

MKTG 3803, Principles of Marketing

Instructor: Cheryl O'Meara Brown, MBA

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

Office Hours*: Mondays and Wednesdays from 8:00 - 9:15 AM, 12:20 - 2:00 PM and by appointment.

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

E-mail: cbrown@westga.edu

Web Page: www.westga.edu/~cbrown

Class Hours:

Section 01: MW 9:30 - 10:45 AM, Miller Hall 2202

Section 02: MW 11:00 AM - 12:15 PM, Miller Hall 1201

I. Textbook

Marketing, 6e by Grewal and Levy. McGraw Hill.

MH Connect Access is NOT required for this course. Therefore, used or rented textbooks are OK.

If you want a new book with access to MH Connect, use the following link for a reduced rate of \$70 (as compared with around \$90 from the bookstore):

<http://shop.mheducation.com/mhshop/productDetails?isbn=1260635686>

If you do purchase the book new, use the following link to access our class in MH Connect:

<https://connect.mheducation.com/class/c-brown-principles-spring-2020-c-brown>

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! After the first week of class, the door to the classroom

will be locked. **Do not knock** if you are late and the door is locked.

- **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!
- **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)

- **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. Make-up days and times are subject to our department assistant's availability. Missing a scheduled exam without notifying the instructor in advance (even if you are sick) **will result in a zero for that exam**. (If this happens, plan to take the optional final.)

Note: The optional 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 posted to Announcements in CourseDen. **Make sure that your notifications in CourseDen are set to send you INSTANT NOTIFICATIONS via text (SMS) when Announcements are posted and/or updated!**
- **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**. Use **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. (UWG students have free access to the Premium version using your westga login credentials!) <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) **80%**

Class Participation (In-Class Assignments) **20%**

Extra Credit Opportunities sporadically throughout the semester. Announced in class!

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>)

COURSE SCHEDULE

Class meets Monday and Wednesday

January 6: Introduction/Orientation

January 8 - February 3: Chapters 1, 2, 3*, 4, 5

**in lieu of Chapter 3 (Social Media Marketing), we will have a guest speaker to talk about his social media marketing practices on Monday, Jan. 13.*

{MLK Holiday Jan. 20}

February 5: Exam One

February 10 - 26: Chapters 6, 8, 9, 10

March 2: Exam Two

March 4 - April 1: Chapters 11,12,14,15,16
{Spring Break March 16-20}

April 6: Exam Three

April 8 - 20: Chapters 17-19

April 22: Exam Four

April 27 by NOON: Deadline to join Optional Final Sign-Up Group in CourseDen

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

Wednesday, April 29, 8:00-10:00am, ROOM MILLER 2202. This is the official UWG final exam day & time for all Monday/Wednesday 9:30AM classes.

Monday, May 4, 11:00 am-1:00 pm, ROOM MILLER 1201. This is the official UWG final exam day & time for all Monday/Wednesday 11:00AM classes.

You may choose either option above, BUT, before you select one of the options, make sure that you do not have a conflict with another class!!

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.

*Any changes will be announced **in class** and/or via the **Announcements tool** in CourseDen.*