Course Syllabus
MKTG 3010-001 – Principles of Marketing
Fall Semester, 2018
3.0 Credit Hours

Instructor: Dan L. Sherrell, Ph.D.
Professor of Marketing
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E-mail: dsherrll@memphis.edu
Office: Fogelman Executive Center: room 150
URL: https://umdrive.memphis.edu/dsherrll/www
Class: 12:40 – 2:05pm, MW, FCBE 128

Office Hours: 10:00am – 12:00pm, Monday, Wednesday
3:00 – 5:00pm, Monday
Other times by appointment

Course Overview:

A study of the basic concepts and principles used in the practice of marketing. A comprehensive examination of the structure and functions of marketing systems in the firm, economy, and society. Students will learn how to analyze target markets, examine value creation, and understand a managerial perspective for the practice of marketing. Key components of product and service marketing will be covered including brand positioning; pricing; promotion; 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 Texts (and Related Materials):

You will also need to purchase a 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).

For instructions on how to register for Connect /Learnsmart for this course and buy a license, go to:

http://bit.ly/StudentRegistration

To register for Connect /Learnsmart directly, go to:


Note: You NEED a book (either print or digital) for this course!! Trying to obtain a passing grade in this course by relying only on the course powerpoint slides will not work effectively.

Location of Course Materials:

The course syllabus and lecture notes/slides will be made available through the University elearn course management system at: http://elearn.memphis.edu. Powerpoints, Connect links, and other course materials will be located on the course website as well.

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:

The Fogelman College has established the following learning goals for all students successfully completing the BBA degree:

• Graduates will be effective communicators.
• Graduates will demonstrate critical thinking skills.
• Graduates will be knowledgeable about ethical factors in the business environment.
• Graduates will be knowledgeable about the global business environment.
• Graduates will be proficient users of business presentation and analysis technology.
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 positioning
- 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 have the opportunity to put their understanding of these concepts to use through exams, chapter quizzes, 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.

Course Methodology:

The content covered in this course will be delivered through a variety of activities: class discussion; lecture; exams; and class assignments. A variety of homework assignments will be provided through the Connect link to augment the content covered in class. Student participation is encouraged in each of these activities to provide sufficient opportunities for learning.

Professor’s Expectations:

In general, you should assist the instructor in creating a positive, supportive environment for learning by staying engaged in the course and actively participating in all class discussions. Students tend to get the most out of their courses if they stay engaged with the instructor and course material on a regular basis throughout the semester.

There is no reason why everyone cannot be successful in this course. However, if you find that you are not performing up to your expectations due to competing obligations or because you have not allocated sufficient resources to this course, please do not hesitate to get in touch with me – either in person or electronically. The sooner you contact me with problems you may encounter in this course, the easier it will be to help overcome your difficulties.
Student’s Expectations:

In my role as your instructor, there are certain things you can expect from me including: a well-organized and engaging learning experience, response to emails within two (2) business days, and feedback on all work submitted within 7-10 calendar days.

Grading and Evaluation Criteria

Each student’s performance in this course will be evaluated on the basis of:

a) Your highest (5) exam scores @ 100 pts. 500 points (50%)
b) Professional resume & Linked-In page 250 points (25%)
c) 15 Connect chapter assignments @ 10 pts. 150 points (15%)
d) Participation in subject pool or alternative assignment 100 points (10%)

Total: 1000 points (100%)

Grading Policy:

