Course Overview:

This survey course is designed to develop an understanding of all facets of the study of Marketing or to provide the student with the basic knowledge of Marketing in the event that the student is specializing in another area. Regardless of what career path you may choose to follow, you will be surprised how many Marketing concepts you will end up using.

Pre-Requisites/Co-Requisites:

There are no course pre-requisites to enrolling in this course. However, the student should have a good grasp of basic mathematics and applied writing skills. In general, it is assumed that all students who are registering for Fogelman College classes have successfully completed any pre-requisites or are enrolled currently in any co-requisites associated with this course.

Required Texts (and Related Materials):

MKTG 3010 Textbook – REQUIRED 1rst 7 weeks August 30-October 11, 2018


Can be rented or purchased in Tiger Book store. If you have other Cengage titles in your classes you can use the Cengage Unlimited plan. Here is the link for additional information. The instructor will provide additional information on Cengage and MindTap the first evening of class.

http://www.cengagebrain.com/course/2441665

OFFICE HOURS

Hours will be held from 4:30 – 5:00 PM prior to each scheduled class session and from 8:30 – 9:00 PM following each scheduled class session for individual instruction.
Location of Course Materials:
This is a hybrid course and all course materials (lectures, discussion topics, news, etc.) are located on the eCourseware website.

Course Objectives:
At the conclusion of this course, students will be able to:
1. Feel confident in communicating and interacting with marketing professionals by using contemporary marketing vocabulary.
2. 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.
3. 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.
4. Identify unethical marketing activities and their consequences on others and the environment.
5. 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.
6. 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.
7. 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.
8. 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.

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 a hybrid 7 week course and much of the learning will be in class and self-managed in Ecourseware. This has the benefit of accommodating each student’s unique schedule and learning style. Everything will be completed through class time and asynchronously (in Ecourseware, exams and assignments.)
Professor’s Expectations of Students:
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/online discussions.

Student's Expectations of the Professor:
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 7-10 calendar days

Grading and Evaluation Criteria
Over the semester, you will have a variety of opportunities to earn points towards your final (overall) letter grade in this course. This section of the syllabus describes the assessed work you will be doing and how overall (final) letter grades will be computed.

Final Course Grades
Final grades will be determined on the following basis:
1. Exams – 3 total 300 Points
2. Marketing Assignments 30 Points
3. Class Participation 50 Points
4. Marketing Team Project 120 Points

Exams
3 Exams will be given throughout the seven (7) week course. All exams will be multiple choice/True/False/short essay and questions will be generated from the text, lectures, and class discussion.

Marketing Team Project
All teams will be given a Marketing Team Project in Week 1 that is due by Week 7. Outlines of project will be handed out and explained in detail during Week 1 class time. Team and individual scores will be recorded by instructor.

Grading scale
100 – 90% 500 - 450 A
89 – 80% 449 - 410 B
79 – 70% 409 - 370 C
69 – 60% 369 – 330 D
59 – 0% 329 – 0 F
Course Policies

**E-MAIL:**

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:**

Since this is hybrid class taught in class and online (asynchronously), there are specific meeting times. The full class schedule is listed below and on the Ecourseware site. Thus, formal attendance will be taken. You are expected to stay active and engaged throughout the academic term and keep up with the schedule of activities. Your full engagement in the class begins on the first day of the semester and should be maintained until the last assignment is submitted. 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.

**List of Formal Assessed Activities**

For a complete description of the assessed activities for the semester, please refer to the “List of Assessed Activities” page that can be found in the online course area under “Getting Started”.

**Schedule of Activities**

For a complete semester schedule of readings, activities, and due dates for assignments, please refer to the “Semester Calendar” that can be found in the online course area under “Getting Started”.

**Final Exam Schedule**

The final exam for this class will be scheduled during the last class week since it is a seven (7) week hybrid class. Please refer to the course schedule for the final exam in this class.
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. You should also regularly communicate with the instructor as part of your overall learning experience, check into the course frequently for announcements (usually on the course home page), and actively participate in threaded discussion events (both formal and informal). You should plan on logging into the course at least three times each week.

Classroom or Online 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:
NO LATE ASSIGNMENTS WILL BE ACCEPTED! All assignments are due on the date as specified in the syllabus. Since this is a seven week hybrid course attendance is mandatory! However, understanding that an emergency may arise a student may provide proof of said emergency and consideration may be taken. (ex. Death of an immediate family member.) No make-up exams will be given. A (zero) 0 will be given if an assignment or exam is missed without proof of any emergency. There will be no makeup opportunities for in class work.

Extra Credit:
There is no extra credit offered in this course. Your final grade will be computed based on your work on the formal/assessed activities previously described in this syllabus.

Reporting Illness or Absence:
Due dates and deadlines have been established for each graded assignment. In this course, deadlines are taken very seriously. Please do not wait until the last day to submit assignments or to take quizzes and exams. 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:

- 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. Click [Here](#) for information on TigerText.

**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
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<td>Social Responsibility, Ethics, and the Marketing Environment Developing a Global Vision</td>
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<td>Read Chapters 4-5 Teams form for Group Presentations</td>
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