



RICHARDS COLLEGE OF BUSINESS

**MKTG3803: Principles of Marketing
Fall 2019**

Course Syllabus

Instructor:	Dr. Sunil Hazari, Professor Department of Marketing & Real Estate
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Office Location:	Room 2312 – Miller Hall (Richards College of Business)
Office Phone:	678.839.4842
Office Hours:	Wednesdays, 11:00 – 4:00 pm (appointments preferred)
Course Level:	Undergraduate – 3 semester hours
Course Meetings:	This course is 100% online
Course Web Site:	http://www.westga.edu/webct OR http://westga.view.usg.edu
E-mail :	Use MAIL feature within CourseDen Instructor will reply to emails sent from CourseDen ONLY
University Tech Support:	678.839.6248 (for CourseDen problems) 678.839.6587 (for login/password/access problems)

Catalog Description

This course is a study of marketing policies and practices in the flow of goods and services to the customer/consumer. This course serves as an introduction to the fundamental principles of 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.

Course Prerequisites: Enrollment in this course requires a GPA of 2.00 or above and College of Business Maj/Minor status.

Required Course Textbook and other Materials

1) MKTG10, 10th Edition by Charles W. Lamb, Joe F. Hair, Carl McDaniel. Publisher: Cengage Learning 4LTR Press. ISBN-10: 130563182X

(Note: ONLY the textbook is needed. Access code to online publisher materials is NOT needed in this course)

Course Objectives

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
 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.
 3. Understand how marketing functions impact strategic planning.
 4. Have basic knowledge of how social, political, legal, economic, and technological environments affect marketing.
 5. Recognize how diversity, ethical decision-making and leadership, social responsibility, globalization, and multicultural considerations affect marketing strategies and decisions.
 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.
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Course Policies:

Academic Honor: UWG students are expected to achieve/maintain the highest standards of academic honesty and excellence. Therefore, the UWG student pledges not to lie, cheat, plagiarize, or steal in the pursuit of study and is encouraged to report students who do (refer to Student Handbook, Appendix E, and Academic Dishonesty). Students who breach the Academic Dishonesty guidelines will receive a "F" grade in the course. Information at the following link contains important information pertaining to code of conduct outlined in the student handbook:

Handbook (https://www.westga.edu/administration/vpsa/assets/docs/2017_2018_Student_Handbook.pdf)

Code of Conduct (<https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php>)

If a student is unclear about whether a particular situation may constitute an honor code violation, the student should meet with the instructor to discuss the situation.

For this class, general advice and interaction on discussion topics related to marketing research are encouraged. Each student must develop his or her own solutions to individual assignment. In other words, students may not "work together" on individual graded assignments. Such collaboration constitutes cheating. A student may not use or copy (by any means) another's work (or portions of it) and represent it as his/her own. Students are encouraged to use the "Virtual Watercooler" discussion board to post questions and/or seek clarification of course topics. If your question is of a personal nature, it is best to email the instructor from within CourseDen.

Incomplete Policy: For a student to be eligible for an Incomplete grade, the student must have completed at least 80% of the course assignments with minimum of "B" average in **all** completed assignments.

Disabilities Policy: In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to reasonable accommodations. Please notify the instructor during the

first week of class of any accommodations needed for the course.

Evaluation:

The nature of this course relies primarily on projects and discussions. Students are expected to read assigned class material during each week, complete project assignments, and participate in group discussions.

Feedback from Instructor: Feedback is an integral part of enhancing learning in all courses. Rubrics for scoring and assigning grades will be provided during the first week of class and will also be available in CourseDen.

The instructor will use these rubrics for grading and assign scores for each assignment that are indicators of feedback to students. Students are encouraged to contact the instructor (in person or via CourseDen email) if additional feedback is needed.

Late/Missed Assignments: Assignments are due on date/time mentioned in the Course Schedule. Check CourseDen schedule for any maintenance downtime. There is a 25% per day late penalty which is STRICTLY ENFORCED. As long as the university website (CourseDen) is officially accessible, the assignment is due as scheduled. Your computer/Internet problem is not considered a valid excuse for the assignment to be submitted late for full credit. Do make alternate arrangements to submit the assignment in such cases. The instructor must approve any delays, deviations, or substitutions for required assignments in advance (i.e. before the assignment deadline). Students should inform the instructor (by e-mail or phone call) of any absences, or inability to complete assignments on time before the assignment is due. Also, the instructor must approve this and will notify the student of such approval. Without this approval, assignments will not be considered for grading purposes.

Appeals Policy: An announcement will be posted in CourseDen when grades are released for each assignment. Check Gradebook for your score. Any concerns about assignment grade should be discussed with the instructor within **FOUR** days of the grade being posted or the grade stands as assigned.

