

COURSE:

81753, MARKETING 3803-01D, PRINCIPLES OF MARKETING

FALL 2018, 3 CREDITS, AUGUST 16, 2018-DECEMBER 6, 2018

| | |
|--|----------|
| COURSE NUMBER, SECTION, AND TITLE OF THE COURSE | 1 |
| WOLF PACT..... | 2 |
| INSTRUCTOR INFORMATION | 3 |
| COURSE INFORMATION..... | 3 |
| LEARNING GOALS..... | 4 |
| TEXTBOOKS AND MATERIALS | 4 |
| COURSE POLICIES | 5 |
| ASSIGNMENTS | 7 |
| GRADING..... | 8 |
| COURSE CALENDAR..... | 8 |
| UNIVERSITY-WIDE SYLLABUS INFORMATION: | 9 |

WOLF PACT

Protecting the integrity of a degree from the Richards College of Business at the University of West Georgia is the responsibility of the administration, faculty, staff, and students of the college. Our mission is “To become a globally recognized college of business preparing forward-thinking, responsible leaders.” Responsible leaders are ethical leaders, and this behavior begins in the classroom. One of our Strategic Goals is to demonstrate “...commitment to the principles of honesty and integrity in interactions and undertakings, [and] accountability for personal behavior...”. As such, we have developed the Wolf Pact in an effort to promote and maintain the highest standards of integrity, professional behavior, ethical actions, and personal conduct.

The purpose of this pact is to maintain that a degree from the Richards College of Business at the University of West Georgia is held in high regard by all internal and external constituents, and that a degree from the University of West Georgia is as meaningful in the future as it is today.

I have reviewed the information in this syllabus, and I agree to abide by the policies stated. I will conduct myself in accordance with the RCOB Wolf Pact to protect the integrity of my degree and all those others who receive a degree from the Richards College.

Signature: _____

917#: _____

Date: _____



INSTRUCTOR INFORMATION

NAME:

Simone L. Lee, MBA

OFFICE LOCATION:

Miller 2311

OFFICE HOURS:

Tuesday and Thursday 8:00-9:30 AM, 11:00-12:15 PM or by appointment. Appointments are strongly encouraged.

CONTACT INFORMATION:

Phone: 678-839-6318

Email: simonelee@westga.edu

Communication Preference:

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.

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!

COURSE INFORMATION

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.

PREREQUISITES

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

DELIVERY METHODS

This is a Hybrid Course. Please see schedule for exact class dates and times.

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.

TEXTBOOKS AND MATERIALS

TEXTBOOKS

Student Registration: McGraw Hill Campus. Link to Register is found within CourseDen, or directly here: <http://shop.mheducation.com/mhshop/productDetails?isbn=1260635686>

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

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

We will be utilizing both CONNECT (McGraw Hill) and CourseDen (UWG)

COURSE MATERIALS

This required text can be purchased new for \$55 (CONNECT only) or \$65 (Bundle- CONNECT and e-book))

COURSE POLICIES

Lecture: Lectures will cover specific topics in retail management. The course schedule lists specific topics covered on each class date along with referenced book chapters. 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. Material may be subject to change.**

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. Important information will be found in CourseDen, especially in the News/Announcement section. It is IMPORTANT to check this at least once a day. You will find articles to read and other important information.
3. Contribute to class discussions.
4. Turn in or meet all assignments on schedule. Make sure to consult schedule often. (Additional attachment)
5. 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. This includes *and is not limited to* the “Campus Carry Legislation: HB280”. Updated information can be found: www.usg.edu/hb280
8. Professional behavior is expected in the classroom. We follow the **WOLF PACT**. 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.
9. Being on time: On the days we meet in the classroom, class starts at 12:30 AM, which means that you need to be in your seat by 12:30 AM.
10. 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%20Language%20for%20Course%20Syllabi.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.

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.)

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.

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.

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

- Attendance/Participation/In Class work- 5%
- Learnsmart Reading- 5%
- Homework/Assignments- 35%
- Quizzes - 25%
- Group Project - 30%
 - Please note there are 2 MANDATORY CLASS Dates for Presentations...if you are not in attendance/or are late- you will receive a ZERO (no exceptions)

Assignments and Group Project:

- 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.

GRADING

A- 90-100
B- 80-89
C- 70-79
D- 60-69
F- 59-

- Please see the detailed rubric in our Desire to Learn (D2L) course site to see how team assignment will be assessed."

COURSE CALENDAR

A separate calendar is provided showing days that we are in class versus an online assignment.

Additionally, there are mandatory class periods as well. always check CourseDen for accurate information.

| | |
|--------------------|---|
| August 16, 2018 | First Day of Class- Overview- Register within CONNECT |
| August 19, 2018 | Connect Orientation & Module 1 Due |
| August 26, 2018 | Module 2 Due |
| September 4, 2018 | CLASS TIME @ 12:30 PM |
| September 9, 2018 | Module 3 Due |
| September 16, 2018 | Module 4 Due |
| September 23, 2018 | Module 5 Due |
| September 25, 2018 | CLASS TIME @ 12:30 PM |
| September 30, 2018 | Module 6 Due |
| October 4, 2018 | FALL BREAK |
| October 9, 2018 | CLASS TIME @ 12:30 PM |
| October 14, 2018 | Module 7 Due |
| October 21, 2018 | Module 8 Due |
| October 28, 2018 | Module 9 Due |
| October 30, 2018 | CLASS TIME @ 12:30 PM |
| November 4, 2018 | Module 10 Due |
| November 11, 2018 | Mandatory Field Exam Due |
| November 13, 2018 | CLASS TIME @ 12:30 PM |
| November 18, 2018 | Module 11 Due |
| November 25, 2018 | Module 12 Due |
| November 20, 2018 | THANKSGIVING BREAK |
| November 22, 2018 | THANKSGIVING BREAK |
| November 27, 2018 | CLASS TIME @ 12:30 PM |
| December 2, 2018 | Module 13 Due |
| December 4, 2018 | MANDATORY CLASS- PRESENTATIONS |
| December 6, 2018 | MANDATORY CLASS- PRESENTATIONS |

UNIVERSITY-WIDE SYLLABUS INFORMATION:

Please review the "[Common Language for Course Syllabi](#)" for university-wide updates. Even if you have read it before, the most current information is maintained at this site.