Course Syllabus
Principles of Marketing Spring 2016
MKTG 3010 – 003: T/R 8:00am – 9:25am
3 Credit Hours

(Instructor: Dr. Tracy Cosenza)
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Office Hours: T 9:30-10:30pm; R 1:35-2:35pm; and by appointment

Course Overview

In 2007 the American Marketing Association defined Marketing as: Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

This course is designed to enable us to discuss the language, functions, and applications of marketing in a changing international and increasingly social business environment. Specifically, we will examine how an organization can make marketing decisions to effectively target and position their products to a specific customer group in order to achieve organizational objectives.

Catalog 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

You must have a 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 Texts (and Related Materials)


ISBN 978-0-07-786109 – This is the ISBN for the hardcover. You may buy/rent the book in any format you choose.

You are responsible for the content in the text whether or not we specifically discuss the material in class. I expect that you will read the assigned material before attending class for the chapter topic(s).

Recommended Related Materials

LearnSmart access for this text by McGraw Hill (6 months, $25):
http://www.mheducation.com/highered/product.1259115372.html
Wall Street Journal and other business publications on/offline.

Location of Course Materials

This course will be managed through the MKTG 3010 ecourseware website at: https://elearn.memphis.edu. You will be required to utilize this website to obtain and submit course materials, confer with other students in the class, and check your own grades, etc. [If you have any problems using the site, please call the 24 hour helpdesk at 678-8888].

Course Objectives: (In parens is how I will measure your achieving this objective)

At the conclusion of this course, you will be able to...

Feel confident in communicating and interacting with marketing professionals by using contemporary marketing vocabulary. (MC testing/quizzes, MMR)

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)

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)

Identify unethical marketing activities and their consequences on others and the environment. (MC testing/quizzes, Ethics Challenge)

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, out of class activity/in class discussion)

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)

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, case examples/videos/discussion)

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

- [http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf](http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf)

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Grading and Evaluation Criteria

This section of the syllabus describes the assessed work which is the basis for how your overall (final) letter grades will be computed.

Final Course Grade

This course is NOT +/- and the scale is:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
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<tbody>
<tr>
<td>900 - 1000*</td>
<td>A</td>
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<tr>
<td>800 - 899*</td>
<td>B</td>
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<tr>
<td>700 - 799*</td>
<td>C</td>
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<tr>
<td>600 - 699*</td>
<td>D</td>
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<tr>
<td>Below 600*</td>
<td>F</td>
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</tbody>
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*I don’t give grades – I do math. Your final grade must fall within a range to receive that grade. The best time to worry about your grade is at the beginning of the semester.

Summary of Graded Activities:

Your final grade will be determined on the following basis (using a denominator of 1000 pts). Each aspect of your grade will be detailed on the following pages:

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total Points</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>150</td>
</tr>
<tr>
<td>Exam 2</td>
<td>150</td>
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<tr>
<td>Exam 3</td>
<td>150</td>
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<tr>
<td>Exam 4</td>
<td>150</td>
</tr>
<tr>
<td>Exam 5 – Makeup/Substitute exam, comprehensive</td>
<td>(150)</td>
</tr>
<tr>
<td>MMRs (2 @ 50)</td>
<td>100</td>
</tr>
<tr>
<td>Marketing Mix Plan – Pasqualina Pizza Case</td>
<td>100</td>
</tr>
<tr>
<td>Quizzes - online</td>
<td>100</td>
</tr>
<tr>
<td>In-class Contribution</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
</tr>
</tbody>
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Course Topics

Unit 1: Marketing in the 21st Century
Unit 2: Understanding your Customer
Unit 3: Reaching your Customer
Unit 4: Responding to your Customer
List of Formal Assessed Activities

Exams (60% of your grade)

All exams will be M.C. questions utilizing Scantron (bring a #2 pencil). Given the nature of the course, exams will be cumulative (building blocks) but not necessarily comprehensive. Absolutely no cell phones or other electronic devices will be permitted during exam. On Exam 3 (which includes Pricing Math) you may bring a calculator. You may not use the calculator on your phone. You must enter the class within the first 10 minutes of the class to take the exam.

If for some reason the University is officially closed on a scheduled exam day or a day that an assignment is due, the scheduled item will automatically take place at the next class meeting.

There is one (1) make-up exam. You may also use this exam to replace an exam during the semester, meaning if you are absent for an exam the make-up will replace the (0). If you miss 2 exams, you will still only receive opportunity for one (1) exam substitution without approval from the department chair.

