REM Course Syllabus
MKTG 3010-003 – Principles of Marketing
Fall Semester, 2020, TR 11:20am-12:45pm
3.0 Credit Hours, REM Online Zoom
(Last updated: 8/3/2020)

Instructor: Dale F. Kehr
Phone: 901.678.4936 (please leave phone number and best time to call back)
E-mail: dalekehr@memphis.edu (please use eCourseware email as the preferred email contact method unless it is personal)
Office: Room 210 FAB
Office Hours: By appointment using Zoom

COVID-19:

This class will be conducted according to the University COVID-19 policy that can be located at: [opens in new window to the University COVID-19 Policy information]. Although this course was originally offered as a classroom course, the COVID-19 policy now requires this course be conducted as REM, which means the instruction is 100% online, and includes synchronous and asynchronous instructions/activities during the specified class times. All students should review the FCBE website that includes important considerations for students related to the ongoing COVID situation. The webpage is located at: [opens in new window to the FCBE COVID-19 webpage for students]

Course Overview: [Description]
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: None
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 courses. In addition to these requirements, 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)
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).

WARNING: A prerequisite and upper division check will be done once the first class roll has been issued. If you have not met the requirements, you are responsible to correct the situation during the official add period. If you have not met these requirements and have not corrected this situation, you may be administratively dropped from this course once the check is completed which probably will not be completed until after the add period is over.

Required Texts (and Related Materials):


Can be purchased by the student from the McGraw-Hill Create website at:
https://create.mheducation.com/shop/
(McGraw Hill Create Website to purchase the custom textbook (opens in new window)

PLEASE NOTE: The custom color print textbook is a reprint of the 16 chapters from the source textbook. The custom color print textbook has two page numbers. The larger numbers on dark background are the chronological page numbers of the custom color print textbook and the smaller page numbers are the page numbers from the original text.

Copyright: All materials (including, but not limited to videos, power point slides, contents, quizzes, etc.) used in this course are copyright protected and should not be uploaded, downloaded, copied, or duplicated without authorized written permission from the publisher.

Recommended Texts (and Related Materials): None

Location of Course Textbook: University Bookstore or Tiger Bookstore or McGraw-Hill Create

Course Objectives:
Feel confident in communicating and interacting with marketing professionals by using contemporary marketing vocabulary. (MC testing/quizzes/class discussion/video marketing analysis)

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. (MC testing/quizzes/class discussion/video marketing analysis)

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. (MC testing/quizzes/class discussion/video marketing analysis)
Identify unethical marketing activities and their consequences on others and the environment. (MC testing/quizzes/marketing ethic write-ups)

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. . (MC testing/quizzes, class discussion/video marketing analysis)

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. . (MC testing/quizzes/class discussion/video marketing analysis)

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. . (MC testing/quizzes/class discussion/videos marketing analysis)

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. . (MC testing/quizzes/class discussions/video marketing analysis)

**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 degree program.

- [BBA Program Outcomes](opens in new window)
- [BBA in Accounting Program Outcomes](opens in new window)

**Fogelman College: Code of Professionalism for Students, Faculty & Graduate Assistants, and Staff:**

On April 15, 2010, Fogelman College unveiled three separate Codes of Professionalism for students, faculty and graduate assistants, and staff to strive to conduct daily behavior. [Professionalism Website for Students, Faculty/Graduate Assistants and Staff](opens in new window)

**Fogelman College: Four-C’s Initiative Program:**

The program consists of communication, creativity, critical thinking, and emotional control to allow students to put critical business skills into practice and is incorporated throughout this course. The Four Cs Initiative Program equips students with the skills and confidence needed to excel in their business careers. [Professionalism 4 Cs website](opens in new window)

**Course Methodology:**

The course will be conducted as a REM online course. This course will include a mixture of independent, self-paced instructions and activities supported through in-person Zoom class meetings with your instructor and other students. The decision to work independently or in-person will be a
function of the course activities combined with your individual needs. All assignments will be individual assignments.

Students who attend the Zoom classroom sessions should come prepared (having read the designated material & powerpoints) to discuss the material and participate in class discussions and/or projects. The course will include marketing knowledge, comprehension, and application.

**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 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 and feedback on all work submitted within a timely matter.

