Course Syllabus
MKTG 3010 – M51
Principles of Marketing
Spring 2019
3.0 Credit Hours

Instructor: Dr. George Deitz
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Twitter: @GeorgeDeitz
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Office Hours: Mondays and Wednesdays, 1:30 to 12:00 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.
Connect Address for this Course:

https://connect.mheducation.com/class/g-deitz-mktg-3010---spring-2018

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:


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 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 to receive full credit. 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 feel like 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</td>
<td>90% - 100%</td>
<td>900-1000</td>
</tr>
<tr>
<td>B</td>
<td>80% - 89%</td>
<td>800-900</td>
</tr>
<tr>
<td>C</td>
<td>70% - 79%</td>
<td>700-800</td>
</tr>
<tr>
<td>D</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 via eLearn (click the “Assessments” link at top and then “Quizzes”).

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 for more than a handful of questions.

Test 1 (Ch. 1, 2, 3 – 120 points)
Test 2 (Ch. 4, 5, 7 – 120 points)
Test 3 (Ch. 6, 8, 9 – 120 points)
Test 4 (Ch. 10, 11, 12 – 120 points)
Test 5 (Ch. 13, 15, 16 – 120 points)

Connect Homework Completion (100 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. I will be enforcing a homework deadline this semester – you must complete chapter HW by Sunday night of each week. This means HW for Chapter 1 is due no later than 12:00 PM on Saturday, June 9.

Your homework 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 5% 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.
You are to integrate your responses to the marketing plan exercises (along with other material of your choosing) into a compelling personal marketing plan 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 personal marketing plan 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 (50 Points)

Students in this course must obtain 4 units of research credit in order to fulfill this requirement.

This can be accomplished by participating in studies offered through the FCBE Subject Pool system. This system is managed using SONA software. To allow sufficient time, students should register online for the subject pool through SONA no later than June 16, 2018 (Saturday).

https://memphisfcbe.sona-systems.com

Studies are worth a variable number of points, depending on study length and whether they are online (vs. requiring the student to be on campus). They are typically pretty simple to complete, and are often fun and educational. These are probably the easiest points you will earn for this course.

If the student wishes to opt out of the research participation requirement, they may choose three (3) articles from a list of pre-approved academic marketing journal and write a two-page, typed (double-spaced) summary on each to receive the maximum assigned course credit.

Your course instructor is responsible for indicating how much course credit those 4 units of research activity are worth towards your final course grade. In this course, it is worth 5% of your overall grade.

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). Students will receive their first unit of research credit when they sign-up using the SONA software system and complete a preliminary screening survey.

Once the prerequisite screening survey is complete, students will be able to sign up for any other listed study by clicking the study name or “Available Timeslots” links. Detailed information about the study can be found by clicking the study name.

New studies will be added throughout the semester, so students should visit the research participation website on a regular basis. Point values for each study may vary based on length, location (i.e., in 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 Neurol 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. In cases where students are participating in the MSCM Subject Pool to fulfill more than 1 course requirement (e.g., enrolled in MKTG 3010 & MGMT 3110), 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 close of business on (Tuesday) July 3, 2018.

If the student elects to complete the alternative assignment instead of participating in the subject pool, their instructor will provide details with respect to the assignment and due dates.
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 (eLearn). It is not integrated with the general (@memphis.edu) university email system. Using that email system invariably results in delays in class 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 and to check in to the course site regularly for updates (especially true for all online courses).

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:

No extra credit will be offered. Late assignments will be accepted at the discretion of the instructor. The instructor reserves the right to penalize late assignments, quizzes, and tests.

If you miss any assignments, quizzes, or any other in-class activities you will not be allowed to make them up.

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 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 via individual email communication or by posting information on the course bulletin board (“News” section) in ecourseware.

It is the student’s responsibility to keep up with their UM email and course site so that they are aware of such changes.
StudentServices

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