Course Syllabus
MKTG 3010 – Principles of Marketing
Fall 2020 (REMOTE - T/Th 8:00 - 9:25 am)
3 Credit Hours
Instructor: Professor Rajiv Grover

E-mail: rgrover@memphis.edu
Office: Online Office Hours: Through email

COVID-19 Information
An information page on the FCBE website that includes important considerations for students related to the ongoing COVID situation has been created. The URL for this webpage: https://www.memphis.edu/fcbe/faculty/covid_19_notice.php

Course Overview
The course develops skills for students for continuous life-long learning. These include acquiring information and knowledge, processing, validating and applying knowledge.

The course will cover all basic and necessary concepts in Marketing Strategy, Target Market, Competitor, Environmental and Company Analysis; Buyer Behavior, B2C and B2B, Revenue/Cost Analysis; 4Ps, Product, Price, Promotion and Place; Digital Marketing and Analytics; and other key controllable variables that effect customer satisfaction.

The course will be taught by the use of Virtual Marketing Simulation and a Team Project. While the concepts will be learnt individually through the experiential simulation, they will be further cemented by applying them to a Marketing Plan which you will complete as a Team Project.

Details of the project and the simulation will be discussed during the first synchronous virtual class on August 18th.

The schedule below shows that we will be meeting for some classes virtually during the appointed times of Tuesday and Thursday 8:00 am – 9:25 am Central. Depending upon how we progress, the scheduled synchronous times might change.

Ad Hoc meetings can be set as and when required with teams and/or individuals.

There is no required text. All required materials will be available online free of cost to Memphis students.
Your grade will be based on the following criteria:

Virtual Marketing Simulation: 66.6% - (In-Simulation Quizzes 33.3% and Quality of Decisions 33.3%)

Project: 33.3%

1. Virtual Marketing: The details of Virtual Marketing will be sent at the start of the semester. The overall grade in the Simulation is determined by your relative performance among the students in this class. Though the simulation grade is a composite of TYKs (Test Your Knowledge) and MDQI (Management Decision Quality Index) scores, THE PASSING GRADE FOR TYKs IS 70%. Corrective action will need to be taken if your TYK quiz scores fall below 70%.

Simulation Grading
Top 5% in rank – 66 points
6%-10% in rank – 62 points
11%-20% in rank – 58 points
21%-30% in rank – 54 points
31%-50% in rank – 50 points
51%-60% in rank – 46 points
61%-85% in rank – 42 points
<85% in rank – 38 points

Since your Simulation Grade is based on your performance-rank, it is in your best interest not to share the automatic feedback you receive while you engage in Virtual Marketing with other students.

2. Project: The details of Market Plan Project requirements are shown below. Projects will be graded as:

A+ -- 33 points
A   -- 30 points
A-  -- 27 points
B+  -- 24 points
B   -- 21 points
B-  -- 18 points
C   -- 15 points
Besides the overall project grade, individual team members will also be evaluated as shown below.

**Team Member Evaluation (as part of individual’s project grade)**

The following form will be used to evaluate team members. Any individual receiving “poor contribution” by other members of the team can go down by up to 20 points for the project depending on the degree of the gap. Similarly, an individual receiving “excellent contribution” from other team members can go up in the project grade.

Your Name_________________________ Project Name_________________________

Please evaluate your team members by dividing 100 points between them. DO NOT include YOURSELF

Team Member Name _____________
Team Member Name _____________
Team Member Name _____________

**Academic Integrity:**

Cheating, plagiarism, or any student misconduct is not allowed. Any student caught cheating will receive a zero for the assigned work. The University’s policies on cheating and other types of student misconduct are covered in the academic misconduct section of the Code of Student Conduct and Disciplinary Procedures of the Student Handbook. These policies will be **strictly enforced** in this class. See these policies at the [Office of Student Conduct website](#). You may also review Fogelman’s Academic Integrity page for additional clarification about our policies. You may access this page here, [FCBE Standards for Academic Integrity](#). (“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.”)

