MGMT 3010-501 – Principles of Marketing
SPRING 2016
3 Credit Hours

Last updated: 1/18/2016

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Office Hours: By Appointment

Course Overview
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.

Recommended Texts (and Related Materials):
MKTG 9, 9th Edition
Charles W. Lamb; Joe F. Hair; Carl McDaniel

Location of Course Materials:
Course Web Site/ eCourseware: All course content files and tests can be found in eCourseware by logging into this course at https://elearn.memphis.edu within the Marketing 3010-501 section.

You are expected to check the course web site for announcements, assignments and grades. You will be required to utilize this website to obtain power point presentations, quizzes, supplemental reading materials, submit written assignments, contact other students in the class and participate. You must be adept at using eLearn in this course. This includes having access to a computer throughout the semester. If you are having any technical problems please call the 24 hour helpdesk at 901-678-8888.
Learning Objectives:
This course provides an understanding of the discipline of marketing and opportunity to apply marketing principles in business situations. Students will study the language of marketing and understand how marketing plays a key role in enabling organizations to sustain a competitive advantage and deliver profitable revenue streams through customer satisfaction.

Learning Tools:
This course utilizes a variety of learning tools including the text, powerpoint presentations, exams, discussions, videos, case studies and experiential assignments. Each student is expected to actively engage in class activities and assignments. Each student will also be asked to contribute as a member of a team tasked with developing a marketing plan as the final term project.

In general, you will learn:
- The role of marketing in the success of organizations
- Factors involved in consumer decision making
- Market segmentation, target marketing, and positioning
- The impact of external factors on marketing practices (ethical, legal, social, environmental, economic, technological)
- The key components of product/service marketing strategy (price, distribution, presentation, personnel & customer service, promotion/advertising/public relations)
- Supply chain management
- The importance of market research and decision support systems in developing marketing strategy
- Customer relationship marketing and social media communication

In addition, you will increase your ability to:
- Think critically and analyze information applying marketing principles and tactics
- Communicate clearly and improve business writing skills
- Develop self-management skills including the ability to provide high quality deliverables on time

Fogelman College: Learning Outcomes
The Fogelman College of Business & Economics is accredited by AACSB (The Association to Advance Collegiate Schools of Business). As such, we are required to adhere to stated learning outcomes for our students. Learning outcomes for the BBA degree are reinforced in this class where relevant, and can be found at this link: http://www.fcbeassessment.net/LearningOutcomes/BBADegreeLearningOutcomes.pdf
Course Methodology

Classroom (Face-to-Face): In this course, students are expected to attend class for in-class activities and discussions. Class participation and discussion is strongly encouraged and adds to everyone’s learning experience. Instructor lectures, guest lecturers, student-lead discussion, and multi-media clips may also be a part of course methodology.

Course Topics

<table>
<thead>
<tr>
<th>The World of Marketing</th>
<th>Developing &amp; Managing Products</th>
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<tbody>
<tr>
<td>Strategic Planning</td>
<td>Services &amp; Nonprofit Organization Marketing</td>
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<tr>
<td>Ethics &amp; Social Responsibility</td>
<td>Supply Chain Management</td>
</tr>
<tr>
<td>The Marketing Environment</td>
<td>Marketing Channels</td>
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<tr>
<td>Developing a Global Vision</td>
<td>Retailing</td>
</tr>
<tr>
<td>Consumer Decision Making</td>
<td>Marketing Communications</td>
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<tr>
<td>Business Marketing</td>
<td>Advertising, Public Relations, &amp; Sales Promotion</td>
</tr>
<tr>
<td>Segmentation &amp; Targeting Markets</td>
<td>Personal Selling &amp; Sales Management</td>
</tr>
<tr>
<td>Marketing Research</td>
<td>Social Media &amp; Marketing</td>
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<tr>
<td>Product Concepts</td>
<td>Pricing Concepts</td>
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<td></td>
<td>Setting the Right Price</td>
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</tbody>
</table>

Professor’s Expectations

In general, students should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course and actively participating in all online or face-to-face discussions. Student responsibilities include regular attendance, keeping up with deadlines through the course schedule in syllabus, carefully reading syllabus, assignment and course content, and promptly communicating with instructor for clarification on any course or personal matter. All student assignments should be carefully proofread by student for ensuring proper grammar, sentence structure, and accurate punctuation. If necessary, students should utilize free tutoring and writing help available through the University and completed well in advance of assignment due dates. Students are expected to adhere to the University’s Code of Student Rights and Responsibilities found in [http://www.memphis.edu/studentconduct/studenthandbook.htm](http://www.memphis.edu/studentconduct/studenthandbook.htm) and the Fogelman College of Business & Economics Standards for Academic Integrity [http://www.memphis.edu/fcbe/integrity/index.php](http://www.memphis.edu/fcbe/integrity/index.php). Cheating/Unethical acts/plagiarism/dishonest behavior of any form will NOT be tolerated by the Instructor.

