

MKTG 3803-02D

Principles of Marketing – Spring 2018



Classroom and Time:
12:30-1:45 PM: Miller 2214
This is a hybrid class~ check calendar for in-class dates

Instructor: Simone L. Lee, MBA Phone: 678-839-6318
Office: Miller Hall 2311 E-mail: simonelee@westga.edu

Office Hours*: T/Th @ 8:00 AM-9:20 AM, 11:00 AM -12:15 PM or by appointment

*Please note that office hours do not pertain to holidays or finals week and because of faculty meetings and meetings with other students- I may not be in my office, so it is important to check with me first. Scheduling appointments via email is best.

Welcome to Principles of Marketing! This is a hybrid course where there are online assignments, in class meetings and a group presentation. If you registered by mistake, please go see your advisor immediately!

You also need to review the course schedule (Module Due Dates) and make note of the important deadlines for assignments and presentations. **The schedule will be passed out on the first day of class. The first day is MANDATORY! January 9th at 12:30 in Miller 2214.**

Course Management System: CourseDen and CONNECT from McGraw Hill.

- UWG uses CourseDen (a.k.a. Brightspace, formerly Desire2Learn) for our learning management system. Since this is an entirely online course, please take a few minutes to review the Online Student Guide: <http://uwgonline.westga.edu/online-student-guide.php>.
- UWG|Online provides a training resource for all students – the “CourseDen Training & Free Resources for Students” course. This course provides a wealth of information for using CourseDen, where to find support, integrated tools and services, 3rd party software, and student success skills (time management, study skills, etc.)
- There are helpful tutorials for CourseDen provided in the "Help" tab at the top of the screen.
- **Our UWG Online team is a FANTASTIC resource. If you need assistance with CourseDen at any time during the semester, please don't hesitate to contact them. Their contact information can also be found in the "Help" tab.** Additionally, their website includes accessibility information for disabled students.

- **McGraw Hill Support can be found at:** <http://mpss.mhhe.com/> (attached is a PDF on troubleshooting contact information. Make sure you read this. You need to contact them first, and then if the problem is still not resolved, you will contact me with a case number so I can escalate help if needed.)

Scheduled CourseDen Maintenance

Please **PAY ATTENTION** to the scheduled maintenance days/times that are performed on a regular basis. (For example, CourseDen undergoes scheduled maintenance every other Friday starting at 10:00pm.) *You need to avoid taking quizzes, turning in assignments, etc. anywhere near the scheduled maintenance times or else your work could be lost!*

The scheduled maintenance calendar can be found by clicking "Maintenance Schedule" at the TOP of the page.

- You should also note that CourseDen can be accessed directly (via <https://westga.view.usg.edu>) in the case that the MyUWG portal is down. (Save it to your favorites/bookmarks.)
- Bookmark your CONNECT log-in as well!

Introduction to the Class

Online/Hybrid classes are great in that they allow you to work on them at your convenience, which is especially helpful to those who have busy work schedules and family lives. Sometimes, however, students will take an online/hybrid class assuming that it will be "easier." **You will not find that to be true for this class.**

In a traditional (in-class) class, students have the option of taking a passive approach to learning, simply going to class and listening to lectures (*receiving* the information). **In an online/hybrid class, though, students must *actively* take it upon themselves to learn. They must take the initiative to read the material and do the assignments without any outside encouragement. Additionally, there will be scheduled days for in-class projects and assignments. And the first day of class is mandatory attendance. Additionally, group presentation days are mandatory attendance as well!**

Additionally, in a traditional class, you are expected to spend at 3 hours per week IN class and another 6 hours per week outside of class (total of 9 hours per week per course). The same amount of time is expected of you in an online class, which many students fail to realize. (For example, if you spend an hour scanning the material and thirty minutes completing the graded assignment that is due in a particular week, you probably will not receive a very good grade on that assignment.)

If you are willing to take this class just as seriously as you would a traditional class and you are organized and self-directed, you will absolutely do well in this class. If you are not sure, please

read this syllabus carefully and decide for yourself whether you would rather take a traditional class or remain with the online version. This is a hybrid class- so if you have signed up for the wrong section, please see your advisor immediately! Please adhere to deadlines and due dates.

Course Info and Required Text

Course: Principles of Marketing- 3803

Instructor: Simone Lee, MBA

MANDATORY Text and CONNECT Material-

Student Registration: [MH Campus \(See CourseDen for Link\)](#)

If there are any problems with sign up...contact the Support from McGraw Hill (publisher) directly. **Not me.** See attached PDF (below entitled Troubleshooting steps for Students).

Support: <http://mpss.mhhe.com/>

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

Online Academic Support and Student Resources:

There are multiple links to Academic Support, Counseling, the UWG Online Helpdesk and other resources on the course home page (top, right of course home page).

