

PRINCIPLES OF MARKETING - MKTG3803

INSTRUCTOR INFORMATION

NAME:

Ken Hilderhoff

OFFICE LOCATION:

Miller – Room 2311

OFFICE HOURS:

Monday | Wednesday (8:00a – 5:00p) or by appointment

CONTACT INFORMATION:

Phone: 678-839-5425

Email: khilderh@westga.edu

Communication Preference: I prefer for you to contact me using your UWG email.

COURSE INFORMATION

DESCRIPTION

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.

PREREQUISITES

Refer to your counselor or the marketing department.

DELIVERY METHODS

This course is a lectured structured course with assignments on both MH Connect, CourseDen and it includes a team project for maximum student engagement.

LEARNING GOALS

We will build on the following learning goals throughout the term:

FIRST GOAL

Apply appropriate marketing decision making related to marketing.

SECOND GOAL

Demonstrate the ability to apply basic principles of marketing to real world situations

THIRD GOAL

Develop a thorough understanding of marketing principles.

FOURTH GOAL

Understand and solve problems related to marketing when marketing both to businesses and consumers

TEXTBOOKS AND MATERIALS

TEXTBOOK

Marketing 5e (Grewal) 2017 © McGraw-Hill, Inc.

Purchase Online as e-book for access code to MH Connect

ISBN-10: 1259446298

ISBN-13: 9781259446290

COURSE MATERIALS

Purchasing: Refer to Books Requirements in CourseDen for complete information.

COURSE POLICIES

LATE POLICY AND ATTENDANCE

Attendance: Attendance will be taken in each class period. If you miss more than two classes (unexcused absences), your course grade may be lowered by one letter grade. Therefore being absent from class will have a detrimental effect on your final grade. If you must be absent, contact me by phone and/or email immediately to find out what you missed so that you can be prepared for the next class (you may have to make up an assignment depending upon what is

missed). Also, if you are more than 10 minutes late, you will be considered absent for the class. Please plan to arrive ON TIME and READY TO PARTICIPATE. If you are absent for a medical or another important “documented” reason, please provide documentation prior to class on the following class date.

Class Preparation and Participation: Come prepared to class to discuss chapter readings, demonstrate knowledge of the subject and ask questions. Enrich class discussion by sharing relevant information from your own personal and professional experiences. You will need to keep a “look out” for current events related to our coursework and assignments. NOTE: If your final grade is “borderline,” your level of class participation may make a difference in a full letter grade.

Class Courtesies: Arrive on time and avoid any early exits. If you need to arrive late or leave early, please contact me via email or telephone to let me know ahead of time. Avoid activities unrelated to the class (checking email, working on your computer, sending text messages, etc.) or points will be deducted. **Be sure cell phones and other messaging devices are off and out of sight during class or class participation points will be DEDUCTED.** Close your computer during peer presentations.

ASSIGNMENTS

The majority of the assignments will be in McGraw Hill’s MH Connect (LearnSmart) with several assignments on CourseDen and a Team Project. You must check due dates in both locations.

Type all documents on 8.5 x 11” letter-quality paper using Times New Roman or Arial with margins of 1” in black ink. No handwritten assignments will be accepted. Assignments must be saved with **.doc** or **.docx** extension when submitting to a drop box with your last name. Student work should display the correct spelling, punctuation, and grammar rules for all assignments.

Deadlines: Turn in all assignments on the dates specified in MH Connect and CourseDen. You will earn a “0” for missing the deadline of an assignment/activity or failing to deliver your presentation as scheduled. If you miss a deadline due to a *verifiable* emergency, contact me at khilderh@westga.edu or (678) 839-5425 immediately, and I will consider a make-up or alternate assignment based on the circumstances (a late penalty may apply).

Presentations: Speak to the “class” during your presentations and not to me. Turn in any required documents and practice your presentation. Dress professionally for the “Team Project” presentations— this will be a must in a business environment.

Grading

<u>Activity</u>	<u>Grade</u> <u>Composition</u> <u>(APPROXIMATE)</u>
Attendance	10%
Exam 1	10%
Exam 2	10%
Exam 3	10%
Final	10%
Chapter Quizzes	10%
Marketing Plan (Team Project)	20%
Assignments	20 %
Total	100%

REFER TO MH CONNECT AND COURSE DEN FOR ASSIGNMENTS' DUE DATES

Week	Date	Topic
1	Aug 15 (W)	Orientation & Overview -Course Overview -Intro to Marketing
2	20 (M)	Chapter 1 "Overview of Marketing"
	22 (W)	Chapter 2 "Developing Marketing Strategies and a Marketing Plan"
3	27 (M)	Chapter 5 "Analyzing the Marketing Environment"
	29 (W) (ONLINE)	Chapter 3 "Social and Mobile Marketing"
4	Sep 3 (M)	LABOR DAY (NO CLASSES)
	5 (W)	Chapter 6 "Consumer Behavior"
5	10 (M)	EXAM 1 (Chap. 1,2,3,5,6)
	12 (W) (ONLINE)	Chapters 7 & 10: "Business to Business Marketing" "Marketing Research"
6	17 (M)	Chapter 8 "Global Marketing"
	19 (W)	Chapter 9 "Segmentation, Targeting and Positioning"
7	24 (M)	Chapter 11 "Product, Branding and Packaging" Chapter 12 "Developing New Products"
	26 (W) (ONLINE)	Complete the readings, chapter quizzes and assignments.
8	Oct 1 (M)	EXAM 2 (Chap: 7,8,9,10,11,12)
	3 (W) (ONLINE)	Chapter 13 "Services: The Intangible Product"
9	8 (M)	Chapter 14 "Pricing Concepts for Value" Chapter 15 "Supply Chain & Channel Management"
	10 (W)	Chapter 16 "Retailing and Omni-channel Marketing"
10	15 (M)	Chapters 17 & 18: "Integrated Marketing Solutions" "Advertising, PR and Promotions"
	17 (W)	SPECIAL ASSIGNMENT
11	22 (M)	EXAM 3 (Chap: 13,14,15,16,17,18)

	24 (W) (ONLINE)	SPECIAL ASSIGNMENT
12	29 (M)	OVERVIEW OF TEAM PROJECT “MARKETING PLAN” - Review of Team Project - Team assignments - Product selection
	31 (W)	TEAM MEETING
13	Nov 5 (M)	TEAM MEETING
	7 (W)	TEAM MEETING
14	12 (M)	TEAM MEETING
	14 (W)	TEAM MEETING
15	19-23	THANKSGIVING
16	26 (M)	TEAM PRESENTATIONS
	28 (M)	TEAM PRESENTATIONS
17	Dec 3 (M)	TEAM PRESENTATIONS
	5 (W)	FINAL EXAM
	Dec 8 -14	UWG FINAL WEEK NO CLASSES