Student’s Expectations

In my role as your instructor, there are certain things you can expect from me including: well-organized and engaging learning experience, response to emails within two (2) business days, and feedback on all work submitted within two weeks.
Guidelines For Communication
Instructor Contact: Please use imnchols@memphis.edu email as the primary means of contact outside of the classroom. If you wish to meet, please first email to set up a meeting either by phone. Face-to-face meetings are during office hours and are by appointment only.

I will make every attempt to respond to email inquiries within 24 hours during the work week. Students will be notified when the Instructor is not available to meet the stated response time through class meeting, email, and in eCourseware news postings.

Email Guidelines
• Always include a subject line with specific concise topic and “3010-501”
• Remember without facial expressions, some comments may be taken the wrong way, thus, be careful of your words and tone
• Use standard fonts
• Do not send large attachments without permission
• Special formatting such as centering, audio messages, tables, html, etc. should be avoided
• Use proper and correct grammar, spelling, and sentence format
• Provide your full name in the close of the message!
• Students must use their UM email account

Discussion Groups Guidelines
• Review the discussion threads thoroughly before entering the discussion
• Try to maintain threads by using the “Reply” button rather than starting a new topic
• Be respectful of others by not making insulting or inflammatory statements
• Be cooperative with group leaders in completing assigned tasks
• Be positive, thoughtful, original, and constructive in-group discussions
• Respond to discussion assignments in a timely manner

Technology and Software Requirements
• The minimum hardware requirements for eCourseware compatibility can be found at http://www.memphis.edu/univcoll/online/technical.php
• Students MUST have access to high speed Internet that is readily available.
• The software requirements are Microsoft Office Word, Adobe Acrobat Reader, and Microsoft PowerPoint. No other word processing software will be accepted. If you don’t have MS Word, then you can use free software from Microsoft’s OneDrive or save your documents as a rich text file (rtf).
• Students are strongly encouraged to backup their electronic files with the use of an 8MB or larger USB Flash Drive and a cloud storage website, such as UMDrive, Dropbox, or Google Drive.

Technical Support
For technical difficulties with eCourseware, first use the UMhelpdesk by filling out a form at: http://umhelpdesk.memphis.edu or calling 901.678.8888.

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Grading and Evaluation Criteria

The final grade will be determined by the number of points earned on examinations, class assignments, and written assignments. The total points earned will be divided by the total points possible for a final percentage.

Grading Scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90 - 100%</td>
</tr>
<tr>
<td>B</td>
<td>80 - 89%</td>
</tr>
<tr>
<td>C</td>
<td>70 - 79%</td>
</tr>
<tr>
<td>D</td>
<td>60 - 69%</td>
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</tbody>
</table>

Grades will be posted in eCourseware and a final grade posted in MyMemphis portal. You should also keep an accurate record of your progress throughout the course.

Assessed Activities
Points earned on the assessed activities will be distributed as follows:

<table>
<thead>
<tr>
<th>Activities</th>
<th>Total Points</th>
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<tbody>
<tr>
<td>Tests: 4 @ 25 points each</td>
<td>100</td>
</tr>
<tr>
<td>Marketing Plan Project (Written Plan)</td>
<td>90</td>
</tr>
<tr>
<td>Marketing Plan Project (Plan Presentation)</td>
<td>90</td>
</tr>
<tr>
<td>Class Attendance &amp; Participation</td>
<td>20</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>300</strong></td>
</tr>
</tbody>
</table>

Schedule of Activities
Course assignments, activities, tests, and due dates are listed in the course schedule location of the “Getting Started” module within eCourseware.