Course Description: This course is the 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 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.

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)

Please review the following information at this [link](#). It contains important material 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.

Course Format and Assignments

This course consists of reading assignments, assignments (in class and online), quizzes and a group presentation, which are presented to you in **Modules** in CONNECT and the Content Browser within CourseDen and in class.

Note: CourseDen undergoes scheduled maintenance every other Friday starting at 10:00pm; see "Scheduled CourseDen Maintenance" section of syllabus for more info.

More Information on Assignments:

Written Assignments and Cases:

Your assignments will be graded according to accuracy (regarding the topic specified), spelling and grammar, and level of effort. You should elaborate, clarify, elucidate, and explain! The more effort you put into your assignments, the higher your grade will be.

In general, you can expect assignment grades to be posted within one week of their due dates.

Please be aware that assignments and projects will not be graded until after their due dates.

Class Announcements, Contacting the Instructor-

Announcements: Any important course announcements from your instructor will be made via the [Announcement \(News\) tool](#) on the course home page. I recommend that you log in to the course often (at least once per day). Announcements are an important place to make sure you have the most up-to-date information.

Contacting the Instructor:

Email is the most efficient way to contact me. You may email within CourseDen. If you have an emergency, you may email me at simonelee@westga.edu. **Most of the time, I will reply within a day (24 hours). Sometimes it may take longer (depending on the nature of the question).** [I may or may not respond to e-mails on holidays, breaks or the weekend.](#) Please provide your name, name of the course, and your phone number in each correspondence.

If you ask a question that can be answered by reviewing the syllabus, I will probably reply with "see syllabus." I don't mean to be rude; I receive many, many, MANY emails and since the information is here in the syllabus, it saves a great deal of time not to re-type or locate/copy/paste what is already here.

Note about e-mail courtesy: Remember that e-mailing is not texting and the use of *good manners and proper grammar* are important, to me AND your future boss!

Academic Honesty and ADA Statement

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 are expected to work on ALL assignments individually;** an act of academic dishonesty will result in a grade of zero for the assignment/assessment and is grounds for dismissal from the College of Business.

Americans with Disabilities Act

The Office of Disability Services will help you understand your rights and responsibilities under the Americans with Disabilities Act and provide you further assistance with requesting and arranging accommodations.

If you need course adaptations or accommodations because of a disability or chronic illness, or if you need to make special arrangements in case the building must be evacuated, please notify your instructor using the course email system by the end of the second full week of class and attach a PDF copy of your SAR (Available from the Office of Disability Services). <http://www.westga.edu/~dserve/>

Technical Issues

Problems with Computers or Internet on Campus:

Should you encounter problems using any of the computers on campus and are unable to locate a lab assistant, please contact the **ITS Helpdesk**. Their website is: <http://www.westga.edu/its/>.

Problems with CONNECT. Use the PDF within CourseDen that has all the information you need to troubleshoot. It's entitled Troubleshooting steps for Students.

Unfortunately, when taking an online class, **you must assume that some technical problems will occur, and plan accordingly when possible.** (E.g., you should not wait until 9:00 PM to start a quiz; don't put off an assignment until the day it's due; do not purposely skip a quiz thinking that it may get dropped grade; etc.)

Final Grade Calculation

All assignments will be weighted according to the following scheme in the calculation of your final grade:

- Learnsmart Reading- 5%
- Homework/Assignments- 40%
- Quizzes - 25%
- Group Project - 30%

Final Grades are based on this:

A= 90.0% or more

B= 80.0% to 89.9%

C= 70.0% to 79.9%

D= 60.0% to 69.9%

F= 59.9% or below

I encourage you to be responsible for yourself and keep a spreadsheet with your grades and what each assignment/quiz/exam is worth so that you'll know what your grade is – and what you need to make on various assignments to get your desired grade – throughout the semester.

(There are also helpful websites and videos that you can use, such as <https://www.youtube.com/watch?v=POoinC6ejFI>, <http://www.conquercollege.com/gradedcalc/> and <http://www.youtube.com/watch?v=RaNHV6W1p84>.)

I'm sorry, but I am unable to respond to students asking what they need to make on a particular assignment to get an A (or B, etc.) in the class.



The **Wolf Pact** is a commitment by the Richards College of Business family to **honesty, integrity, and professionalism**, accountability for **ethical** behavior, respect for the rights, differences and dignity of others.

The **Wolf Pact** matters because we believe these values are essential to student development; whether personal, academic, or professional. Most importantly-establishing yourself as an honest person of integrity, who acts in a professional and ethical manner- will be as important as the academic skills you learn in the Richards College of Business.