Course Syllabus
MKTG 3010 – M51 – Principles of Marketing
Spring 2016
3.0 Credit Hours

Instructor: Dr. George Deitz
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Office Hours: Mondays and Wednesdays, 3:00 to 4:30 PM or 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.

Pre-Requisites/Co-Requisites:
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 business courses. Also, 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) a 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).

Required Text and Course Materials:
Marketing by C. Shane Hunt and John E. Mello

You may find and purchase the book and Connect license through the University of Memphis bookstore. Alternatively, some students may wish to buy or rent a print edition of the text through alternative online sources. Note that MH Connect offers the option to access a digital version of the book.
To Purchase Online:
http://createwp.customer.mheducation.com/wordpress-mu/success-academy/how-to-buy-student-access-online/?tutorial=true

Students purchasing a digital access to the text can also order a loose leaf edition for home delivery for $15.

Connect Address for this Course:
http://connect.mheducation.com/class/g-deitz-principles-of-marketing-summer-ii-2016

Location of Course Materials:

Powerpoints, Connect links, discussions and other course materials or may be located on the course website, which is found through https://elearn.memphis.edu.

Course Objectives:

This course is an introduction to the basic concepts used in the practice of marketing. Students completing this course are expected to have an understanding of these concepts as well as a beginning familiarity with their application in business practice. Specifically, this course will focus on providing students with a thorough understanding of:

- The potential and importance of marketing activities for the success of any organization
- The role of marketing in defining business strategy
- The elements in the environment of a business organization that influence the conduct of marketing
- The functional components of marketing (i.e., product, pricing, promotion/communication, and supply chain management) and how to use them effectively
- The practices of targeting, segmentation, and customer relationship management
- The application of marketing principles to the marketing of services
- The role of marketing research and decision support systems in effective marketing
- The impact of the Internet on the effective practice of marketing

Students will attempt to put their understanding of these concepts to use through exams, group work, and class assignments. By completing these activities, students will have the opportunity to develop a basic, working knowledge of effective marketing concepts and their use in business, as well as begin to understand the importance of personal branding.

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:

Course Methodology:

This is an online class. While it will be mediated through the University of Memphis eLearn course website, you will need to be able to access other online resources throughout the semester. Unless you have reliable Internet access, you will find it difficult to succeed in the course.

Also, you NEED a book for this class! Do not try to get through by relying on PowerPoint slides or discussion board exchanges! If you do, I suspect you will most likely be disappointed in your grade at the end of the semester.

Students get the most out of their online courses if they stay engaged with the instructor and material on a regular basis throughout the semester. I have tried to structure the online course in such a way as to encourage your ongoing participation and involvement, but it will require some level of discipline on your part to make sure you don’t fall behind.

For this reason, we must strictly adhere to our due dates throughout the semester.

Grading and Evaluation Criteria

Your performance in this course will be evaluated using exams, homework assignments, a personal marketing plan, and course participation. Your accumulated points for the semester will determine your grade.

Tests will be timed, made up predominately of multiple choice questions and completed by students online.

Note that Personal Marketing Plans will be submitted through the course dropbox.

Please follow the proper submission procedures for each assignment. Unless otherwise specified, all written work should be in 12 point Times New Roman font with one inch margins. Proper grammar (i.e., spelling, capitalization, punctuation) is required. Outside sources should be cited appropriately.

Please note: All course requirements and grades listed are subject to change at the instructor’s discretion. While this is not a common event, outside circumstances and inadequate student performance/participation may occasionally call for such changes. Students will be notified well in advance if any changes to evaluation criteria are required.
Final Course Grades:

A total of 1000 points will be allocated over a variety of different activities during this class. Grades for this class will be assigned as follows:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percent Range</th>
<th>Points Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Range</td>
<td>90% - 100%</td>
<td>900-1000</td>
</tr>
<tr>
<td>B Range</td>
<td>80% - 89%</td>
<td>800-900</td>
</tr>
<tr>
<td>C Range</td>
<td>70% - 79%</td>
<td>700-800</td>
</tr>
<tr>
<td>D Range</td>
<td>60% - 69%</td>
<td>600-700</td>
</tr>
<tr>
<td>F</td>
<td>Below 60%</td>
<td>&lt; 600</td>
</tr>
</tbody>
</table>

Course Topics:

Chapter 1 – Why Marketing Matters to You
Chapter 2 – Strategic Planning for a Successful Future
Chapter 3 – Analyzing Your Environment
Chapter 4 – Marketing Research
Chapter 5 – Knowing Your Customer
Chapter 6 – Developing Your Product
Chapter 7 – Segmenting, Targeting, and Finding Your Market Position
Chapter 8 – Promotional Strategies
Chapter 9 – Supply Chain and Logistics Management
Chapter 10 – Pricing for Profit and Customer Value
Chapter 11 – Building Successful Brands
Chapter 13 – Social Responsibility and Sustainability
Chapter 14 – Measuring Marketing Performance
List and Schedule of Formal Assessed Activities:

More detailed explanations of class activities can be found on the course website.

**Tests (600 points total):**

Tests will be predominately multiple choice and completed online using McGraw Hill’s online testing software (EZTest). Make sure to register for EZ Test well in advance of Test 1.

Each test will be open for a 24 hour period on the scheduled day. While tests are essentially open-book, there will be a strict time limit. Please don’t make the mistake of assuming you will have sufficient time to verify the answers to more than a handful of questions.

