

# MKTG 3803-04

## Principles of Marketing – Spring 2015

Classroom: **Miller Hall 2114**

Class Hours: **MW: 5:30-6:50 PM**

**Instructor:** Simone Lee, MBA

**Phone:** 678-839-6197

**Office:** Adamson Hall 132

**E-mail:** [silee@westga.edu](mailto:silee@westga.edu)

**Office Hours:** After Class or by appointment

### **I. Suggested Text**

**MKTG 8;** 2014 – Lamb, Hair, & McDaniel; South-Western Cengage Learning; ISBN 9781285432625

### **II. Course Description**

Study of marketing policies and practices in the flow of goods and services to the customer/consumer.

### **III. 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.

### **IV. Pre-requisites**

Enrollment in this course requires a GPA of 2.00 or above and College of Business Major-Minor status.

### **V. 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 effect 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)

[\(Learning Goals\)](#)

## VI. Course Format

**Lecture:** Lectures will cover specific topics in marketing. The course schedule lists specific topics covered on each class date along with referenced textbook pages. **Note: There will be material covered in class that cannot be found in your book!** I also reserve the right to change the order of material presented.

**Exams:** Four exams (and an optional final) will be given throughout the semester (see course schedule for dates). Bring a #2 pencil (with an eraser) and a ScanTron form will be provided for each exam. All personal items (including cell phones, music players, bags, etc.) will need to be left at home OR placed at the front of the room during the exams.

## VII. Course Requirements and Conduct - Student Responsibilities:

1. **Attend class, prepared to discuss and apply concepts** from assigned readings. This includes having the text, handouts, and other materials readily available and well organized for class.
2. Be responsible for the readings assigned in class and in the course syllabus, whether or not the material is explicitly covered by the instructor during class.
3. Contribute to class discussions.
4. Turn in or meet all assignments on schedule.
5. Any student who misses class (or any portion of a class) is responsible for the content missed. While I am glad to assist students who may need help with a particular concept or assignment, such assistance is not designed to replace class time. Any student who misses class should take steps to get notes, assignments, copies of handouts, class schedule changes, etc. from another student(s). If additional assistance is needed, please see me during office hours. Class time is valuable and will not be used to go over material for students missing class. Class material will only be retaught/reviewed when it is judged appropriate for the class as a whole.
6. **Always Engage in Academic Honesty:** Students are expected to recognize and uphold standards of intellectual and academic integrity. The University assumes 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. Students should be familiar with the University's policy on issues such as:
  - Plagiarism,
  - Cheating on Examinations,
  - Unauthorized Collaboration,
  - Falsification,
  - Multiple Submissions. It will be considered an act of academic dishonesty for a student to submit work done in any other class for credit toward the completion of this course.

Failure to comply with these standards will result in a zero for that portion of the grade, as a minimum sanction. Lack of knowledge of this policy is not an acceptable defense to any academic dishonesty charge.

7. **Adhere to University Policies:** It is your responsibility to be aware and follow all guidelines and policies as presented in the University Bulletin.

8. Recognize that in addition to reading from the text and assigned readings, everything presented in class by the instructor, guest speakers or other students will be considered for inclusion on exams.
9. Professional behavior is expected in the classroom. All students are expected to treat each other, the instructor, and guests with courtesy at all times. Side conversations are disruptive and inappropriate whether the instructor or another student is speaking. Comments regarding course difficulty, class dismissal time, etc. are also inappropriate. Talk to the instructor privately if you have a concern.
10. **Being on time: Class starts at 5:30 PM**, which means that you need to be in your seat by 5:30 PM.
11. **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](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.
12. **Credit Hour Policy (3 credit hours)**: For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

#### **VIII. Course Evaluation:**

1. **Exams**: There will be four (4) exams (**January 28, February 16, March 9 and April 1**) and an optional comprehensive final (**Final: April 20, Monday: 5:30 pm**). Each exam is worth 100 points. The final will be comprehensive, worth 100 points. If a student takes all five (5) exams only the top four (4) grades will be counted in the final grade.
2. **Quizzes**: There will be unannounced quizzes. The quizzes cannot be made up.
3. **Grading**: Your grade will be based on class participation/quizzes, four (4) exams (100 points each), and a final team paper/presentation. **NOTE**: If you miss more than 5 classes your final grade will be lowered by one letter grade.