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 (2) MMR assignments over the course of the semester will require you to find a current article from the business press that represents distinct and different marketing concepts that we have discussed throughout class. Your written report will define the highlighted concepts and explain how the concepts were applied to a real business situation described in the article. These are individual assignments – as in, no help from another person. The MMR will be turned in via the Dropbox by 4pm on the due date. Late assignments WILL NOT be accepted, but please feel free to turn them in early. Refer to the uploaded MMR document for specific instructions and Summary Calendar for due dates.

Marketing Mix Plan [MMP] (10% of your grade)

In order to “put together” all of the aspects that we will study in the class model, you will complete a brief Marketing Mix Plan for a fictitious company, “Pasqualina Frozen Foods Company” [PFFC]. In this exercise, you will need to start with a description of your target market and then be sure to match the product correctly using the decision variables we study in class. The instructions for this project are located on ecourseware. To be completed correctly, you should be thinking about each section as we cover it in class. However, wait to synthesize what you learn until we finish the variables. They all work together.

The due date is 4:00pm on April 19th to the drop box. No late papers will be accepted and the drop box will be closed at that time. Please see sections below pertaining to drop box.

Ask your questions early. I will not answer questions about the project after 14 April.

Quizzes (10% of your grade)

Quizzes will be assigned to cover unit reading assignments. There will be 1 chapter covered on each quiz with 14 quizzes total. You are expected to take all 14 quizzes. Quizzes are administered online via the McGraw Hill website (see instructions for setting up account on ecourseware), thus, they are open book. You will have multiple attempts for each quiz and you must take the quiz until you receive a 100%. I will give no partial credit for the semester. You either complete all quizzes correctly for 100% or you will receive a "0". All quizzes for all chapters will open on the first day of class, January 19th. All quizzes will close on April 21st, 8am, EST. The intended objective is to help you learn the material in preparation for exams – not waiting until the last minute. If you wait, don’t be surprised if the McGraw Hill website is sluggish or non-responsive with high traffic. I will not give extra time for technical issues – you have all semester.
In-class Contribution (10% of your grade)

Class engagement will account for a portion of your overall grade. I will randomly have in-class activities 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 — meaning, you must attend class on the day of contribution to receive credit. 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

A summary schedule is posted online under “Getting Started.” I reserve the right to alter the schedule as may become necessary during the semester. I will notify you via class announcement or email, but it is ultimately your responsibility to keep up with these changes.

Course Policies

Professor’s Expectations for the Classroom

Our time together will be in lecture format. In general, it is your responsibility to stay engaged in the lecture. Don’t be surprised if you are called upon for your insights!

The usual things apply here – arrive on time, don’t do anything to distract those around you, etc. If you want to bring coffee or water with you, by all means do. Don’t spill it!

Use of Digital Technology – No Technology Permitted – TAKE NOTES

Please act like you are on an airplane and power down and stow all of your personal electronic devices during class time.

You won’t need your laptop to view slides. All class materials (slides, etc.) will be available for you to print (I suggest three to a page with lines for note-taking) or review well in advance of class. There is a great deal of recent research which shows that students who use laptops during class actually perform worse than those who take notes using pen and paper.

As far as cell phones, if there’s an important reason why you need to check your phone (work texting, sick child) please see me at the start of class to let me know that you’ve got a legitimate need to check your phone. Just to clarify – check means look at your phone and read a text message. If you need to reply, please leave the room.

E-mail

All students are required to maintain and access their University of Memphis (@memphis.edu) email account AND CHECK IT DAILY. You will receive all official course correspondence (individual or group notification) at this email account. If you do not check your .edu account consistently, bounce it to your preferred account. Any inability to receive incoming mail in a timely fashion (e.g., not regularly checking your email, having a “full mailbox” condition etc.) is the student’s responsibility.

DO NOT use the email link in eCourseware to correspond with me. Emails delivered via elearn do not allow me to respond to you on my digital devices, thus, I never check it. Email me directly at the above noted account. I will make every effort to respond to your emails on the same day provided you have contacted me at a reasonable hour.

Do not email me questions that can easily be answered by reading the syllabus, i.e., what chapters are on the exam? can I have extra credit? when is the MMR due? Please check the syllabus and other posted documents and publications first for this type of information! Be warned, I will not answer these emails.
Interaction with Instructor
If you cannot make my office hours, I will be delighted to set up an appointment to meet with you at a mutually convenient time. See me before or after class or e-mail me to make an appointment. Please note that due to other commitments I cannot guarantee that I will be able to spend time with you if you just “drop by” my office. Remember, if you are having a problem with the material or with an assignment, etc. it’s best to discuss this with me before it’s too late to do anything about it, particularly if you have an accommodation.

