Course Syllabus
MKTG 3010 M50 – Principles of Marketing
Fall Semester, 2018
3.0 Credit Hours

Instructor: Adrienne E. Zaitz
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Office hours: Friday 10-12

Contact: Office hours are Fridays from 10:00 am -12:00 pm or by appointment. Use the azaitz@memphis.edu address to communicate within the UM mail system. Do not use elearn email. Elearn email will not forward to my mobile device and will not be received. Voicemail messages in my phone system will be answered during office hours. Email messages are checked daily by 11:00pm (Central Time).

Course Overview:
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 revenue streams through customer satisfaction.

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 3000 level classes have successfully completed any pre-requisites or are enrolled currently in any co-requisites associated with this course.

Required Texts (and Related Materials): [REQUIRED]
- Lamb, Hair and McDaniel. MKTG 11th edition. Cengage Learning, Inc. ISBN: 9781337116800 is available in the UM bookstore but any version of MKTG 11 is acceptable. Note: The online learning software supplied with the text can serve as a self-study tool but is not required in the course.
Location of Course Materials:

This course will be managed through Marketing 3010 M50 at eCourseware website (opens in new window). You are expected to check the eCourseware website for announcements, assignments and grades. You will be required to use the website to view PPT presentations, take weekly online quizzes and exams, obtain supplemental reading materials, submit assignments, contact other students and fully participate. You must be adept at using eLearn in this online course. This includes having daily access to a laptop throughout the semester. If you are having technical difficulties please contact the 24 hour helpdesk at 901 678 8888.

Learning Tools:

This course utilizes a variety of learning tools including the text, PPT presentations, exams and quizzes, discussions, videos, case studies and experiential activities and 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.

Course Objectives:

By successfully completing 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.
9. Understand basic components of marketing including product, pricing, promotion, distribution and selling.
In addition, you will increase your ability to:

1. Think critically and analyze information applying marketing principles and tactics
2. Communicate clearly and improve business writing skills
3. Develop skills in learning independently as well as a member of a team
4. Develop self-management skills including the ability to provide high quality deliverables on time

Fogelman College: Learning Outcomes for Your Degree

This course is designed to help you to meet the overall learning objectives for the BBA degree. 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 Methodology

This is an online course and much of the learning will be self-managed and self-paced. This has the benefit of accommodating each student’s unique schedule and learning style. Everything will be done fully online and asynchronously.

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 online discussions and team work.

Student’s Expectations of the Professor:

In my role as your instructor, there are certain things you should expect from me including organized and engaging learning experiences, responses to emails within two (2) business days, and feedback on work submitted within ten (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. (There will be no make-up for quizzes or late assignments. Pre-notification is required for exams missed and the reason must be substantiated. Exam make-up will be at the discretion of the instructor.)
Final Course Grades

Final course grades are earned according to the following table:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90% or above</td>
<td>A</td>
</tr>
<tr>
<td>80%-89.9%</td>
<td>B</td>
</tr>
<tr>
<td>70%-79.9%</td>
<td>C</td>
</tr>
<tr>
<td>60-69.9%</td>
<td>D</td>
</tr>
<tr>
<td>Below 60%</td>
<td>F</td>
</tr>
</tbody>
</table>

Your overall grade for the semester is based on how well you perform on a mixture of formal activities including discussions, quizzes, exams, assignments and projects. A detailed description of each of the assessed activities can be found after the scoring summary table below.