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<thead>
<tr>
<th>Percent Range</th>
<th>Grade</th>
<th>Point Range</th>
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<tbody>
<tr>
<td>96.5 – 100%</td>
<td>A+</td>
<td>965 - 1000</td>
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<tr>
<td>93.5 – 96.4%</td>
<td>A</td>
<td>935 - 964</td>
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<tr>
<td>89.5 – 93.4%</td>
<td>A-</td>
<td>895 - 934</td>
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<tr>
<td>86.5 – 89.4%</td>
<td>B+</td>
<td>865 - 894</td>
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<tr>
<td>83.5 – 86.4%</td>
<td>B</td>
<td>835 - 864</td>
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<tr>
<td>79.5 – 83.4%</td>
<td>B-</td>
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<td>76.5 – 79.4%</td>
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<td>73.5 – 76.4%</td>
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<td>69.5 – 73.4%</td>
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<td>59.5 – 63.4%</td>
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<td>595 - 634</td>
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<td>59.4% &amp; below</td>
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<td>594 &amp; below</td>
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Exams (highest 5 exam scores @ 100 pts: 500 pts. total)

A total of five (5) exams will be given during the course. Each exam will cover three chapters in the textbook. The exams will consist of multiple choice questions. Lectures, class discussions, and textbook materials will serve as the source of test questions.

If a student arrives to take an exam after the first student completes the exam (i.e., after the first scantron has been turned in), the arriving student is too late to take the exam and will receive a zero score on that test. Make sure you know when the exams are scheduled and when the class starts on that scheduled day. If you arrive late, you can’t take the exam.

If you miss an exam for a University-approved reason (e.g. university-sponsored trip, athletic event, or academic conference, etc.) and have documentation to support that reason, you will be allowed to make up that exam during a scheduled make-up exam period at the end of the semester.
If you miss an exam for any other reason, there will be no make-up exam given. **An optional final exam will be given and can be used to replace your lowest test grade, or replace a missed exam.** If you miss more than one exam, the second missed exam will be given a grade of "0". The optional final exam will be comprehensive and cover all the material assigned during the semester. If you take the optional final exam and have already completed the five exams during the semester, I will use your score on the final exam as one of your five exam grades only if it improves your final course average.

In the past, on the final exam, students have typically scored about their five-exam test average on the final exam – don’t count on being able to pull up your exam average by scoring a 100% on the final exam!

**The exam dates are listed on the course schedule! Write them down now and don’t miss them.**

| Exam I (Ch. 1-3) | 9/17 (M) | 12:40 – 2:05pm, FCBE 128 |
| Exam II (Ch. 4, 5 & 7) | 10/03 (W) | 12:40 – 2:05pm, FCBE 128 |
| Exam III (Ch. 6, 8 & 9) | 10/24 (W) | 12:40 – 2:05pm, FCBE 128 |
| Exam IV (Ch. 10, 11, & 12) | 11/12 (M) | 12:40 – 2:05pm, FCBE 128 |
| Exam V (Ch. 13, 15 & 16) | 12/03 (M) | 12:40 – 2:05pm, FCBE 128 |
| Final Exam (Ch. 1-13, 15-16) | 12/12 (W) | 10:00am – 12:00pm, FCBE 128 |

**Professional Resume and Linked-In page (due electronically or in class: 11/28 (W); 250 points total)**

You will be asked to develop a professional resume targeted towards your desired career objective. In addition, you will be asked to develop a LinkedIn page to complement that resume.

Since you represent a very important product to potential employers, you should take advantage of this marketing class to decide how to define, brand and present yourself to the greatest advantage. Decide what type of job / career you are interested in and then treat your potential employers as customers – what do they want in an employee? What types of individuals have they hired in the past? Answers to these and other questions will help you design and develop a resume that presents your strengths in the best light to potential employers.

Your resume should be professional in appearance, no more than 1 page, and available electronically. Your LinkedIn page should complement your resume. If you already have a resume and LinkedIn page, you may turn in that material to satisfy the requirements of this project. If you don’t have anything developed yet, now is a good time to start.

We will have Dr. Kathy Tuberville, director of the Fogelman Professional Development center to speak to our class on 9/10 (see schedule) regarding resume preparation, internships, and professional development activities to help you build your personal brand in preparation for job interviews.
Connect Homework Assignments (15 assignments @ 10pts; 150 points total)
Reading the textbook chapter and then completing the homework assignments will help you better engage with the course content and do well on your exams. Each homework assignment will be graded. Your best grade out of two attempts will be recorded for each assignment.

