Course Syllabus
Principles of Marketing – MKTG 3010-501
5-9:45p, Collierville Campus
Spring 2019
3.0 Credit Hours

Instructor: Christopher Myers (Adjunct)
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Email: cmyers1@memphis.edu; clmyers1960@gmail.com
Office Hours: By Appointment Only

Required Text: **MKTG, 2nd edition by Hunt, Mello and Deitz**

**Background and Course Objectives:**

In the last several decades, the world has seen a dramatic surge in international trade and the globalization of business activity. No longer are the General Motors, IBM and Fords of the world the only ones conducting business overseas. Small “start ups” are rapidly becoming increasingly important players in the world of global commerce and the driver here in the U.S. How are they successful - by building their brands and effectively marketing their products, services and ultimately, themselves. The function of marketing continues to evolve.

This course will examine the role of marketing in the global economy and will focus on the ethical responsibilities of marketers; marketing management; strategic planning; consumer and institutional marketing; marketing mix; the “4Ps” of marketing: communications; advertising, social media and other key topics. We will be very busy to say the least!

Given that this is both an online and “brick and mortar” course, it is imperative that you immediately engage in the material and our discussions – we only have 7 weeks together.

**Location of Course Materials:**

Course website/eCourseware: All course materials will be available at [https://elearn.memphis.edu](https://elearn.memphis.edu) within the Marketing 3010-501 section. There, you will find announcements, assignments and grades. You will be required to utilize the site to obtain any power point presentations or any other supplemental materials made available for this course. You must be adept at using eLearn in this course and that includes access to a computer throughout our short semester. If you are having any technical difficulties, please call the IT
Helpdesk at 901-678-8888 or someone on staff at the Collierville campus.

**Course Methodology:**
In this course, students are expected to attend and participate in classroom discussions as well as online conversations. You will be grades on both. Additionally, participation adds to everyone’s learning experience.

**Professor’s Expectations:**
In general, students should assist the Instructor in creating a positive and supportive environment for learning by staying engaged in the course and actively participating in all online and face-to-face discussions. There will be a fair amount of writing in this course, between Discussion Boards, Case Studies and Papers, so it is in the students’ best interests to ensure they understand all the proper rules of writing and submissions. Students are expected to adhere to the University’s Code of Student Rights and Responsibilities found in [http://www.memphis.edu/studentconduct/studenthandbook.html](http://www.memphis.edu/studentconduct/studenthandbook.html) and the Fogelman College of Business & Economics Standards for Academic Integrity [http://www.memphis.edu/fcbe/integrity/index.php](http://www.memphis.edu/fcbe/integrity/index.php). Cheating/unethical acts/plagiarism/dishonest behavior of any form will NOT be tolerated by the Instructor.

**Discussion Groups Guidelines:**
- Discussion Boards are an excellent way for students to engage with others online about a relevant topic or issue
- Review the material first and discussion threads thoroughly before entering the discussion
- Be respectful of others by not making insulting or inflammatory remarks
- Be cooperative whenever possible
- Be positive, thoughtful and constructive in the group discussions
- Respond to discussion assignments in a timely manner – once the Discussion Board is closed, there will be no more activity and your grade will be impacted.
- There will be a Discussion Board after each class period, 7 in all, worth **70 points (10 points each)** – make certain to not lose any points for inactivity!

**Case Studies Guidelines:**
- Case Studies are short, rather targeted papers addressing a single topic or issue
- They should be 2-3 full pages in length, using 12-point Times New Roman font, double-spaced, with at least 2 sources (1 may be the book).
- Specific topics and due dates will be shared at the first class.
- The Case Studies will be worth **60 points (3 @20 points each)**.

**Semester Paper Guidelines:**
- Semester Papers are longer in length and will address a more comprehensive/global topic or issue covered in class and/or in the Discussion Boards.
- They should be 5-7 pages in length, using 12-point Times New Roman font, double-spaced with at least 3 sources (1 may be the book)
- Specific paper topics and due date will be shared at the first class.
- The Semester Paper will be worth **70 points**.
EXAMS (3, each worth 100 points):

The format for each exam will be objective (multiple choice, fill in the blank, matching, etc). All exams are written by me and will cover course lectures, readings, Discussion Boards and selected case studies. I may have bonus points available, too. Read *The Wall Street Journal* and *USA Today* regularly to better understand current marketing issues because I frequently see stories and ideas on marketing and will share with the rest of you.

GRADING:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Discussion Boards</td>
<td>70</td>
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<tr>
<td>Case Studies</td>
<td>60</td>
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<tr>
<td>Semester Paper</td>
<td>70</td>
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<tr>
<td>Exams (3)</td>
<td>300</td>
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A=450 points and higher
B=400-449
C=350-399
D=300-349
F=Below 300 points

*I do grade on a +/- scale, so a 90 is an A-, 88 is a B+ and so on.*

*Note: The instructor reserves the right to change the Grading scheme based on the composition of the class. I will announce any change in class.*

**LECTURE SCHEDULE**

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<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Jan 17</td>
<td>Course Introduction; Case Studies and Semester Paper topics; Read Chapters 1-2; Discussion Board #1</td>
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<tr>
<td>Jan 24</td>
<td>Chapters 3-7; Exam #1 Review; Discussion Board #2</td>
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<td>Jan 31</td>
<td><strong>EXAM #1—Chapters 1-7; Case Study #1 Due;</strong> Discussion Board #3</td>
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<td>Feb 7</td>
<td>Hand back Exam #1; Chapters 8-11; Discussion Board #4</td>
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<td>Feb 14</td>
<td>Chapters 12-13; Exam #2 Review; <strong>Case Study #2 Due;</strong> Discussion Board #5</td>
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<td>Feb 21</td>
<td><strong>EXAM #2—Chapters 8-13; Final Case Study Due;</strong> Chapters 14-16 and Final Exam Review; Discussion Board #6</td>
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<td>Feb 28</td>
<td>Hand back Exam #2; <strong>FINAL EXAM—Chapters 14-16; Semester Paper Due;</strong> Final Discussion Board #7; Final thoughts on the course, etc.</td>
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