Summary of Graded Activities

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

<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dropboxes (9 @ 2.0 %)</td>
<td>18</td>
</tr>
<tr>
<td>Discussions (9 @ 1%)</td>
<td>9</td>
</tr>
<tr>
<td>Team Marketing Plan</td>
<td>10</td>
</tr>
<tr>
<td>Case Studies (1 @ 5%)</td>
<td>5</td>
</tr>
<tr>
<td>Weekly Quizzes (12 @ 1.5% each)</td>
<td>18</td>
</tr>
<tr>
<td>Exam 1</td>
<td>10</td>
</tr>
<tr>
<td>Exam 2</td>
<td>10</td>
</tr>
<tr>
<td>Exam 3</td>
<td>10</td>
</tr>
<tr>
<td>Final Exam</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100 %</strong></td>
</tr>
</tbody>
</table>

Course Topics:

Week 1 Topics: Overview of Marketing, Competitive Advantage. Readings: Chapters 1, 2 in the MKTG 11th edition textbook. Quiz 1 (Chapters 1-2).

Week 2 Topics: Ethics, Marketing Environment. Readings: Chapters 3, 4 in the MKTG 11th edition textbook. Quiz 2 (Chapters 3-4)

Week 3 Topics: Developing a Global Vision, Consumer Decision Making. Readings: Chapters 5, 6 in the MKTG 11th edition textbook. Quiz 3 (Chapters 5-6)
Week 4 Topics: Business Marketing. Readings: Chapter 7 in the MKTG 11th edition textbook. Quiz 4 (Chapter 7)


Week 9 Topics: Services Marketing, Supply Chain Management. Readings: Chapters 12, 13 in the MKTG 11th edition textbook. Quiz 7 (Chapters 12-13)


Week 15 Topic: Exam 3 (Chapters 15-20) is December 5.

Week 16 Final Exam is December 10.

List of Formal Assessed Activities

A complete description of assessed activities for the semester is provided below:

Drop box Assignments (18%)

There are two types of dropbox assignments-- individual drop boxes and team drop boxes. These assignments will be administered via ecourseware and require on time submission within the system. Please use .doc or .docx formats for written submissions. Some file types are not accepted by elearn so check with tech support if you have questions regarding file types. I post a zero for submissions in non elearn document format. There will be ten drop box assignments including three individual drop box and seven team drop box assignments. Individual assignments will be submitted by each student. Team drop box assignments will be submitted by one team member only into the team drop box.
Individual Drop Box Assignments

The Get Out Drop Box assignments listed below will be completed individually and will require prior chapter reading and viewing videos.

<table>
<thead>
<tr>
<th>Individual Drop Box</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-VANS Promo Strategy</td>
<td>November 11</td>
</tr>
<tr>
<td>3-Social Media</td>
<td>November 27</td>
</tr>
</tbody>
</table>

Team Get Out Drop Box Assignments:

METHOD Marketing will be your first team experience working together. This first Get Out is based on the METHOD brand. Team Get Outs 1-6 will be based on your adopted category and company. These six assignments use the text, research, and secondary information. All team assignments should be submitted by one team member only. Team contributor names must be listed for the team members to receive credit. I advise delegating portions of the assignment early and leaving time to proof the deliverable. I will not accept assignments delivered outside the system.

<table>
<thead>
<tr>
<th>Team Drop Box</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Team Get Out 1: METHOD Marketing</td>
<td>September 9</td>
</tr>
<tr>
<td>Team Get Out 2: Company Overview</td>
<td>September 17</td>
</tr>
<tr>
<td>Team Get Out 3: Category Overview</td>
<td>September 30</td>
</tr>
<tr>
<td>Team Get Out 4: Market Research</td>
<td>October 15</td>
</tr>
<tr>
<td>Team Get Out 5: New Product Overview</td>
<td>November 2</td>
</tr>
<tr>
<td>Team Get Out 6: Communication Strategy</td>
<td>November 11</td>
</tr>
<tr>
<td>Team Get Out 7: Pricing and Distribution</td>
<td>December 3</td>
</tr>
</tbody>
</table>

If you have a problem submitting an assignment via drop box, call the tech people at 901-678-8888. Do not wait until the last minute to submit your assignment. I will not accept a late assignment even if a technical problem causes you to miss the deadline. You can access your assignments from the Content page or go to Dropbox. You can access drop box instructions by going into the drop box. Elearn accepts multiple entries but mark the one you want graded.
**Discussion Assignments (9%)**

You are expected to participate individually in discussion assignments related to your studies. Although these are not formal written submissions, the ideas and communication should be grammatically correct with spelling pre-checked, or points will be deducted.

