr</td>
<td>Personal Selling</td>
<td>Chapter 17</td>
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<tr>
<td>M 18-Apr</td>
<td>Social Media &amp; Marketing</td>
<td>Chapter 18</td>
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<td>W 20-Apr</td>
<td><em>Social Media Guest Speaker</em></td>
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<td>M 25-Apr</td>
<td>Pricing Concepts</td>
<td>Chapter 19</td>
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<td>W 27-Apr</td>
<td>Creativity Workshop Day</td>
<td><strong>MMR 2 DUE</strong></td>
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<td>W 4-May</td>
<td><strong>FINAL EXAM (8:00 a.m. - Noon)</strong></td>
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(This schedule is subject to change. Any changes will be announced in class.)