

## MKTG 3803-05 Principles of Marketing (Fall 2016)

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**Instructor:** Kenneth J. Hilderhoff  
**Class Time:** 2:00pm -3:15pm (T/R)  
**Class Room:** Miller Hall – Room 2201  
**Office No.:** RCOB 2314  
**Office Phone:** 678-839-5425  
**E-Mail:** [khilderh@westga.edu](mailto:khilderh@westga.edu)

**Office Hours:**     **Tuesday**     (8:30am- 4:00 pm)  
                          **Thursday**     (8:30am- 4:00 pm)

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**Text:** Principles of Marketing – MKTG 9 (Lamb | Hair | McDaniel)

**Pre-requisites:** GPA 2.00 or above with 2.00 RCOB for Major or Minor

**Course Overview:** This course is designed to introduce you to the fundamental issues associated with the marketing policies and practices in the flow of goods and services to both business customers and consumers. During this course, we will examine the major topics related to marketing within the organization, the fundamentals of marketing to the client and servicing the customer. Through lectures, case studies, research projects and assigned problems, you will gain an appreciation of the many challenges that marketing professionals face on a daily basis and of the tools that can be used to function effectively in these positions.

**Credit Hour Policy (3 credit hours):** For approximately fifteen weeks, students in this class will generally spend two 150 minute sessions with direct faculty instruction and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

**Course Learning Objectives:**

1. Apply appropriate marketing decision making related to marketing.
2. Demonstrate the ability to apply basic principles of marketing to real world situations.
3. Develop a thorough understanding of marketing principles.
4. Understand and solve problems related to marketing when marketing both to businesses and consumers.

**Attendance:** There is a strong correlation between students' attendance and their final grade. The exams for this course will be based on material we cover in class and the assignments from the book. Students that attend classes regularly and participate in discussions will be able to retain the material and apply it to their exams.

I will take class attendance each day. **If you are not in your assigned seat by the start of class or if you leave early, you will be counted as absent (I will forgive one tardy if you see me immediately after class).** At the discretion of the instructor, students with no more than one absence will be eligible for an adjustment (typically 1-2 points) to their final grade if needed. With proper documentation and with prior approval, university-sponsored events or work-related activities (within reason) will not count as an absence. Also, if you are sick and have documentation from a physician, your absence will be excused. **If you have more than four (2) unexcused absences, you will be penalized a letter grade at the end of the course.**

**Exams:** Four exams will be given this semester to allow you the opportunity to demonstrate your understanding of marketing. The exams are not cumulative. Questions will be taken from class lectures and assigned problems. The specific test format will be announced prior to each exam. Generally, make-up exams will not be given unless you have a doctor's excuse. Consideration for rescheduling an exam will be given only if you notify the instructor at the earliest possible time and if you can present appropriate documentation regarding your absence.

**Grades Structure:**

Activity	Grade Composition	Grade Scale
Exam 1	15%	A 90-100
Exam 2	15%	B 80-89
Exam 3	15%	C 70-79
Exam 4	15%	D 60-69
Marketing Plan	20%	F >60
Assignments	10 %	
Participation	10%	

**Assignments:** You are required to turn in the assignments as noted on the syllabus. Your name, chapter, date and the assigned problem and/or discussion question must be properly identified. These assignments will not be returned, but they will be given equal value to earn 10% of your grade. All assignments will be reviewed for completion and returned to you if not properly completed. Each of these represents the type of questions that you will see on your exams. All assignments will be submitted through the associated drop box by the date due.

**Project Team Activity Days:** Four class periods are designated as “Project Team Activity Days” to prepare your team project for presentation to the class and complete your Marketing Plan document. The specific assignment will focus on the development of a Marketing Plan for a product and business. This will provide a full appreciation of marketing principles and the steps involved in marketing your products or services to the client.

**CourseDen (D2L):** You will find CourseDen helpful in this class. All of the PowerPoint lectures used in class are posted prior to the class as well as study guides and your assignments. The syllabus will serve as your guide for the specific class schedule and topics.

**Responsibility for Material:** I am certain that you will make every effort to attend each session of this course. However, in the rare event that you do miss class, it is **your** responsibility to obtain lecture notes from a classmate and to be prepared for the next session. Although I am more than willing to help explain unclear material, I cannot review all material presented during lectures on an individual basis.