<table>
<thead>
<tr>
<th>Discussion Topics</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion 1: Introduction/Brand Value</td>
<td>September 2</td>
</tr>
<tr>
<td>Discussion 2: TIC TAC Competitive Advantage</td>
<td>September 9</td>
</tr>
<tr>
<td>Discussion 3: Ethical Behavior</td>
<td>September 16</td>
</tr>
<tr>
<td>Discussion 4: TIC TAC Consumer Profile</td>
<td>September 23</td>
</tr>
<tr>
<td>Discussion 5: Green Initiatives</td>
<td>September 30</td>
</tr>
<tr>
<td>Discussion 6: Greenwashing</td>
<td>October 7</td>
</tr>
<tr>
<td>Discussion 7: TIC TAC Packaging Concept</td>
<td>October 28</td>
</tr>
<tr>
<td>Discussion 8: Future of Shopping</td>
<td>November 7</td>
</tr>
<tr>
<td>Discussion 9: Political Ad Campaigns</td>
<td>November 20</td>
</tr>
</tbody>
</table>

You can access discussion assignments via the Content page or through Discussions. Contact technical support if having difficulty.

**Case Study (5%)**

You will be expected to submit an independent written analysis of answers to three questions in essay format related to the Tic Tac Case Study. The purpose of the marketing case is to provide opportunity for applied learning and to develop your business writing skills. The Tic Tac Case Study is due April 9.

**Team Marketing Plan (10%)**

The marketing plan team project will allow students to apply what they have learned within a teamwork experience by developing a new product launch plan. During the first week of class each student will be assigned to a team based on their category preferences selected from an instructor provided list. The team will select one industry manufacturer to investigate within their category framework. The final team deliverable will be a written business marketing plan for a new product launch. Team Get Out assignments will help the team prepare their marketing plan. The Team Marketing Plan will provide experience in learning to work in a team toward a common goal. The plan is due on November 30.

A marketing plan project template will be provided to serve as a guide. The Team Get Outs will help you to prepare the plan. The final team marketing plan must be submitted to the instructor in power point format via dropbox on or before 11:59 pm on November 30. Late projects will not be accepted. The grading will be driven by the quality of your marketing strategy and tactics and thoroughness, I will look for evidence of mastery of the marketing principles taught in class. Please proofread your document. I will deduct heavily for typos,
grammatical errors, etc. since that would be unacceptable in a business setting. One team member submits the plan. Names of team contributors must be listed on the document to receive a grade.

**Group Dynamics**

Please remember that working in teams despite its many advantages can often pose challenges. Only in the case of serious group problems (e.g., an individual failing to participate, failing to contact group members, etc.) should the instructor be consulted. Working in teams successfully is important for success in business. Highly functional teams capitalize on the strengths of its members and do what is necessary to get the job done. Determine team member schedules and preferred mode of communication early.

**Team Peer to Peer Evaluation**

At the close of the project I will request anonymous peer ratings of your individual team members. Team grades will be adjusted for any member universally recommended as a weak or non-contributor to the team.

**Discussion Forums**

**Student to Student Discussion Forums and Technical Questions**

I have set up a Student-to-Student Discussion Forum. You may utilize the Student-to-Student Discussion Forum within eCourseware for technical questions or general questions as your peers may have experienced a similar issue and can offer suggestions and advice.

**Group Discussion Forums** will also be established to help you communicate with your assigned team members.

Note: Remember “netiquette” as you communicate online within the course and among team members via other platforms. Be respectful of others!

