

MKTG 3803, Principles of Marketing -- Spring 2018

Instructor: Cheryl O'Meara Brown, MBA

Office: Miller Hall, Marketing & Real Estate Department (upstairs), office 2306.

Office Hours*: Mondays and Wednesdays from 8:30 until 9:15 AM; 10:50 until 11:30 AM; and 1:30 until 2:00 PM.

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

E-mail: cbrown@westga.edu (best for fastest reply) or use mail in CourseDen

Web Page: www.westga.edu/~cbrown

Class Hours:

MW 9:30 AM - 10:45 AM, Miller Hall 2214

I. Textbook

Marketing, 5e by Grewal and Levy. McGraw Hill.

We will be using MH Connect, the online resource that comes with the textbook, and the assignments there will be a part of your overall grade in the course. In Connect, you will have access to the eBook (electronic version of the textbook) while the hard copy ships.

We're being given a reduced rate of only \$65 (as compared with around \$90 from the bookstore and Amazon and up to \$250 for "regular" hardcover textbooks. **To purchase the text with Connect at a better price than the bookstore, use this link:**

<http://shop.mheducation.com/mhshop/productDetails?isbn=1259954455>

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 Maj-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 affect 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)

*[BBA Marketing Learning Outcomes](#) (page 11)

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.** You will need to **take notes**, either by hand ([best](#)) or using your laptop/tablet. Student-version slides are available in CourseDen for taking notes.

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. *Note: if you have a legitimate reason for being a few minutes late (i.e. if you have a class right before this one, on the other side of campus, and you're literally running to get here), send me a message using REMIND (see "Announcements" area).*

- **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. *The more effort you put into these activities, the higher your class participation grade will be.*
 - Studies have shown that for each absence in class, a student's exam grades, and therefore overall grade in the class, drop significantly. It's your education: make the most of it!
- **MH Connect Assignments:** For each chapter that we cover in class, there will be a "module" in Connect for you to complete. **(Watch this video for a quick tutorial on using the SmartBook and Connect:** <http://screencast-o-matic.com/watch/cbjfbplkHA>)
 - Within each module, you'll find:
 -  **A LearnSmart (aka SmartBook) activity.** In these, you're expected to read through the chapter highlights (and/or the entire chapter) and then proceed to the "Practice" area where you'll answer questions about the material. You are NOT penalized for wrong answers! You can answer as many questions as it takes until you make a 100%. In other

words, you have no excuse not to have a perfect 100% on these. The lowest ONE will be dropped at the end of the semester.

- **Assignments over the chapter.** You may have a drag-and-drop activity, a video case with questions, or some other combination of assignments. These can only be taken one time, and your lowest TWO grades will be dropped at the end of the semester.
- There will be NO make-ups on the Connect assignments; this is why the lowest grades are dropped.
- The due dates for each module and chapter correspond to the exam in which they are covered. For example, on Exam One, we will cover Chapters 1 through 5. The due dates for all of the Connect assignments (LearnSmart and graded assignments) are the date of Exam One. This does not mean that you should wait until the day before Exam One to complete the Connect assignments! **Ideally, you will complete the *LearnSmart* activity BEFORE we cover the chapter in class, and then you'll complete the *assignments* after we've covered the material in class.**
- ***You'll need to register with Connect before you can complete the assignments there.***

1. Go to Content and click on MH Connect Assignments:

The screenshot shows a Blackboard course interface. At the top, the course title is 'Principles of Marketing Section 01 Fall Semester 2017 CO'. Below the title is a navigation menu with the following items: 'Course Home', 'Content', 'Communication', 'Assessments', 'Grades', and 'Resources'. A red arrow points to the 'Content' item. Below the navigation menu, there is a sidebar with a search box and a list of course items: 'Overview', 'Bookmarks', 'Course Schedule' (with a red badge '2'), 'Table of Contents' (with a badge '60'), 'Syllabus & Course Schedule' (with a badge '1'), 'Slides/Outlines for Class Lectures' (with a badge '12'), and 'MH Connect Assignments' (with a badge '47'). A red arrow points to the 'MH Connect Assignments' item. The main content area is titled 'Overview' and contains the text: 'At left, access the Syllabus & Course Schedule, your MH Connect assignment list, and the Slides/Outlines that you'll need to use in class for taking notes.'