Attendance
Attendance is both expected and considered necessary to adequately complete the course. You are responsible for all material covered in class or assigned, regardless of the reason for absence. Class discussion will be based on the assumption that you have read all assigned material prior to attending the session in which it is discussed.

For students receiving federal student loans, any lack of engagement in the course may be treated as non-attendance and potentially impact access to student loans in the future. I take attendance on most days.

Late Assignments
Don’t go there. Seriously. Don’t. All of you are far enough along in your college careers and close enough to your professional careers to know that work needs to be complete and submitted on time. If there’s a deadline, it’s due. Dropbox will close at the deadline. All project instructions are listed on eCourseware as individual documents at the beginning of the semester and due dates are listed on the class schedule loaded on eCourseware. Don’t ask for an exception, plan accordingly and treat this as you would any professional obligation.

Extra Credit
Interestingly enough, it’s often the same students who couldn’t get their work in on time that are most interested in extra credit. Same rules for late assignments apply here. No individual extra credit assignments will be given to anyone.

Academic Integrity
Cheating, Plagiarism, or Student Misconduct

It won’t be tolerated. If you need clarification, refer to your Student Handbook in the academic misconduct section of the Code of Student Conduct and Disciplinary Procedures. If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman page on academic integrity: http://www.memphis.edu/fcbe/integrity/. [Note: using a “Solutions Manual” or “Test Bank” is considered cheating. Should I have evidence that using a “Test Bank” has occurred, I may take steps as described on the campus’ Office of Student Conduct website.]

Drop Box Submissions
Assignments (MMRs and MPE) are submitted via eCourseware Drop box. If you have a problem submitting via Dropbox, call the tech people at 678-8888. Do not wait until the last minute to submit your assignment. I will not accept a late assignment even if a technical problem causes you to miss the deadline. Your written work submitted via Dropbox will be submitted to Turnitin.com or similar electronic detection method for an evaluation of the originality of your work (plagiarism). By submitting your assignment through eCourseware, you agree that your assignments will go through this review process.

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

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**Additional GOOD Stuff**

**Center for Writing and Communication**

The Center for Writing and Communication (CWC) is a combined writing and speaking center that provides free, one-on-one and group tutorials to students working on writing and presentation assignments. Located on the first floor of McWherter Library, the CWC can assist you at any stage of the writing/presentation process including brainstorming ideas, revising initial drafts, and developing editing strategies. Whether you are working on a paper, speech, or another type of composition, the CWC’s trained consultants are ready to assist you while preserving the integrity of your work. The CWC is open Monday-Thursday, 9:00-5:00, and Friday, 9:00-noon. Visit the CWC website ([www.memphis.edu/cwc](http://www.memphis.edu/cwc)) for more information and to schedule an appointment. Walk-in appointments are also welcome. Direct questions to: Will Duffy by emailing cwc@memphis.edu

**THE PROFESSIONAL DEVELOPMENT CENTER** - [http://www.memphis.edu/professional/](http://www.memphis.edu/professional/)

The Complete Professional Program has an entire semester of events to help you get the job you want. Deadlines are firm, so don’t delay in securing your spot for career boosters.

If you successfully complete four of the five required core modules, you will receive The Complete Professional Program Certificate, our program lapel pin, and a set of business cards. Employers value this certificate and know that you have invested in learning about the important skills that will help you succeed in today’s business world.

Our Professional Development Program includes:

- **Accounting Careers of Tomorrow**
- **Against All Odds Luncheon**
- **Business Etiquette**
- **Fogelman Fit**
- **Fogelman Serves**
- **Futures in Finance**
- **Moving into Management**
- **Professionalism First!**
- **Technology Careers In Business** (New for Fall 2014)
- **Toastmasters**
- **Women in Action**
- **4Cs Lecture Series—Communication, Creativity, Critical Thinking, and Emotional Control** (offered during regular classes)
- **Know Good—Do Good—Thrive** (offered during selected core classes)

All FCBE students receive the last two components as part of our regular curriculum within Management, MIS, and Marketing core courses.
To receive the Complete Professional Program Certificate, you must register for and complete 4 of the five core training modules below:

- Dining Etiquette
- Fogelman Fit
- Fogelman Serves
- Professionalism First!
- Toastmasters