**Quizzes (18%)**

Quizzes are assigned weekly and cover the chapter reading assignments for that week. Typically there are two chapter assignments each week and the weekly quiz will cover both chapters. There will be 12 quizzes in total. You are expected to take all twelve quizzes. A zero is assigned for a missing quiz. Quizzes are administered online via elearn and are open book. There are no makeup quiz exams so be sure not to miss a quiz.

Be sure to look at the quiz title to understand what it covers and study the material before opening the quiz. They are open for one week only, contain 10 multiple choice questions and are timed at 15 minutes once you begin. Each question is valued at 10 pts and grades will be posted within 24 hours. You will not be able to see your right and wrong answers after the exam. All quizzes are randomized meaning every student quiz will be different.

If you have any technical problems call the tech help line at UM at 901-678-8888. You cannot stop and restart the quiz. The 15-minute quiz will go quickly, so study the material BEFORE you open the quiz. Be sure to save your answers as you go along because if you are timed out and your answers are not saved you will get a zero on your quiz. I will not reopen quizzes.
Exams (40%)

There are four exams in the course covering specified material in the text. Exam dates are **September 24, November 5, December 5 and December 10.** Exam 4 is your comprehensive exam covering the entire text. You must take your exams on these dates. You can take them as early as 5:00am and must finish by 11:59pm. Remember these dates and times. Be ready! Exams are open book and individual effort. The exams will be timed 65 minutes. Be sure to save your answers along the way. Once you start your exam, you have to finish it. You cannot stop and start. If you are timed answers will not be saved resulting in a zero.

Course Policies

**E-MAIL:**

All students are required to maintain and access their University of Memphis (@memphis.edu) email account. You will receive 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 an online class taught asynchronously, there are no teacher scheduled meeting times. Thus, formal attendance will not be taken. I will verify your weekly activity by checking your submissions and online engagement. You are expected to stay active and engaged throughout the academic term and keep up with the schedule. 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.

**Adding / Dropping:**

If you have questions about adding or dropping classes, please refer to this page on the Registrar’s website (opens in new window).

**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 (opens in new window). If you have any questions about academic integrity or plagiarism, you are strongly encouraged to review the Fogelman College's Website on Academic Integrity (opens in new window).
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 (opens in new window).

Late Assignments:

Assignments and projects may be submitted anytime up to and including the date due. Please review all information in this syllabus for all due dates for formally assessed work. If your work is not submitted on time, the instructor reserves the option to deduct a percentage 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 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. 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 responsibility to contact the instructor prior to the deadline to discuss the matter. An assignment 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 of inclement weather, physical cancellation of classes at The University of Memphis is announced via local media or The University of Memphis Inclement Weather Hotline at 678-0888 as well as TigerText (opens in new window), an emergency alert text messaging service to students, faculty and staff. However, as an online asynchronous course I will decide and announce whether there will be assignment cancellation or extension via email and news post. Online courses are far less likely to be impacted by weather events than on-ground classes.

Syllabus Changes:

The instructor reserves the right to make changes as necessary to this syllabus. If changes are necessitated during the term, the instructor will immediately notify students of such changes both by email and news post notifying the nature of the change(s).
Plagiarism:

Plagiarism is “stealing the ideas or words of another’s and passing it off as one’s own.” It includes using someone else’s work and not crediting the source properly. This means that anything published anywhere—including a Website—cannot be lifted and put in a paper with your name on it. For example, a discussion of the General Mills Company at the GM website cannot be copied and pasted into your report. This is plagiarism and will be treated as such. What you can do is rewrite the paragraph IN YOUR OWN WORDS. Another option is to use a sentence as is and put it in quotes, and cite the source and page number. You MUST include the site name in your reference list regardless of how you use the information, as long as the information is in your report.

Your written work may be submitted to 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 may be required to submit electronic as well as hard copies of your written work, or 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.

Student Services

Please access the FCBE Student Services (opens in new window) page for information about:

- Students with Disabilities
- Tutoring and other Academic Assistance
- Advising Services for Fogelman Students
- Technical Assistance