**Course Content:**

1. Marketing in the Twenty-First Century
2. Understanding Your Customer
3. Reaching Your Customer
4. Responding to Your Customer

**Course Topics:**

The following chapter topics will be covered: (in following order)

1. Chapter 1: Why Marketing Matters to You
2. Chapter 3: The Global Environment
3. Chapter 5: Market Research
4. Chapter 7: Segmentation, Targeting, and Positioning
5. Chapter 4: Consumer Behavior
6. Chapter 6: Product Development
7. Chapter 14: Branding
8. Chapter 11: Pricing
9. Chapter 8: Promotional Strategies
10. Chapter 13: Digital and Social Media Marketing
11. Chapter 9: Personal Selling
12. Chapter 15: Customer Relationship Management
13. Chapter 10: Supply Chain and Logistics Management
14. Chapter 12: Retailing
15. Chapter 2: Strategic Planning
16. Chapter 16: Social Responsibility and Sustainability

**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. Your overall grade for the semester is based on how well you perform on these quizzes, projects, and exams.

List of Formal Assessed Activities

**Chapter Quizzes (80 points)** – Sixteen 10 multiple choice questions per chapter at .5 points per chapter testing student knowledge, comprehension and application of the required text information.

**Exams (100 points each)** - Four exams will be given that test student knowledge, comprehension, and application of the required text and class information. The exams can be composed of multiple choice, true/false, short answer and/or essay questions.

**Bonus Chapter Video Takeaways (3 points each)** – Fifteen Chapter Video Takeaway stating how the chapter material was used in the video. Please use short bullet points (preferred) or number listing less than a page double space using 12 font size.

**Marketing Subject Pool Participation or Optional Assignment (20 points for either a or b)** - Students in this course may choose to receive 25 points by doing either a or b:

a) **Marketing Subject Pool Participation** (Customer Neuro-Insights Research Lab Room FCB 366):

The subject pool is managed using SONA software. **Students must register online no later than September 17, 2020** (Thursday) for the subject pool through SONA.

[memphis fobe sona-systems (opens in new window)]

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 hour of research credit when they sign-up using the SONA software system and complete a preliminary screening survey.

To receive 20 points, student must participate and earn a total of 4 units with each unit equivalent to 6.25 points in any combination of the following studies:

1 unit for completion of Sign-up Survey
   (Note to participate in any study participation, student must first complete the sign-up survey when registering and will receive 1 unit)
1 unit for completion of each online study participation
   (Online study participation is conducted using SONA)
2 units for completion of each lab study participation
   (Lab study participation is conducted in FCB 366)
4 units for completion of one EEG study participation
   (EEG study participation is conducted in FCB 366)

Once registered in SONA, students will be able to view a list of available studies and keep tabs on their progress. 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 Neuro-Insights Research Lab) lab (room FCB 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 the student’s participation and send a record of the activity to the 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 separately 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 (Friday) **October 30, 2020.**

**OR (Not a combination of a & b)**

b) **Optional Marketing Articles Assignment**

Submit four (4) one-page summary write-ups (typed double space) from any four (4) findings of an article from the Journal of Marketing of any marketing topic of your choice. Please footnote the article and reference the text chapter and page number that the article discussed. **Each article submitted is worth a maximum of 5 points each.**

The last day to submit any of these marketing reflection papers is Thursday, **November 5th.**

**Summary of Graded Activities:**

16% 80 points /16 Chapter Quizzes (10 questions each .5 point per question)
80% 400 points/4 Class Exams (50 questions each at 2 points per question)
4% 20 points/C-NRL Research Study Pool or Optional Assignment
100% 500 points Total

(Bonus: Possible 45 extra points / 15 Chapter Video 3 Takeaways @ 1 point each)

**Summary of Grading**

Points earned on the assessed activities will be distributed as follows:
<table>
<thead>
<tr>
<th>Deliverable</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 Exams</td>
<td>400</td>
</tr>
<tr>
<td>16 Chapter Quizzes</td>
<td>80</td>
</tr>
<tr>
<td>1 C-NRL or Optional Assignment</td>
<td>20</td>
</tr>
<tr>
<td>15 Bonus Video 3 Takeaway</td>
<td>45</td>
</tr>
<tr>
<td>Total Points used for grading</td>
<td>500 pts</td>
</tr>
</tbody>
</table>

**Final Course Grades:**

Final course grade is earned according by the following table:

<table>
<thead>
<tr>
<th>Point Range</th>
<th>Assigned Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>450-500 Points</td>
<td>A</td>
</tr>
<tr>
<td>400-449 Points</td>
<td>B</td>
</tr>
<tr>
<td>350-399 Points</td>
<td>C</td>
</tr>
<tr>
<td>300-349 Points</td>
<td>D</td>
</tr>
<tr>
<td>Under 300 Points</td>
<td>F</td>
</tr>
</tbody>
</table>

**Final Exam Schedule:**

If a final exam for this class is given, it will be scheduled according to the Registrar’s academic calendar website (opens in new window).