Test 1 - Wednesday, February 10, 2016, opens at 8:00 a.m. (150 points)
Test 2 - Wednesday, March 2, 2016, opens at 8:00 a.m. (150 points)
Test 3 - Monday, March 30, 2016, opens at 8:00 a.m. (150 points)
Test 4 - Monday, April 27, 2016, opens at 8:00 a.m. (150 points)

**Connect Homework Completion (150 points total):**

Completing the Connect assignments will help you better engage with the course content and do well on your tests.

Connect Homework assignments (best of two tries on each assignment) (150 points)

Points will be deducted for late completion. The penalty is 5% per each day late.

I am looking for you to attain mastery of concepts, not perfection. **If you complete all Connect assignments on time,** I will bump up your average by 10% points (up to 100%) at the end of the semester.

**Personal Marketing Plan (150 points total):**

Mid-semester check in – Wednesday, March 16, 2016 by 11:59 p.m. (25 points)
Final Personal Marketing Plan – May 1, 2016 (Final Exam), by 11:59 PM (125 points)

**Discussion Board Participation (50 Points total)**

The instructor will introduce at least one discussion board topic each week (Fridays). In addition, each student is required to introduce at least three subject board discussion topics over the course of the semester.

Students should respond thoughtfully and with kindness to all posts.
At the conclusion of the semester, all students will be ranked and assessed based on the quality and regularity of discussion board contributions.

**Subject Pool Participation or Optional Assignment (50 points total):**

Students will be required to participate in one on-campus or two online research studies this semester. If a student does not wish to participate in the research, he or she may optionally write a four page (double-space) paper on a marketing article selected by the instructor from an academic journal.

Online studies will typically take around 10-15 minutes to complete. On-campus studies will tend to take around 20-30 minutes to complete.

Points will be assigned as follows:

- Register for the MSCM Subject Pool by the deadline (10 Points).
- Study Completion: Students must sign up for and complete either two online studies (20 points each) OR one on-campus study (40 points).
Course Policies

E-MAIL:

The best way to contact me is through university email (gdeitz@memphis.edu).

I am committed to responding to your emails within 48 hours unless extenuating circumstances exist. All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive all official course correspondence at this email 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.

Attendance:

Federal student load guidelines require faculty to report class non-attendance to the University.

While it is difficult to take attendance in an online course, please know that the eLearn platform provides instructors with tools that enable them to see the extent to which individual students appear to be interacting with the course content. If you do not seem to be active in the course, don’t be surprised to get an email from me checking in on you.

Adding/Dropping:

If you have questions about adding or dropping classes, please refer to this page on the Registrar's website.

Academic Integrity:

The University of Memphis has clear codes regarding cheating and classroom misconduct. If interested, you may refer to the Student Handbook section on academic misconduct for a discussion of these codes. 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. If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College's Website on Academic Integrity.

Participation:

Marketing is a topic you all know something about (whether you know it or not), so I am confident that each of you have something valuable to contribute to this class. By offering just a little of yourself, everyone will have an improved class experience.

Remember the wise words of Jackie Robinson, “Life is not a spectator sport.”
**Classroom or Online Behavior:**

The following procedures are outlined here in order to help provide the best classroom experience possible for you to master the course material. Please make every effort to abide by these procedures for the benefit of yourself and your classmates.

- Come to class on time. If you arrive late, please try to minimize the disruption to your classmates while you find a seat.
- Don’t get up and leave once you are in class. Getting up and leaving class for any reason is disruptive, no matter how quiet you try to be.
- Turn off your cell phone. Texting in class is not acceptable.
- During the course of the semester, the class schedule may change. It is your responsibility to be aware of any changes that may occur. Check the course website frequently.
- Feel free to use electronic devices for note-taking and general classroom use. This is a privilege, not a right. Therefore, if using any sort of electronic device during class time, it is expected that you will be using it for class purposes only.
- Classroom lectures and discussion may not be audio-recorded without prior permission from the instructor.

**Late Assignments:**

Late assignments will not be accepted. If you miss any assignments, quizzes, or any other in-class activities you will not be allowed to make them up. Please note that lack of access to the Internet is not considered an acceptable excuse for not completing coursework.

**Extra Credit:**

Students who find that their performance in this class is not what they want should come see me early in the course before time becomes too short to find a way to solve their problems. Opportunities for extra points may be available, but only to those who are present and actively participating in class.

**Reporting Illness or Absence:**

While class attendance is not mandatory, please send me an email, as a courtesy, to let me know if you are going to miss class for any reason.

**Inclement Weather:**

In the event that inclement weather requires the cancellation of classes at The University of Memphis, local radio and television media will be immediately notified. Additionally, The University of Memphis has established an Inclement Weather Hotline at 678-0888 as well as TigerText, an emergency alert text messaging service to students, faculty and staff. This optional service is used in the event of an on-campus emergency, an unscheduled university closing, or a delay or cancellation of classes due to, for instance, inclement weather. Click Here for information on TigerText.
**Syllabus Changes:**

The instructor reserves the right to make changes as necessary to this syllabus, including test dates and grading policies. If changes are necessitated during the term of the course, the instructor will immediately notify students of such changes both by individual email communication and posting both notification and nature of change(s) on the course bulletin board in ecourseware.

It is the student's responsibility to keep up with such changes.

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**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