Cheating is disrespectful to all parties involved and I take it very seriously. I expect you to conduct yourselves as honest professionals with sound moral character. A few notes as it relates to the honor code:

- Unless specifically identified as group work, quizzes, tests, homework, etc. are to be completed alone.
- Obtaining **Simulation Decisions/TYK Answers** from sources like such as the Internet and others who have previously taken the course will be treated as violations of the Honor Code. Similarly, unauthorized use of any previous semester course materials, such as tests, quizzes, homework, projects, and any other coursework, is prohibited in this course. Using these materials will be considered a direct violation of academic policy and will be dealt with according to the Academic Honor Code.
• Passing on Simulation Decisions/TYK Answers to students who have yet to take this course hurts learning, and will be treated as violations of the Honor Code.

Syllabus Changes:
A detailed class schedule is shown below. Changes to the schedule will be made if necessary.

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

FCBE Assessment website: https://www.memphis.edu/fcbeassessment/
Virtual Marketing is designed to be a self-paced simulation so that each and every student acquires the maximum learning. Depending upon the backgrounds and capabilities, some may be able to breeze through some of the sections of the Simulation while others may need to spend more time on the same sections. For example, if you have had a decent Statistics background, the Data Analytics section might be easy for you. But it may not be as easy for others. The Simulation’s goal is competencies. Competency-based education implies that the time-to-learn is elastic. This is the reverse of traditional education where the timeframe is fixed but the competencies gained by students is expected to vary. In other words, anyone can earn an A if the right amount of time is contributed to the Simulation. Do not leave any assignment for the last hour. You just might find that you needed more time. So, begin the assignment in the beginning of the week.

* “Week of” means that the work has to be done during this week. At the end of the stated week, i.e., on Sunday of the week, if there is a TYK assignment and you have not completed that **TYK assignment**, you will be unable to complete it and will be forced to move on. You will just lose the points for missed TYKs. So, for example, if you haven't finished **3 TYK 1.3 Target Market** by **August 30** you will be unable to finish later. When you access the Virtual Marketing simulation, you will find that each TYK has an expiry date. Please be sure to finish the TYK quizzes before their expiry dates.

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<thead>
<tr>
<th>Week of*</th>
<th>Topic</th>
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<tbody>
<tr>
<td><strong>1</strong> 18&amp;20-Aug</td>
<td><strong>SYNCRONOUS ZOOM MEET.</strong> Review Course Content; Review Project Requirements; Review Virtual Marketing document, sign-in with your userid (to be provided) at <a href="http://www.precisedonline.com">www.precisedonline.com</a></td>
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<td><strong>2</strong> 25&amp;26-Aug</td>
<td>Internal &amp; External Analyses, VM till 3 TYK 1.3 Target Market.</td>
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<td><strong>3</strong> 31-Aug</td>
<td>Value Proposition, VM till 6 TYK 1.6 Value Proposition.</td>
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<td><strong>4</strong> 8&amp;10-Sept</td>
<td><strong>SYNCRONOUS ZOOM MEET.</strong> Know Your Team. Project Idea Formulation &amp; Development</td>
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<td><strong>5</strong> 15&amp;17-Sept</td>
<td>Costs, Revenues, Break-even Analysis AND Decisions, VM till 8 TYK 1.8 Pricing</td>
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<td><strong>6</strong> 22&amp;24-Sept</td>
<td>Work on Projects. VM till 9 TYK 3.1 Brand Management</td>
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<td><strong>7</strong> 29-Sept &amp; 1 Oct</td>
<td>Work on Projects. SKYPE, Zoom, Facetime, ... VM till LC Survey Methods</td>
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<td><strong>8</strong> 6&amp;8-Oct</td>
<td><strong>SYNCRONOUS ZOOM MEET.</strong> Project Idea Slides Presentation VM till 11 TYK 3.3 – Data Analytics</td>
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<td>3&amp;5-Nov</td>
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<td>10&amp;12-Nov</td>
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