**Classroom Rules:**

- ✓ Do not engage in private discussions with others while someone else is speaking.
- ✓ No food or drinks are allowed in the classroom at any time.
- ✓ Without prior approval, the use of tape recorders is not permitted.
- ✓ Turn off all cell phones before entering the classroom. Texting during class will result in an absence for that class period.
- ✓ Remove all headsets
- ✓ If anyone is inclined to take class time to sleep, they will be asked to leave class

**Academic Honesty Policy:**

Lying, cheating, stealing, or engaging in plagiarism in pursuit of one's studies is a violation of academic honesty policy at UWG and will not be tolerated (Please read the university's catalog for the official statement on academic integrity and plagiarism). Students are responsible for understanding plagiarism. In general, plagiarism is defined as the use of intellectual material produced by another person without acknowledging its source.

The following are some examples of what is considered plagiarism:

- \* Copying of passages from works of others into an assignment, paper, discussion board posting, without acknowledgment.
- \* Cutting/pasting information available on the web or online databases.
- \* Using the views, opinions, or insights of another without acknowledgment.
- \* Paraphrasing another person's characteristic or original phraseology, metaphor, or other literary device without acknowledgment.

***NOTE: Violations of the academic honesty policy may result in expulsion from the University.***

**Official Communication Channel**

Your CourseDen e-mail account will be the official communication method for this class . You are responsible for checking this e-mail account on a regular basis. Avoid using the UWG GMAIL. Announcements on the Home Page of CourseDen will be used throughout the semester

**Extra Credit**

At this time, extra credit for this course is points earned through attendance and participation. There will likely be at least one extra credit opportunity through an additional assignment to be submitted by the end of the semester.

**Student Rights and Responsibilities**

Please carefully review 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)

The document at this link contains important information pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.

<b>Week</b>	<b>Date</b>	<b>Chap.</b>	<b>Topic</b>	<b>Assignments/Due Dates</b>
<b>1</b>	Aug 11 (R)		Orientation   Introduction to Marketing	<b>READ CHAPTERS PRIOR TO LECTURE</b>
<b>2</b>	16 (T)	1	Overview of Marketing	
	18 (R)	2	Strategic Planning	Chapter 1 (Drop Box)
<b>3</b>	23 (T)	4	Marketing Environment	Chapter 2 (Drop Box)
	25 (R)	5	Developing a Global Vision	Chapter 4 ((Drop Box)
<b>4</b>	30 (T)		<b>EXAM 1 (Chapters 1,2,4,5)</b>	
	Sept 1 (R)	6	Review Exam   Consumer Decision Making	
<b>5</b>	6 (T)	7	Business Marketing	Chapter 6 (Drop Box)
	8 (R)	8	Segmenting and Targeting Markets	Chapter 7 (Drop Box)
<b>6</b>	13 (T)	9	Marketing Research   Exam Review	Chapter 8 (Drop Box)
	15 (R)		<b>EXAM 2 (Chapters 6,7,8,9)</b>	
<b>7</b>	20 (T)	10	Review Exam / Product Concepts	
	22 (R)	11	Developing & Managing Products	Chapter 10 (Drop Box)
<b>8</b>	27 (T)	12	Services & Non-Profit Organizations	Chapter 11 (Drop Box)
	29 (R)	14	Marketing Channels   Exam Review	Chapter 12 (Drop Box)
<b>9</b>	Oct 4 (T)		<b>Exam 3 (Chap. 10,11,12,14)</b>	
	6 (R)		<b>FALL BREAK – NO CLASS</b>	
<b>10</b>	11 (T)	15	Retailing	
	13 (R)	16	Marketing Communications	Chapter 15 (Drop Box)
<b>11</b>	18 (T)	17/19	Advertising   Social Media	Chapter 16 (Drop Box)
	20 (R)	20/21	Pricing Concepts / Setting the Right Price	Chapter 17/19 (Drop Box)
<b>12</b>	25 (T)		Project Review   Team & Product Assignments	
	27 (R)		Project Team Activity Day (no class)	Marketing Plan
<b>13</b>	Nov 1 (T)		Project Team Activity Day (no class)	Marketing Plan
	3 (R)		Project Team Activity Day (no class)	Marketing Plan
<b>14</b>	8 (T)		Project Team Activity Day (no class)	Marketing Plan
	10 (R)		Team Presentations (Mandatory Attendance)	Marketing Plan Document
<b>15</b>	15 (T)		Team Presentations (Mandatory Attendance)	Marketing Plan Document
	17 (R)		Team Presentations (Mandatory Attendance)	Marketing Plan Document
16	21-25 (M-F)		<b>THANKSGIVING BREAK</b>	
17	29 (T)		Review for Exam   Study Day	
	Dec 1 (R)		<b>EXAM 4 (Chap. 15,16,17,19,20,21)</b>	Extra Credit Assignment
	5-9 (M-F)		<b>UWG FINALS WEEK (NO FINAL)</b>	