**Schedule of Activities/Assignment/Cases:**

For a complete semester schedule of activities and due dates for assignments, please refer to the “Schedule of Activities Calendar” near the end of this syllabus.

**Course/Class Policies:**

**Adding/Dropping:**
If necessary to add/drop this course, please refer to the university registrar for dates and information.

**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 communication, you should review the [Fogelman College's Netiquette website (opens in new window)]. Please-no beepers, pagers, cell phones, web surfing, game playing, emailing, texting, food, etc. during class time.

**E-courseware:**
Ecourseware will be used to teach this course.

**E-courseware Times:**
- **Quizzes and Exams:** All chapter quizzes and Exams will be open from 12:05am till 11:55pm the day that it is scheduled and once open, students will have 1 hour and 25 minutes to finish. There is only one attempt.
- **Bonus Videos:** All bonus video dropboxes will be open from 12:05am till 11:55pm the day that it is scheduled and submissions can be uploaded any time during that period. Multiple submissions are allowed, but only the last submission will be graded.
- **Optional Marketing Articles Assignment:** Dropbox will be open from 12:05am till 11:55pm from Thursday, November 5th till Thursday, November 12th and submissions can be uploaded any time during that period. Multiple submissions are allowed, but only the last submission for an article will be graded.

**E-Mail:**
All emails should be within eCourseware and only the university e-mail addresses should be used for personal reasons. Always use your university name when sending an email. Please remember the receiver of an email sent from an email address outside ecourseware cannot use ecourseware reply as all ecourseware emails remain within the ecourseware email system.

**Attendance:**
Attendance will not be taken nor used in grading.

**Participation:**
It is essential that course material is read before class with preparation completed to participate in active discussion of the topic.

**Reporting Illness or Absence:**
Since attendance is not taken, there is not any need to report illness or absence.

**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)].

**Grading:**
The plus/minus system will NOT be used and grades cannot be given by the phone, email, or
text messaging. Please use the eCourseware grade file to review your scores.

**Exams:**
Not all exam text material will be covered in class. Exams cannot be taken early.

**Makeup:** NO MAKEUP
There will not be any makeup for any missed assignments as this is a REM course.

**Late Assignments/Submitting Work for Grading:** NONE

**Special or Extra Credit:**
There will not be any special or extra assignments given to any student to improve their grade unless given to the entire class.

**Grade Questions:**
If you would like to ask any question about any of your grading, please check during the semester and before final exam week.

**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 (opens in new window), 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. Additional information on TigerText (opens in new window). Only official university closings (for example, inclement weather) will deadline extensions be extended.

**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

**Office for Institutional Equity:**
The University is committed to ensuring equality in education and eliminating any and all acts of sexual misconduct from its campus. Sexual misconduct includes sexual harassment, sexual assault, dating violence, domestic violence and stalking. If you or someone you know has been harassed or assaulted, you can make a report to the Office for Institutional Equity at oie@memphis.edu or 901.678.2713. Please note that if you make a report to me I am required to report it. If you want to make a confidential report you can contact the University Counseling Center, 214 Wilder Tower, 901.678.2068.

**FCBE Academic Internship Credit:**
In FCBE, all majors offer an academic internship course option as a substitution for a required elective in a student’s major. To apply for academic credit, students must obtain an internship highly related to their major, register **prior** to the start of their internship and have their internship **approved by departmental internship faculty**. To review the requirements for applying for academic credit, visit [http://www.memphis.edu/professional/internships/academic_credit.php](http://www.memphis.edu/professional/internships/academic_credit.php). Students should allow approximately two weeks for the review and processing of an academic internship application through the Fogelman Internship Network.

**Syllabus Changes:**
The instructor reserves the right to change the course syllabus as circumstances may require and any changes will be announced in class, if sufficient notice is possible. All students are responsible for obtaining this information. If necessary to email the class, your University e-mail account address will be used.