Based on past experience with this course, students tend to receive better homework grades if they read the text material before they attempt the homework. While the purpose of the homework assignments is to help you master the text material, your average homework grade does count for 15% of your final course grade.

Your grade for the Connect Homework assignments will be based on your average score across all Connect assignments (best of two attempts for each chapter). The homework assignments will be open and available up to and including the date for the test that covers that chapter. After that date, the chapter assignments for the test that has just been given will be closed. If you don’t complete a Connect assignment for a particular chapter before the chapter assignments close for the upcoming exam, you will receive a grade of “0” for that assignment and that grade will be averaged in with all the other assignment grades to determine your average score.

Once Exam V is completed, all of the homework assignments will be made available for students to study who are taking the optional final exam. However, the bonus for completing all Connect assignments on time (see below) does not apply to homework assignments completed after Exam V is finished.

The point of the homework assignments is to help you learn the material to be covered on the next exam. If you are scoring 80’s or 90’s on your Connect assignments, you are likely to perform well on the test. *I want you to demonstrate mastery of the assigned content, not perfection.*

**If you complete all the Connect assignments on time,** I will raise your overall homework grade by 10% (up to 100%) at the end of the semester.
**FCBE Subject Pool Participation or Optional Assignment (100 points total)**

To earn 100 points for this component of the final course grade, students in this course may choose to:

a) participate in the FCBE Subject Pool system (Customer Neuro-Insights Research Lab room, FCB 366) and complete four (4) research credits. You receive 1 research credit for registering in the FCBE Subject Pool system using the SONA software (see below) and then participating in several research studies to receive the remaining three (3) research credits; or

b) choose the alternative assignment and review four (4) articles from peer-reviewed academic marketing journals or reputable general business publications on a marketing topic.

Note: Students must complete either a) or b) to receive course credit (100 pts. towards final course grade).

**FCBE Subject Pool:**

To participate in the FCBE Subject Pool system, students must first register and complete a preliminary survey worth 1 research unit. Once you have registered and created a logon id and password, you will be able to log into the FCBE SONA system and view a list of available studies and keep informed of your progress toward completing the total required 4 units of research participation credit. The subject pool is managed using SONA software. Students must register online for the subject pool through SONA no later than September 29, 2018 (Saturday).

[https://memphisfcbe.sona-systems.com](https://memphisfcbe.sona-systems.com)

Please note: The Psychology Department also runs a Subject Pool using the SONA software system. **Please be sure you use the FCBE URL: (https://memphisfcbe.sona-systems.com) to locate the FCBE Subject Pool web page when trying to register.**

Students choosing to participate in the FCBE Subject Pool will be asked to participate in a minimum of 4 units of research activity (with each unit corresponding to roughly 30 minutes of activity). **In MKTG 3010-001, 4 units of Subject Pool research activity are worth 100 points towards your final course grade (25 pts. for each research unit).**

Once registered in SONA, students will be able to view a list of available studies and keep informed on their progress. New studies will be added to the list throughout the semester, so students should visit the FCBE SONA website on a regular basis. Point values for each study may vary based on length, location (i.e., in the lab/online) and research design (e.g., EEG studies count for double points). All in-person studies will be conducted in the C-NRL (Customer Neuro-insights Research Lab) lab (FCBE 366).

Once a student is registered and signed in, they will be free to choose a study to participate in (assuming the study has not reached its respondent limits). The SONA system will record their participation and send a record of that activity to their course instructor. Each research study available for participation by students has a designed limit of participants as to the number of subjects they will use. New studies will be added to the SONA system as the semester progresses.
However, because each research study needs to assign participating students to a specific day and time, students must select and sign up to participate in specific research studies through the SONA system no later than **November 21, 2018 (Wednesday)**. After that date, the FCBE Subject Pool study enrollment will be unavailable to MKTG 3010-001 students.

