

MKTG 3803

Principles of Marketing (Summer 2018)

Instructor: Kenneth J. Hilderhoff
Class Time: 10:00am – 12:15pm
Class Room: Miller Hall – Room 2213
Office No.: RCOB 2311
Office Phone: 678-839-5425
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Office Hours: Days of lectures (9am – 3:30pm) or by appointment

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

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

Student Edition: ISBN 13: 978-1-285-86014-5

“NO ACCESS CARD REQUIRED FOR COURSE”

New, Used or Rented



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 four weeks, students in this class will generally spend two 120 minute sessions with direct faculty instruction and work about 360 minutes outside of the classroom each week.

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, 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	Grade Scale
Exam 1	15%	A 90-100
Exam 2	15%	B 80-89
Exam 3	20%	C 70-79
Assignments	40%	D 60-69
Attendance	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.

Classroom Rules and Courtesies:

- ✓ Do not engage in private discussions with others while someone else is speaking.
- ✓ 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

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 which may be filled with other university information. Announcements on the Home Page of CourseDen will be used throughout the semester along with the Calendar.

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

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.

PRINCIPLES OF MARKETING (MKTG 3803) – SUMMER 2018

Week	Date		Chap.	Topic	Assignments (Details in Drop Box)
1	June 27 (W)	C	1 2	Orientation Overview of Marketing Strategic Planning	Read: Chapters 1 & 2
	28 (R)	O		Chapter 1 & 2 Assignments	DUE: Chapters 1 & 2 (drop box)
	29 (F)	O	4 5	Marketing Environment Global Vision	Read: Chapters 4 & 5
2	July 2 (M)	C	4 5	Lecture: Marketing Environment Global Vision	
	3 (T)	O		Exam 1 – Chap. 1,2,4,5 (Take Home)	DUE: Exam 1 - Answer Sheet (drop box)
	4 (W)			HOLIDAY	
	5 (R)	O	6 7	Consumer Decision Making Business Marketing	Read: Chapters 6 & 7 DUE: Assignment – Chap 6 & 7 (drop box)
	6 (F)	O		Online Assignment (CRM)	DUE: CRM assignment
3	9 (M)	C	8 9	Lecture: Segmenting & Targeting Markets Marketing Research	Read: Chapters 8 & 9
	10 (T)	O		Exam 2 Chap. 6,7,8,9 (Take Home)	DUE: Exam 2 - Answer Sheet (drop box)
	11 (W)	O	10	Product Concepts	Read: Chapters 10 Due: Chap 10 Assignment (drop box)
	12 (R)	O	11	Developing & Managing Products	Read: Chapter 11 DUE: Chap 11 Assignment (drop box)
	13 (F)	O	12 14	Services and Non-Profits Marketing Channels	Read: Chapters 12 & 14 DUE: Assignment - Chap 12 & 14 (drop box)

4	16 (M)	O		Online Assignment (Omni-Marketing)	DUE: Assignment (drop box)
	17 (T)	C	15 16	Retailing Marketing Communications	Read: Chap 15 & 16
	18 (W)	O		Study Day	
	19 (R)	C		In-Class Exam Exam 3 Chap. 10, 11,12,14,15,16	
				NO CLASS – END OF SUMMER SESSION	

NOTE: SCHEDULE SUBJECT TO CHANGE

DATE: 5.21.18