2. Scroll down to the Modules, and then click on the first (or any) assignment in Module 1:

The image shows a course management system interface. On the left is a table of contents with the following items and counts:

| | |
|------------------------------------|----|
| Table of Contents | 60 |
| Syllabus & Course Schedule | 1 |
| Slides/Outlines for Class Lectures | 12 |
| MH Connect Assignments | 47 |
| Module 1 | 2 |
| Module 2 | 3 |
| Module 3 | 5 |
| Module 4 | 5 |
| Module 5 | 3 |
| Module 6 | 3 |
| Module 7 | 6 |

On the right, there are two panels showing module content:

Module 1

- [Chapter 1 Overview of Marketing](#) (Due August 30 at 11:59 PM, Starts Aug 9, 2017 10:00 AM)
- [Video Case Value The Bottled Water Industry](#) (Due August 30 at 11:59 PM, Starts Aug 9, 2017 10:00 AM)

Module 2

- [Chapter 2. Developing Marketing Strategies and a Marketing Plan](#) (Due August 30 at 11:59 PM, Starts Aug 9, 2017 10:00 AM)
- [iSeelt Video Case Marketing Strategy and the Marketing Plan](#) (Due August 30 at 11:59 PM, Starts Aug 9, 2017 10:00 AM)
- [SWOT Analysis - Domino's Pizza](#) (Due August 30 at 11:59 PM, Starts Aug 9, 2017 10:00 AM)

A red arrow points to the 'Chapter 1 Overview of Marketing' link in the Module 1 panel.

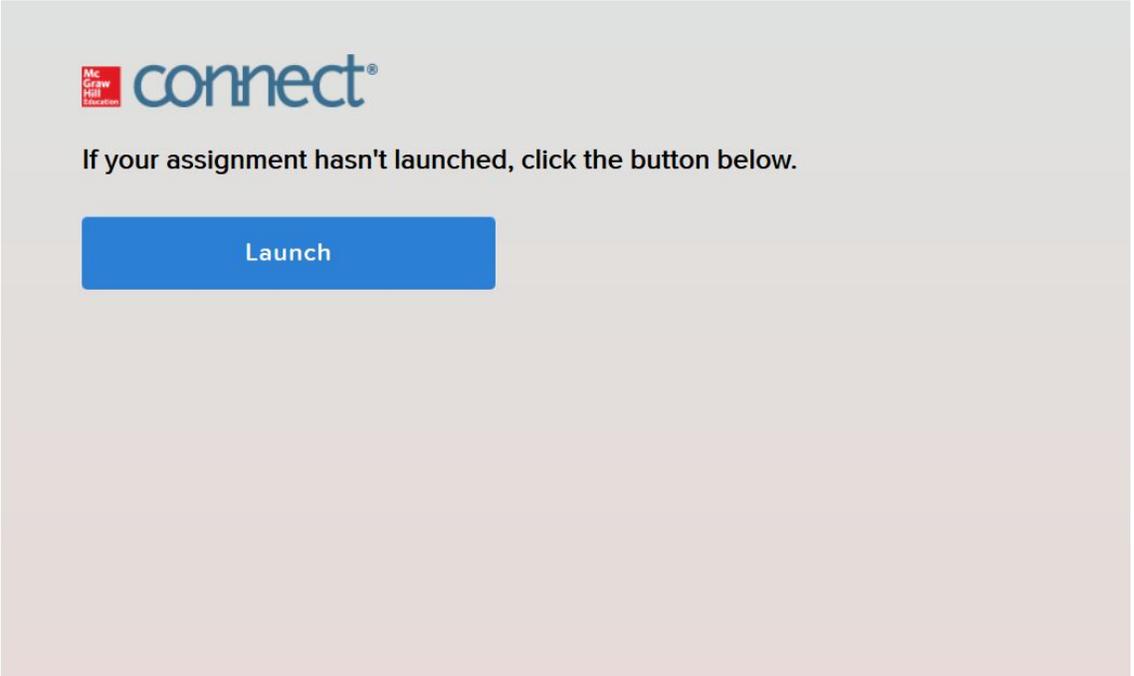
3. Your assignment should launch automatically. If it doesn't, and you see the

screen below, simply click on Launch:

[Course Home](#) [Content](#) [Communication](#) [Assessments](#) [Grades](#) [Resources](#)

[Table of Contents](#) > [MH Connect Assignments](#) > [Module 1](#) > [Chapter 1 Overview of Marketing](#)

Chapter 1 Overview of Marketing



The screenshot shows the MH Connect interface for Chapter 1 Overview of Marketing. It features the McGraw Hill Education logo and the text "connect®". Below the logo, there is a message: "If your assignment hasn't launched, click the button below." and a prominent blue "Launch" button.

4. You'll be taken to the page below. You have the choice of entering the access code that came with your textbook (if you've already received it), purchasing it now, or you can choose "courtesy access" (for two weeks) if you've ordered your book but

haven't received it yet.