**In cases where students are participating in the FCBE Subject Pool to fulfill more than 1 course requirement** (e.g., enrolled in MKTG 3010 & MGMT 2110), they will be required to register once for each course and participate in the studies separately to fulfill each course requirement.

Final research participation reports will be sent to faculty at the close of business on **Wednesday, December 5, 2018**.

**MKTG 3010-001 Alternative Assignment:**
If the student elects to complete the alternative assignment instead of participating in the subject pool, the details of the alternative assignment are as follows:

To receive full credit for this assignment, students choosing not to participate in the FCBE Subject Pool will be asked to select four (4) articles from peer-reviewed academic marketing journals and/or reputable general business publications on a marketing topic. They will be asked to write a two (2) page, typed, double-spaced summary on each article chosen. The four (4) reviews (including a complete bibliographic citation for each article reviewed) should be turned into the instructor electronically by **December 5, 2018, no later than 2:05pm.**

### MKTG 3010-001 Principles of Marketing Course Schedule Fall 2018

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Chapter</th>
<th>Topic / Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>8/27 (M)</td>
<td></td>
<td>Course Introduction</td>
</tr>
<tr>
<td></td>
<td>8/29(W)</td>
<td>1</td>
<td>Why Marketing Matters to You</td>
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<tr>
<td>2</td>
<td>9/03 (M)</td>
<td></td>
<td>Labor Day</td>
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<td></td>
<td>9/05 (W)</td>
<td>2</td>
<td>Strategic Planning</td>
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<tr>
<td>3</td>
<td>9/10 (M)</td>
<td>2</td>
<td>Dr. Kathy Tuberville - speaker</td>
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<tr>
<td></td>
<td>9/12 (W)</td>
<td>3</td>
<td>Global Environment; Review</td>
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<tr>
<td>4</td>
<td>9/17 (M)</td>
<td></td>
<td>Exam I (Ch. 1-3)</td>
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<td></td>
<td>9/19 (W)</td>
<td>4</td>
<td>Consumer Behavior</td>
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<tr>
<td>5</td>
<td>9/24 (M)</td>
<td>5</td>
<td>Marketing Research</td>
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<tr>
<td></td>
<td>9/26 (W)</td>
<td>7</td>
<td>Segmentation, Targeting &amp; Positioning</td>
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<tr>
<td>6</td>
<td>10/01 (M)</td>
<td>7</td>
<td>Segmentation, Targeting &amp; Positioning; Review; SONA Registration deadline – Saturday, 9/29</td>
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<tr>
<td></td>
<td>10/03 (W)</td>
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<td>Exam II (Ch. 4, 5 &amp; 7)</td>
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<td>7</td>
<td>10/08 (M)</td>
<td>6</td>
<td>Product Development</td>
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<td></td>
<td>10/10 (W)</td>
<td>8</td>
<td>Promotional Strategies</td>
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<tr>
<td>8</td>
<td>10/15 (M)</td>
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<td>Fall Break</td>
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<td>Week</td>
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<td>Chapter</td>
<td>Topic / Assignment</td>
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<td>8</td>
<td>10/17 (W)</td>
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<td>Promotional Strategies</td>
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<td>9</td>
<td>10/22 (M)</td>
<td>9</td>
<td>Supply Chain &amp; Logistics Management; Review</td>
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<td>10/24 (W)</td>
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<td>Exam III (Ch. 6, 8 &amp; 9)</td>
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<td>10</td>
<td>10/29 (M)</td>
<td>10</td>
<td>Pricing</td>
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<td>10/31 (W)</td>
<td>11</td>
<td>Retailing</td>
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<td>11</td>
<td>11/05 (M)</td>
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<td>Retailing</td>
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<td></td>
<td>11/07 (W)</td>
<td>12</td>
<td>Personal Selling; Review</td>
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<td>12</td>
<td>11/12 (M)</td>
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<td>Exam IV (Ch. 10, 11 &amp; 12)</td>
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<td>11/14 (W)</td>
<td>13</td>
<td>Digital &amp; Social Media Marketing</td>
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<td>13</td>
<td>11/19 (M)</td>
<td>15</td>
<td>Branding</td>
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<td>11/21 (W)</td>
<td></td>
<td>Thanksgiving;</td>
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<td>FCBE Subject Pool study sign-up deadline – 11/21</td>
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<tr>
<td>14</td>
<td>11/26 (M)</td>
<td>15</td>
<td>Branding</td>
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<tr>
<td></td>
<td>11/28 (W)</td>
<td>16</td>
<td>Social Responsibility &amp; Sustainability; Review;</td>
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<td>Resume &amp; Linked-In page due electronically</td>
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<td>15</td>
<td>12/03 (M)</td>
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<td>Exam V (Ch. 13, 15 &amp; 16)</td>
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<td></td>
<td>12/05 (W)</td>
<td></td>
<td>Last Class; Deadline for article reviews due from students not participating in FCBE Subject Pool – 2:05pm</td>
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<tr>
<td></td>
<td>12/12 (W)</td>
<td></td>
<td>Final Exam -10:00am – 12:00pm; FCBE 128</td>
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Course Policies