Written/Web Document Formatting. Websites are key marketing tools for organizations therefore must contain information that conforms to business communication standards including use of proper English with no spelling/grammar errors. All work submitted must be typed, and use APA formatting. See APA Quick Guide posted in the "Course Documents area". MS Word is the standard word-processing software. **Follow the 22/12 rule in this course (No more than 22 words per sentence, no more than 12 lines per paragraph).** Keep a copy of all submitted work. Students' work should display correct spelling, punctuation, grammar, and Business Communication rules for all assignments which are considered when assigning grades. See Rubric for specific assignment requirements.

Technology Support: Since this class relies heavily on the use of technology, students should make alternate arrangements to have access to another computer in case of primary computer problems. Information Technology Support (<http://www.westga.edu/its/>) or CourseDen support (<http://www.westga.edu/webct>) should be consulted for questions about technology related issues. Make backup copies regularly. Students are responsible for checking CourseDen schedule (available online) for maintenance downtime and plan ahead. In case of Technical Problems (such as password not working) contact the UWG ITS Tech support at 678.839.6587

Evaluation/Assignments. For highest score in all assignments, students are expected to research information using the textbook, library databases, and online resources. Students will be graded individually using a point system. The standard UWG grading scale will be used to award letter grades. Each assignment will receive designated points. Written grading rubrics will be provided for each of the oral and written assignments. There is no Extra Credit assignment offered in this course.

Evaluation Categories Include:

Chapter Discussions: Students will discuss chapter readings on various topics related to marketing research. The instructor will provide chapter related case studies, scenarios, critical thinking questions that will need to be researched for discussion. For discussion assignments, check instructions. In some assignments, only the **Main Post** is required (100% of assignment grade) whereas in other assignments, two posts are required from each student. The **Main Post** (which counts 70% of discussion assignment grade) should be detailed, include external research (such as websites and journal articles) and provide evidence of higher order thinking skills. The **Response Post**, when required, counts 30% of discussion assignment grade. The response is made in reply to another students' main post and adds value to the original post. The response post should be detailed. Quality of writing, research, communication, and interaction will be used when assigning scores for online discussion. See online schedule provided in each assignment (under "Content" area of the course) for deadline of Main Post and Response post. Also note the 22/12 rule that will be one of the criteria used to assign discussion points. See sample document provided online for Main Post and Response post.

Note: *In the Discussion board, you will have to make your Main Post first by selecting "Start New Thread" button in the Discussion board before you can see/respond to other students' post.*

In the Discussion forum, there is a "Virtual Watercooler" where you can ask any course related question. If your question is of a personal nature, send an email to the instructor using the CourseDen Mail feature (click on 'Classlist' from navigation bar, and click on the instructor's name which will open a new mail window)

Chapter Projects: Hands-on projects that are relevant to chapter readings will be assigned to help students gain experiential knowledge of marketing topics. Check online for project details.

Online Tests: Three (3) tests that cover the chapters from the textbook are scheduled during the term. See schedule below for chapters that will be included in each test. Online assignments will provide excellent tutorials and exercises to review for all tests. Questions in the exams will be Multiple Choice. All tests are Open Book. Check online for exact date/time for tests.

Marketing Plan Final Project: Each student will individually complete a final project that brings together chapter readings during the semester. The final project is comprehensive and will help students use it as a portfolio when seeking employment in the Marketing field. Employers want to see evidence of marketing research, communication, and analysis. The Final Project is designed to help students demonstrate critical thinking and research skills related to a marketing problem. See instructions provided for the final project.

Assignments	Points	Your Score	Final Course Grade Calculation	
Tests (3 @ 50 points each)	150		Total Points	Grade
Chapter Discussions (6 Discussions @ 20 points each)	120		423-470	A= 90% & above
Chapter Projects (6 Projects @ 25 points each)	150		376-422	B=80% - 89%
Marketing Plan Final Project	50		329-375	C=70% -79%
TOTAL Points	470		282-328	D=60%-69%
			0-281	F =59% and below

ONLINE LEARNING - DID YOU KNOW?

Many students incorrectly believe that Online Courses are "easy". On the contrary, online courses often require more work than traditional (face-to-face) courses. Online courses do offer convenience which will help you complete class work on your own schedule to meet course assignment deadlines.

Students should be prepared to use resources that include textbook, library databases, online videos (including YouTube) and marketing research tutorials that are available from various websites.

Use the following checklist to determine if you are ready for online learning?

- Do you have a positive attitude to learning?
- Are you comfortable completing and submitting your work in an online environment?
- Can you follow directions on your own from the textbook or online resources?
- Are you detail oriented and can meet specific assignment requirements AND DEADLINES?
- Are you willing to demonstrate leadership skills add value to group discussions?

The instructor is available to answer questions via email and in person, **but will not be able to provide extensive telephone tech support**. Students are encouraged to use UWG Help Desk, online resources, tutorials, peer assistance, and virtual water cooler discussion board to ask questions, By remaining enrolled in this course, you agree to abide by all policies and assignment deadlines stated in the Syllabus and the online course.