Final Exam Schedule
The final exam is to be taken within eCourseware in the “Quizzes” location. Please note that the final exam for this course is optional and if taken, will replace the lowest test grade, if the final exam grade is higher. Please see course schedule located in the “Getting Started” module within eCourseware for date window in which it should be taken.
Course Policies

Adding/Dropping
Please see the registrar’s website for policies and dates for adding or dropping a class
http://www.memphis.edu/registrar/calendars/

Attendance
Campus classes: attendance is expected and will be recorded. Respect for the Instructor and
class members is required thus, class disruption either by arriving late or leaving early will NOT
be tolerated. Excessively disruptive students will be expelled from the class. See UM Code of
Student Rights and Responsibilities http://saweb.memphis.edu/judicialaffairs/

Course Absence
NO PROVISION IS MADE FOR MAKING UP ASSIGNMENTS OR QUIZZES except for
University-approved reasons (University-sponsored trips, athletic events, or conferences) or for
exceptional reasons approved by the Instructor. Those students who have extracurricular
arrangements that will conflict with the course MUST make arrangements with the Instructor
in advance before due dates of assignments and quizzes. Additionally, personal or work
commitment conflicts are not excused absences. Please contact your Instructor immediately
should you have unexpected situations arise. Attendance reporting will be submitted to the
University after the first two weeks of class.

Academic Integrity
Students are expected to recognize and uphold standards of intellectual and academic integrity
as set forth in the University of Memphis Code of Student Rights and Responsibilities. See:
http://saweb.memphis.edu/judicialaffairs/. Academic dishonesty of any sort will not be
tolerated. Your Instructor will adhere to the University policies related to academic dishonesty.
Dishonest acts related to academic work, include but are not limited to; using another student’s
work as your own, plagiarizing, obtaining aid on quizzes, taking quizzes for others, having
another person take your quizzes, having unauthorized knowledge of quiz content, doing work
for another student, falsification, and multiple submissions. If plagiarism occurs, the student, at
minimum, may be subject to failure of the assignment and/or course. Further action could be
taken, up to and including expulsion from the University. Plagiarism is the “intentional use of
someone else’s exact words without quotation marks and appropriate credit or the use of
someone else’s unique ideas without acknowledgment,” (Alred, G. et al. (2011). Handbook of
Technical Writing. New York, NY: St. Martin’s Press.) See How to avoid plagiarism:
http://vl.rodp.org/cite.htm

Turnitin Statement: “Your written work may be submitted to http://www.Turnitin.com, or
a similar electronic detection method, for an evaluation of the originality of your ideas and
proper use and attribution of sources. As part of this process, you WILL be required to submit
your research work electronically and be given other instructions to follow. By taking this
course, you agree that all assignments may undergo this review process and that the assignment
may be included as a source document in Turnitin.com’s restricted access database solely for the
purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given by the Instructor may be penalized or may not be accepted at all.” (University of Memphis, Office of Legal Counsel, October 17, 2005)

Electronic Devices

_Laptops, electronic tablets, smartphones, and other Internet-ready electronic devices:_ The class will regularly participate in team activities and thus, students will benefit from the use of Internet-ready, electronic devices and are encouraged to utilize the devices in the course. _Respectful Class Conduct for Campus Classes:_ When in-class research activities are not being conducted, students are to maintain proper respect for the Instructor and class members by refraining from surfing the Web, texting, listening to video or music, or participating in other disruptive and non-related class activities on the Internet. Additionally, electronic phone devices should be put in the “silent” mode during class time. Leaving the classroom to accept phone calls is also unacceptable. Moreover, any student found playing games, listening to music, or surfing the Web on the electronic devices will be asked to stop and will be asked to leave the classroom, if the conduct continues. See UM policy: http://saweb.memphis.edu/judicialaffairs/.

Reporting Illness or Absence

Students must immediately notify the instructor by email when reporting an absence due to illness or in the case of another unexpected absence. Proper medical documentation will be expected in cases of illness-related absences. Other documentation will be expected in other non-medical related absences.

Inclement Weather

Due dates for assignment and test may be adjusted when inclement weather persists. An announcement will be made by email and posted within eCourseware news area.

Syllabus Changes

The Instructor reserves the right to adjust the course schedule and due dates when necessary and will announce any changes ahead of time through eCourseware News section, by email, and/or announced in class.

Minor Children

In order to protect minor children (under the age of 18), The University of Memphis has a policy (see http://policies.memphis.edu/UM1645.htm) that states that no minor child will be allowed on campus in the workplace, in the classroom, or on campus in unsupervised circumstances.

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