

**MKTG 3803, Principles of Marketing  
Fall 2016**

**Instructor: Cheryl O'Meara Brown, MBA**

Office: Miller Hall, Marketing & Real Estate Dept, Office 2306

**Office Hours\*: Monday & Wednesday 8:30-9:30am, 10:45am-11:30am, 1:45pm-2:30pm** and by appointment

**\*Note: office hours above do not pertain to holidays or finals week**

**E-mail: [cbrown@westga.edu](mailto:cbrown@westga.edu) (best for faster reply) or use mail in CourseDen**

Phone (last resort): 678-839-5022

Web Page: [www.westga.edu/~cbrown](http://www.westga.edu/~cbrown)

Class Hours:

Section 01: MW 9:30am - 10:45am Miller Hall 2213

Section 02: MW 12:30 pm - 01:45pm Miller Hall 2213

**I. Textbook**

MKTG 9, Lamb/Hair/McDaniel. **ISBN-10:** 1-285-86016-0 | **ISBN-13:** 978-1-285-86016-9 Cengage.

You may purchase the book either through our bookstore (<http://www.bookstore.westga.edu/buy>) or directly from Cengage (<http://login.cengagebrain.com/course/4LPP-DM7P-XNSN>)

Note: if you order the book used or through another source, you risk purchasing one that does not include an access code (to access the (optional) online resources that come with the book).

\*\*\*Our textbook, when purchased NEW with an access code, has some great online materials that will help you learn and study. These include practice quizzes, videos, flashcards, and more.\*\*\*

**II. Introduction**

This course serves as an introduction to the fundamental principles of marketing for undergraduate students who have no previous background in marketing. The topics covered include market analysis, product development, channels of distribution, promotion and pricing. You will study the basic concepts of marketing, the interrelationships of these basic concepts, and how they can be used to facilitate the process of value exchange.

**III. Pre-requisites**

Enrollment in this course requires a GPA of 2.00 or above and College of Business Major/Minor status.

#### **IV. Learning Goals**

The primary goal of this course is to introduce students to the field of marketing, and to help them gain an understanding of the analytical techniques required to develop successful marketing strategies. Theoretical and conceptual issues in marketing will be discussed, along with their implications in formulating marketing strategies.

Upon successfully completing the course, the student should be able to:

1. Critically evaluate the role that Marketing plays in the domestic and global economy and in the individual firm. (LG 5)
2. Have basic knowledge of the marketing concept and the elements of a marketing plan like marketing research, market segmentation, consumer behavior, marketing mix, and positioning. (LG 4)
3. Understand how these effect strategic planning. (LG 6)
4. Have basic knowledge of how social, political, legal, economic, and technological environments affect marketing. (LG 4)
5. Recognize how diversity, ethical decision-making and leadership, social responsibility, globalization, and multicultural considerations affect marketing strategies and decisions. (LG 5)
6. Recognize the pervasive application of marketing principles to goods, services, ideas, people and places, as well as to B2B and consumer marketing, and to non-profit organizations. (LG 4)

#### **Course Format and Expectations**

- **Lecture Time:** Lectures will cover specific topics in marketing. The course schedule lists the chapters that are to be covered on each class date.
- **Taking pictures of the slides/screen in class is not permitted.**

Arrive to class **on time** and be prepared to ask and answer questions relating to the material under discussion. You are encouraged to interject at any time with relevant comments or pertinent questions!

The door to the classroom will be locked at the beginning of class. This is both for your safety and to avoid interruptions in class. **Do not knock** if the door has been locked.

- **Course materials** (syllabus, course schedule, outlines for class lectures, etc.) are available in CourseDen. You should print the outlines before class and bring them to class (or have them downloaded and readily available on a laptop/tablet) for taking notes.

**IMPORTANT NOTE: The outlines that you'll use/print from CourseDen only provide a skeleton for topics to be covered in class; my presentations (the ones you'll see in class) will have more information on them. I will NOT share these with you individually --- Only those who are in class are able to copy down the information. Anything that is covered and/or discussed in class may be on the exams.**