E-MAIL:
The best way to contact me is through university email:
(dsherrll@memphis.edu)
If at all possible, please refrain from using the email system within the elearn course site. It is not integrated with the university email system. It’s use invariably results in slower communication.

I am committed to responding to all communications with 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.

FCBE Academic Internship Credit:
In FCBE, all majors offer an academic internship course option as a substitute for a required elective in a student’s major. To apply for academic credit, students must obtain an internship highly related to their major, register prior to the start of their internship, and have their internship approved by departmental internship faculty. To review the requirements for applying for academic credit, visit:

http://www.memphis.edu/professional/internships/academic_credit.php
Students should allow approximately two weeks for the review and processing of an academic internship application through the Fogelman Internship Network.

**Attendance:**
Federal student loan guidelines require faculty to report class non-attendance to the University. Attendance at all class meetings is highly encouraged and roll will be taken periodically. You are responsible for all material covered in class as well as the material presented in the textbook. Some of the exam questions will come directly from class discussion. Past experience with this course has shown that students who attend the lectures on a regular basis will perform better on exams than those students who show up only for the tests.

**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:**
To be successful in this course as a student, you must stay active and involved throughout the entire semester. Students are expected participate in all interactive aspects of the course.

**Classroom Behavior:**
All participants in the course should be considerate of the other course participants and treat them (as well as their opinions) with respect. The class will operate under the assumption that any and all feedback offered is positive in nature and that the intentions of the person(s) providing feedback are strictly honorable. Insensitivity in this area will not be tolerated. If you have any questions about online communication, you should review the Fogelman College’s Netiquette website.

**Late Assignments:**
Assignments and projects may be submitted anytime up to and including the date due. Please review all information in this syllabus and related “Course Activity Summary / Schedule” for all due dates for formally assessed work. If your work is not submitted on time, the instructor reserves the option to deduct up to 20% of the grade value for tardiness depending upon the circumstances and appropriate communication between the student and the instructor.
**Extra Credit:**
There is no extra credit offered in this course. Your final grade will be computed based on your work on the activities previously described in this syllabus.

**Reporting Illness or Absence:**
Due dates and deadlines have been established for each graded assignment. Please do not wait until the last day to submit assignments. If an emergency should arise, it is the student’s responsibility to contact the instructor prior to the deadline to discuss the matter. A deadline extension will be considered only if all of the following conditions are met: (1) Extreme emergency and (2) Instructor contacted prior to the due date.

**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.

**Syllabus Changes:**
The instructor reserves the right to make changes as necessary to this syllabus. 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.

**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