

PRINCIPLES OF MARKETING - MKTG3803 SPRING 2020

MKTG 3803-03 (Class Time 2:00-3:15 pm) | Miller Hall | Room 2202

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

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 daily 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 online 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

NO TEXTBOOK IS REQUIRED – Lectures and outside material will be used for the exams and quizzes. Refer to Course Schedule

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 need to complete any missing assignments). 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 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).

NO ASSIGNMENTS ON MH CONNECT WILL BE REOPENED OR EXTENDED DUE TO YOUR NEGLIGENCE. ONLY ERRORS ON MY PART WILL BE CONSIDERED.

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 (APPROXIMATE WEIGHTS)

| Activity | | Grade Composition |
|-------------------------------|--|-------------------|
| Attendance | | 10% |
| Exams (4) | | 40% |
| Marketing Plan (Team Project) | | 20% |
| Assignments | | 30 % |
| Total | | 100% |

COURSE SCHEDULE

A "CLASS SCHEDULE" is provided on the first-class day and is listed in CourseDen for your convenience. The schedule for the full SPRING schedule is completed, but subject to change due to student progress and the possibility of guest speakers.