- Please be sure to visit the UWG Online Student Help website (<http://uwgonline.westga.edu/students.php>) to make sure you're up to speed with CourseDen. This site also includes accessibility information for disabled students as well as the CourseDen maintenance schedule (when it will be inaccessible).
- **Class Participation:** During our class meetings, we will do some sort of class activity in which you will turn something in that will make up your class participation/attendance grade.
- **Quizzes:** There will be several quizzes throughout the semester. These will be delivered via CourseDen (online). There will NOT be any make-ups allowed; however, your lowest quiz grade will be dropped.
  - Important note about quiz questions: I will be using a mixture of my own questions AND a pool of questions from the textbook. Some questions will relate to material that we don't necessarily cover in class. Therefore, you need to read the chapters beforehand and have your textbook handy when you take the quizzes.
  - You are expected to complete quizzes **INDEPENDENTLY** and without any outside resources (other than your textbook).
- **Exams:** Four exams will be given throughout the semester (see Course Schedule for dates). Bring a #2 pencil (with an eraser) to each exam; ScanTrons will be provided for you. All personal items (including cell phones, ear buds, bags, drinks/cups/bottles, etc.) will need to be left at home OR placed at the front of the room (at your own risk) during the exams.
- **Optional Comprehensive Final Exam:** An optional, comprehensive final exam will be offered at the end of the semester (see Course Schedule for dates). If you decide to take the exam, you must add yourself to the Optional Final Exam Sign-Up sheet in CourseDen (under the Groups tab) by the date indicated in the Course Schedule, **otherwise an exam will not be printed for you**. This exam grade will REPLACE your lowest regular exam grade, if and only if you score higher on it than any of the regular exams.

- **Make-up exams:** Make-up exams will be given only if there is a legitimate reason for missing the exam, as judged by the instructor. The instructor needs to be notified at least one week in advance and documented proof needs to be provided. Per Marketing Department guidelines, make-up exams are only given on Fridays at 11:00am. Missing a scheduled exam without notifying the instructor in advance **will result in a zero for that exam.** (If this happens, plan to take the optional final.)

Note: The comprehensive final exam must be taken on the date and time indicated on the course schedule (there will be no reschedules under any circumstances).

### Course Correspondence and Conduct

- **Announcements:** Any important course announcements from your instructor (e.g. changes to the course schedule, class cancellations, etc.) will be sent (1) via the “News” tool in CourseDen (you should check the News items daily), and (2) via Remind texts (text “@mktg3803” to 81010 to join the class).
- **Contacting the Instructor:**
  - Firstly, I welcome you to stop by my office during my office hours (see first page for hours).
  - Any other time, the most effective way to reach me is **via e-mail** (either using cbrown@westga.edu (**better** for a quick reply since messages come to my phone), or CourseDen e-mail).
  - **Please free to contact me if you have a problem. Do not wait until the end of the semester to discuss any difficulties that you might be having. I will be happy to schedule a meeting with you at any point during the semester.**
  - When e-mailing/messaging your instructor and fellow classmates, professional behavior **and grammar** are expected.
- **Academic Honesty:** Students are expected to recognize and uphold standards of intellectual and academic integrity. UWG, the RCOB and the Department of Marketing and Real Estate assume as a basic and minimum standard of conduct in academic matters that students be honest and that they present for credit only the results of their own efforts. Acts of academic dishonesty will result in a grade of zero for the assignment/quiz/exam and could result in dismissal from the College of Business.

- Please also read the information at the following link:  
[http://www.westga.edu/assetsDept/vpaa/Common\\_Language\\_for\\_Course\\_Syllabi.pdf](http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf)

## Grading

Your final grade will be weighted according to the following scheme:

<b>Exams (4)</b>	<b>75%</b>
<b>Quizzes (lowest dropped)</b>	<b>10%</b>
<b>Class Participation (In-Class Assignments)</b>	<b>15%</b>

A= 90.0% or more  
B= 80.0% to 89.9%  
C= 70.0% to 79.9%  
D= 60.0% to 69.9%  
F= less than 60.0%

I encourage you to be responsible for yourself and keep up with your own grades in the class (including what you're currently making in the class). I do not keep running averages of each student's grade throughout the semester, and I am unable to respond to all students asking, for example, what they need to make on Exam Four to get an A in the class.

If you need help calculating your grade, there are easily accessible tools that can help, such as YouTube videos (like this one: <http://www.youtube.com/watch?v=RaNHV6W1p84> and this one <https://www.youtube.com/watch?v=P0oinC6ejFI>) and online grade calculators (like this one: <http://www.conquercollege.com/gradecalc/>).

## COURSE SCHEDULE

***Class meets Monday and Wednesday***

August 10: Introduction/Orientation

August 15-29: Chapters 1-4

**August 31: Exam One**

September 5-26: Chapters 5-6, 8-9

**September 28: Exam Two**

October 3-17: Chapters 10-11, 14-15

**October 19: Exam Three**

October 24-November 9: Chapters 16-19

**November 14: Exam Four**

**November 26 by NOON:** Deadline to join Optional Final Sign-Up Group in CourseDen

**Optional Final Exam: Wednesday, November 30**

I cannot individually reschedule the final exam; it **must** be taken on the above date.

*The instructor reserves the right to make changes to this schedule.*

*You will receive notice via the **News tool** in CourseDen.*