Exams (4)- 50%

Class Participation/Quizzes- 10%

Team Paper and Team Presentation- 40%

Optional Final- will replace your lowest exam grade

There will be opportunities for extra credit during the semester.

A- 90-100

B- 80-89

C- 70-79

D- 60-69

F- 59-

## IX. Exam and Assignment Due Date Policies:

Make-up exams will **not** be given except under **highly extenuating, nonacademic circumstances and with prior approval by the instructor**. In the rare situation of a student who cannot take an exam at the time scheduled, a makeup exam will be arranged only if two conditions are met:

- (1) there is an emergency which the student discusses with me before missing the exam and
- (2) documentation of the emergency situation is provided. **These same two conditions must be met for any late assignments to be accepted.** Students not abiding by these policies will receive a zero.

**Unexcused absence:** Students missing more than 3 classes **may** be administratively withdrawn from the course by the instructor for excess absences. Administrative withdrawals follow the same grading guidelines outlined in the registration bulletin. **If you have 5 or more unexcused absences your final grade will be lowered by 1 letter grade.** Any documentation for absences must be provided to me the next class you attend after the absence.

### Notes:

All class communications with me should be through your MyUWG account ([sllee@westga.edu](mailto:sllee@westga.edu)) [University Policy]. The course syllabus provides a general plan for the course. However, deviations may be necessary. It is your responsibility to stay informed of any changes that are made.

Please come to class on time and turn off all electronic devices that emit sounds and noises that may interrupt the class (e.g., cell phones, pagers, watch alarms, etc.). Text messaging or other forms of using cell phones for entertainment during class are not professional and will not be tolerated.

### **MKTG 3803-04 – Principles of Marketing – Spring 2015 – Ms. Simone L. Lee, MBA** **Tentative Class Schedule** *\*The instructor reserves the right to make changes to this schedule*

Date	Assignment	Chapter
1/5	Introduction	
1/7	Overview of Marketing	1
1/12	Strategic Planning for Competitive Advantage	2
1/14	Online Assignment- Ethics and Social Responsibility -Must be submitted via email by 11:59 PM on 1/14/2014	3
1/19	Holiday- MLK- No Class	
1/21	Marketing Environment	4
1/26	Developing a Global Vision	5
1/28	Test 1	1-5
2/2	Consumer Decision Making	6
2/4	Business Marketing	7
2/9	Segmenting and Targeting Markets	8
2/11	Marketing Research	9
2/16	Test 2	6-9
2/18	Product Concepts	10
2/23	Developing and Managing Products	11
2/25	Services and Nonprofit Organization Marketing	12
3/2	Supply Chain Management	13

3/4	Marketing Channels and Retailing	14
3/9	Test 3	10-14
3/11	Marketing Communication	15
3/16 & 3/18	Spring Break- No Class	
3/23	Advertising, Public Relations, and Sales Promotion	16
3/25	Personal Selling and Sales Management	17
3/30	Social Media and Marketing	18
4/1	Test 4	15-18
4/6	Pricing Concepts	19
4/8	Setting the Right Price— <b>Team Papers Due today!</b>	20
4/13	Presentations (Groups 1-3)	
4/15	Presentations (Groups 3-6)	
4/20	FINAL- 5:30 PM	1-20

I am here to help you. If you need to reach me, please do so via email. I will get back to you as soon as I can. Please provide your name, name of the course, and your phone number in each correspondence.

Have an Awesome Semester!  
 Simone L. Lee, MBA  
[slllee@westga.edu](mailto:slllee@westga.edu)