Course Syllabus
MKTG 3010 – M50 – Principles of Marketing, Summer 2017
3.0 Credit Hours

Instructor: Dr. George Deitz
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Office Hours: Mondays and Wednesdays, 10:00 to 11:30 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, John E. Mello, and George D. Deitz

You will purchase the Connect license online via the McGraw Hill website. The Connect license is a course requirement. Please note that Connect w/Learnsmart includes access to a digital copy of the text.
Some students may prefer the feel of print to digital books. You will be able to print Connect content directly from your PC or Macbook to a connected printer.

Alternatively, you may choose to purchase a loose leaf version from McGraw Hill OR rent a print edition of the text from a source such as Amazon.com. If you pursue either of these print options, you will still need to purchase the Connect license from McGraw Hill (see link below).

I have no preference – please choose the option that best fits your budget and technology preferences.

To Purchase Online:

Connect Address for this Course:
http://connect.mheducation.com/class/g-deitz-summer-2017-online

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:

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

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.

There will be an online, open-book, timed test each week covering 3-4 chapters of material. You absolutely NEED to read the book to do well on the tests and other assignments. You will find it difficult to succeed on tests by just reading through PowerPoint slides.

You MUST complete all Connect homework assignments on time. If possible, I encourage you to complete the homework on the day it is assigned so that we can all stay current and engaged with the course. Homework will not be accepted after the online test covering the corresponding material has closed.

While I enjoy and will reward our online interactions on the discussion board and perhaps other digital mediums, you cannot ignore reading, homework, and the individual project.

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.

There is no reason why everyone cannot be successful in this course. With that said, it may be that a handful of you will have competing obligations or not allot sufficient resources to the course. Please do not hesitate to get in touch if you are not performing up to your expectations.

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:

Part 1: Marketing in the Twenty-First Century
Chapter 1: Why Marketing Matters to You
Chapter 2: Strategic Planning
Chapter 3: The Global Environment
Part 2: Understanding Your Customer
Chapter 4: Consumer Behavior
Chapter 5: Marketing Research
Chapter 6: Product Development
Chapter 7: Segmentation, Targeting, and Positioning
Part 3: Reaching Your Customer
Chapter 8: Promotional Strategies
Chapter 10: Pricing
Chapter 11: Retailing
Chapter 12: Personal Selling
Chapter 13: Digital & Social Media Marketing
Part 4: Responding To Your Customer
Chapter 15: Branding
Chapter 16: Social Responsibility and Sustainability
Graded Components

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 (below). 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 answers to more than a handful of questions.

Test 1 (Ch. 1, 2, 3) – Opens Monday, June 5, 2016 (120 points)
Test 2 (Ch. 4, 5, 7) – Opens Friday, June 9, 2016 (120 points)
Test 3 (Ch. 6, 8, 10) – Opens Friday, June 16, 2016 (120 points)
Test 4 (Ch. 11, 12, 13) – Opens Thursday, June 22, 2017 (120 points)
Test 5 (Ch. 14, 15, 16) – Opens Friday, June 30, 2017 (120 points)

Connect Homework Completion (120 points total):

Completing the Connect assignments will help you better engage with the course content and do well on your tests. Each homework assignment will be graded. So please read the chapter before attempting the homework.

Your grade will be based upon your average score across all Connect assignments (best of two tries). If you do not complete the homework prior to the test date covering the corresponding material, you will receive a zero for that chapter’s homework.

If you are receiving 80s and 90s on Connect assignments, you are likely to perform well on the test. I am looking for you to demonstrate mastery of the content, not perfection.

If you complete all Connect assignments on time, I will bump up your HW average by 10% points (up to 100%) at the end of the semester.

Personal Marketing Plan (150 points total):

Your class project will be the development of a 10-12 page (double spaced) marketing plan centered on a very important product – YOU.

There are personal marketing plan exercises at the conclusion of each chapter that will aid you in putting together content for this semester-long project. To encourage you to start on this assignment early, students will receive 2.5% (25 points) toward their marketing plan grade if they submit at least three of these assignments to the eLearn dropbox or through Connect by Friday, June 9.

You are to integrate this content (along with other material of your choosing) into a compelling personal marketing plan (PMP) document. This document will detail your
current personal and professional goals and aid you in developing a roadmap that will help you to achieve them.

Please note that the finished PMP should be more than simply a stitching together of these end-of-chapter exercises. Top papers will be organized and presented in a manner consistent with high standards of professional business communication. For instance, this might include use of cover sheets, tables of contents, page numbering, section headers, etc. In addition, are should be taken to ensure proper sentence structure and grammar.

Please don’t wait until the end of the semester to begin this assignment!

**Discussion Board Participation (100 Points total)**

The instructor will introduce several discussion board topics each week that will correspond to content being covered in the corresponding chapters. Since these topics are tied to the chapters being covered each week, it is important that you take the time to respond to my posts and those of your classmates in a timely and regular fashion. That is, the benefit of the discussion board is greatly diminished if you are responding weeks after we covered the material.

In addition, each student is required to introduce at least three subject board discussion topics over the course of the semester. Marketing is all around us. These posts can relate to your personal experiences as a consumer, something you read in an article, commercials you’ve seen or heard on the radio or TV, etc.

Students should respond thoughtfully and with kindness to all posts.

At the conclusion of the semester, all students will be ranked and a grade will be assessed based on the quality and regularity of discussion board contributions.

**Subject Pool Participation or OPTIONAL ASSIGNMENT (30 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 25-30 minutes to complete.
Course Policies

E-MAIL:

The best way to contact me is through university email: 

(gdeitz@memphis.edu).

If at all possible, please refrain from using the email system within the course site. It is not integrated with the university email system. It's use invariably results in slower communication.

Alternatively, you may feel free to text me at my personal cell: 901-825-7610. Please make sure to identify yourself in your SMS message.

I am committed to responding to all communications 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.”

Late Assignments and Extra Credit:

Late assignments will not be accepted. No extra credit will be offered.

If you miss any assignments, quizzes, or any other in-class activities you will not be allowed to make them up. However, I am offering an optional comprehensive Final Exam that can replace your lowest test score.

Please note that lack of access to the Internet is not considered an acceptable excuse for not completing coursework.

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 the syllabus and course schedule, 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.
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