The screenshot shows the 'Student Registration' page for the textbook 'M: Marketing'. At the top, it states the user is logged in with the email 'cherylobrown@hotmail.com'. Below this, it offers two ways to get access: using a registration code or paying with a credit card. The book details include the title 'M: Marketing', ISBN 1259737683, Edition 5, and Author Dhruv Grewal. It also lists 'LearnSmart' as a component product. Under 'What you get with Connect', it lists digital access, interactive tools, and exclusive discounts. There are three main sections: 'Already purchased?' with a registration code input field and a 'Submit' button; 'Need to purchase?' with a price of \$55.00 USD, an expiration date of Feb 14, 2018, and a 'Buy Online' button; and 'Need Temporary Access?' with a 'Start courtesy access' button. Red arrows point to the registration code field, the 'Buy Online' button, and the 'Start courtesy access' button.

- If you encounter any problems with Connect (as opposed to CourseDen) at any time, you will need to contact McGraw Hill Customer Service Support:
Hours of Operation:
Sunday: 12:00 PM to 2:00 AM EST
Monday-Thursday: 8:00 AM to 4:00 AM EST
Friday: 8:00 AM to 9:00 PM EST
Saturday: 10:00 AM to 8:00 PM EST
Phone: (800) 331-5094
- **Exams:** Four regular 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 date - cannot be rescheduled). If you decide to take the exam, you must add yourself to the

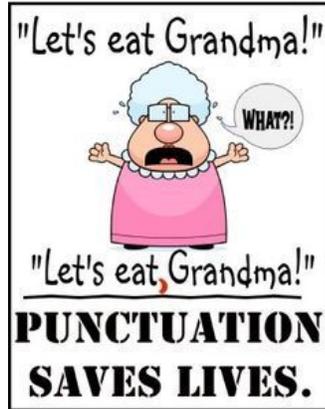
Optional Final Exam Sign-Up sheet in CourseDen (under the Groups tab) by the date indicated in the Course Schedule, **otherwise an exam will not be printed for you**. This exam grade will REPLACE your lowest regular exam grade, if and only if you score higher on it than any of the regular exams.

- **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 “Announcements” tool in CourseDen (you should check the Announcements 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 (**best** 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.



I strongly encourage you to use Grammarly, a free online grammar and spelling checker. It's a great resource for papers and even e-mails.

<https://www.grammarly.com/>

- **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. You should not look up ("Google") answers to assignment questions online, complete graded assignments with friends, etc. Acts of academic dishonesty will result in a grade of zero for the assignment/quiz/exam and could result a failing grade in the course and dismissal from the College of Business.
- Please also read the information at the following link:
<https://www.westga.edu/UWGSyllabusPolicies/>

Grading

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

| | |
|--|------------|
| Exams (4) | 60% |
| MH Connect LearnSmart (SmartBook) Questions | 10% |
| MH Connect Assignments | 18% |
| Class Participation (In-Class Assignments) | 10% |
| First Day Attendance OR Syllabus Quiz | 2% |

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 (just type "how to calculate my grade" into Google and you'll find online grade calculators (like this one <http://www.conquercollege.com/gradecalc/>), or search YouTube for videos (here are a couple <http://www.youtube.com/watch?v=RaNHV6W1p84> <https://www.youtube.com/watch?v=P0oinC6ejFI>)

UWG Online Help Desk (CourseDen help)

Monday - Thursday 8:00 AM - 8:00 PM

Friday 8:00 AM - 5:00 PM

678-839-6248

online@westga.edu

or 1-855-933-UWGO (8946)

Chat With Us: <http://uwgonline.westga.edu/chat-with-us.php>

24-Hour Help for Current Faculty & Students Only

Covers CourseDen (D2L) & Blackboard Collaborate

<https://D2Lhelp.view.usg.edu> (toll-free and live chat options available on this website)

COURSE SCHEDULE

Class meets Monday and Wednesday

January 8: Introduction/Orientation

January 10-31: Chapters 1, 2, 4, 5

{MLK Day Holiday Jan. 15}

February 5: Exam One; MH Connect Modules 1-4 Due

February 7- March 5: Chapters 6, 8, 9, 10

March 7: Exam Two; MH Connect Modules 5-7 Due

March 12 - April 4: Chapters 11,12, 15, 16

{Spring Break March 17-25}

April 11: Exam Three; MH Connect Modules 8-11 Due

April 16-23: Chapters 17-19

April 25: Exam Four; MH Connect Modules 12-13 Due

April 30 by NOON: Deadline to join Optional Final Sign-Up Group in CourseDen

Optional Final Exam (Comprehensive, 80-100 questions):

Wednesday, May 2, 8:00 AM

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

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

*You will receive notice via the **Announcements tool** in CourseDen as well as via **Remind texts**.*