

MKTG 3803-06D Principles of Marketing (FALL 2017)

Instructor: Kenneth J. Hilderhoff
Class Time: 2:00-3:15 pm (Monday and Wednesday)
Class Room: Miller Hall – Room 2201
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Office Hours: 8:00am – 4:30pm (before 9:15am, between classes and after 3:15pm)
By Appointment

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

Marketing 5e (Grewal)

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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.

Course Learning Objectives: (LG 4, LG5, LG6)

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, text 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. With either proper documentation or 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

Exams: Three 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 assignments. 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 (approximate) | Grade Scale |
|----------------|---------------------------------|-------------|
| Exam 1 | 10% | A 90-100 |
| Exam 2 | 10% | B 80-89 |
| Exam 3 | 10% | C 70-79 |
| Final | 10% | D 60-69 |
| Marketing Plan | 20% | F >60 |
| Assignments | 30 % | |
| 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. All assignments will be reviewed for completion and returned to you if not properly completed. All assignments will be submitted through the associated drop box by the date due.

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 instructions for 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 any 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 SUPPORT

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact [Accessibility Services](#).

Center for Academic Success: The [Center for Academic Success](#) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu

University Writing Center: The [University Writing Center](#) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu

ONLINE COURSES

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the [UWG Online](#) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide](#).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares](#) site. [Online counseling](#) is also available for online students.

HONOR CODE

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the [Student Handbook](#).

UWG EMAIL POLICY

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

CREDIT HOUR POLICY

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance:
http://www.usg.edu/hb280/additional_information#

You may also visit our website for help with USG Guidance:
<https://www.westga.edu/police/campus-carry.php>

MKTG 3803-06D (Course Schedule)

C = Campus O = Outside of Class Assignments (NO CLASS)

| Week | Date | Topic | Assignments/Due Dates |
|------|-----------|---|--|
| 1 | Aug 9 (W) | Orientation & Overview | REFER TO DUE DATES ON MH CONNECT FOR BOOK ASSIGNMENTS |
| 2 | 14 (M) | Chapter 1" Overview of Marketing" | |
| | 16 (W) | Chapter 2 "Developing Marketing Strategies and a Marketing Plan" | |
| 3 | 21 (M) | Chapter 3 "Social and Mobile Marketing" | |
| | 23 (W) | Chapter 5 "Analyzing the Marketing Environment" | |
| 4 | 28 (M) | Chapter 6 "Consumer Behavior" | |
| | 30 (W) | EXAM 1 (Chap. 1,23,5,6) | |
| 5 | Sep 5 (M) | LABOR DAY | |
| | 6 (W) | Chapters 7 & 10: "Business to Business Marketing" "Marketing Research" | |
| 6 | 11 (M) | Chapter 8 "Global Marketing" | |
| | 13 (W) | Chapter 9 "Segmentation, Targeting and Positioning" | |
| 7 | 18 (M) | Chapter 11 "Product, Branding and Packaging" | |
| | 20 (w) | Chapter 12 "Developing New Products" | |
| 8 | 25 (M) | EXAM 2 (Chap: 7,9,10,11,12) | |
| | 27 (W) | Chapter 13 "Services: The Intangible Product" | |
| 9 | Oct 2 (M) | Chapter 14 "Pricing Concepts for Value" | |
| | 4 (W) | Chapter 15 "Supply Chain & Channel Management" | |
| 10 | 9 (M) | Chapter 16 "Retailing and Omnichannel Marketing" | |
| | 11 (W) | Chapters 17 & 18: "Integrated Marketing Solutions" "Advertising, PR and Promotions" | |
| 11 | 16 (M) | EXAM 3 (Chap: 13,14,15,16,17,18) | |

| Week | Date | Topic | Assignments/Due Dates |
|-----------|-----------|---|--|
| | | | |
| | 18 (W) | OVERVIEW OF TEAM PROJECT "MARKETING PLAN" - Review of Team Project - Team assignments - Product selection | MANDATORY ATTENDANCE |
| | | | |
| 12 | 23 (M) | TEAM MEETING | DUE: Team Document NO CLASS |
| | 25 (W) | TEAM MEETING | NO CLASS |
| | | | |
| 13 | 30 (M) | TEAM MEETING | NO CLASS |
| | Nov 1 (W) | TEAM MEETING | NO CLASS |
| 14 | 6 (M) | TEAM MEETING | NO CLASS |
| | 8 (W) | TEAM PRESENTATIONS | Due: All Marketing Plans MANDATORY ATTENDANCE |
| 15 | 13 (M) | TEAM PRESENTATIONS | MANDATORY ATTENDANCE |
| | 15 (W) | TEAM PRESENTATIONS | MANDATORY ATTENDANCE |
| 16 | Nov 20-24 | THANKSGIVING BREAK | |
| 17 | 27 (M) | Study Day | NO CLASS |
| | 29 (W) | F INAL EXAM Selected Chapters | Bring No. 2 Pencil Scantron provided |
| 18 | | UWG F INAL WEEK NO CLASSES | |