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**Schedule of Activities**

**Course Outline & Calendar** for Principles of Marketing (MKTG 3010-003)

<table>
<thead>
<tr>
<th>DATE</th>
<th>DAY</th>
<th>TOPIC</th>
<th>ASSIGNMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 18</td>
<td>T</td>
<td>REM Course Introduction</td>
<td>Syllabus Review</td>
</tr>
<tr>
<td>Aug 20</td>
<td>R</td>
<td>REM Class Orientation</td>
<td>Neuro-Insights Research Lab Review</td>
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<td></td>
<td></td>
<td></td>
<td>Ecourseware Review</td>
</tr>
<tr>
<td>Aug 25</td>
<td>T</td>
<td>Why Marketing Matters</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>Aug 27</td>
<td>R</td>
<td>Global Environment</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>Sep  1</td>
<td>T</td>
<td>Marketing Research</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>Sep  3</td>
<td>R</td>
<td>Segmentation, Targeting, Positioning</td>
<td>Chapter 7</td>
</tr>
<tr>
<td>Sep  8</td>
<td>T</td>
<td><strong>Labor Day Holiday</strong></td>
<td>No Class</td>
</tr>
<tr>
<td>Sep 10</td>
<td>R</td>
<td>Exam One Study Day</td>
<td>No Class</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapters 1, 3, 5, &amp; 7</td>
<td></td>
</tr>
<tr>
<td>Sept 15</td>
<td>T</td>
<td><strong>Exam One</strong></td>
<td>Online – No Class</td>
</tr>
<tr>
<td>Sep 17</td>
<td>R</td>
<td>Consumer Behavior</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>Sep 22</td>
<td>T</td>
<td>Product Development</td>
<td>Chapter 6</td>
</tr>
<tr>
<td>Date</td>
<td>Day</td>
<td>Topic</td>
<td>Chapter(s)</td>
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<tr>
<td>Sep 24</td>
<td>R</td>
<td>Branding</td>
<td>Chapter 14</td>
</tr>
<tr>
<td>Sep 29</td>
<td>T</td>
<td>Pricing</td>
<td>Chapter 11</td>
</tr>
<tr>
<td>Oct 1</td>
<td>R</td>
<td>Exam Two Study Day</td>
<td>No Class</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapter 4, 6, 14, 11</td>
<td></td>
</tr>
<tr>
<td>Oct 6</td>
<td>T</td>
<td>Exam Two</td>
<td>Online – No Class</td>
</tr>
<tr>
<td>Oct 8</td>
<td>R</td>
<td>Promotional Strategies</td>
<td>Chapter 8</td>
</tr>
<tr>
<td>Oct 13</td>
<td>T</td>
<td>Digital/Social Media</td>
<td>Chapter 13</td>
</tr>
<tr>
<td>Oct 15</td>
<td>R</td>
<td>Personal Selling</td>
<td>Chapter 9</td>
</tr>
<tr>
<td>Oct 20</td>
<td>T</td>
<td>Customer Relationship Mgt.</td>
<td>Chapter 15</td>
</tr>
<tr>
<td>Oct 22</td>
<td>R</td>
<td>Exam Three Study Day</td>
<td>No Class</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapters 8, 13, 9, 15</td>
<td></td>
</tr>
<tr>
<td>Oct 27</td>
<td>T</td>
<td>Exam Three</td>
<td>Online – No Class</td>
</tr>
<tr>
<td>Oct 29</td>
<td>R</td>
<td>Supply Chain/Logistics Mgt.</td>
<td>Chapter 10</td>
</tr>
<tr>
<td>Nov 3</td>
<td>T</td>
<td>Retailing</td>
<td>Chapter 12</td>
</tr>
<tr>
<td>Nov 5</td>
<td>R</td>
<td>Strategic Planning</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>Nov 10</td>
<td>T</td>
<td>Social Responsibility/Sustainability</td>
<td>Chapter 16</td>
</tr>
<tr>
<td>Nov 12</td>
<td>R</td>
<td>Exam Four Study Day</td>
<td>No Class</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Chapters 10, 12, 2, &amp; 16</td>
<td></td>
</tr>
<tr>
<td>Nov 17</td>
<td>T</td>
<td>Exam Four</td>
<td>Online – No Class</td>
</tr>
</tbody>
</table>

**END OF SYLLABUS**