

COURSE:

COURSE 80780 AND 80727

MARKETING 3803-E, PRINCIPLES OF MARKETING

FALL 2019, 3 CREDITS, AUGUST 14 – DECEMBER 13, 2019

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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: _____

***** THIS DOCUMENT IS A QUIZ IN COURSE DEN THAT MUST BE COMPLETED BY AUGUST 25TH IN ORDER TO REMAIN IN THE COURSE- FOR COURSE VERIFICATION *****



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! Please refer to CourseDen for Emailing Procedures. **COURSE DEN---CONTENT>START HERE>EMAILING YOUR PROFESSOR.**

- **Announcements:** Any important course announcements from your instructor will be made via the **News tool** on the course home page. I recommend that you log into the course often (at least once per day).

COURSE INFORMATION

Introduction

Welcome to Principles of Marketing *Online*! This is an asynchronous- 100% online course. 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 exams.

Online 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 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 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.**

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 on a particular day, 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 an asynchronous, 100% online- so if you have signed up for the wrong section, please see your advisor immediately! Please adhere to deadlines and due dates.

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, and 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)

* [BBA Marketing Learning Outcomes](#)(page 11)

TEXTBOOKS AND MATERIALS

- **Student Registration:** Simply click on the module due (within CourseDen) and it will connect you to CONNECT.
- Please note, CONNECT (outside platform required for this course) comes with a TWO WEEK free trial! There is no excuse for not completing the work within the modules. There is work due almost every day, so please adhere to the Due Dates for each of the 13 modules. **Late work will NOT be accepted. Modules will NOT be reopened.**
- If there are any problems with sign up...contact the Support from McGraw Hill (publisher) directly. **Not me.** See attached PDF in CourseDen (entitled Troubleshooting steps for Students).
- Support: [McGraw Hill Support](#)

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: [Online Student Guide](#).
- 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:** [McGraw Hill Support](#) (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.)

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: [IT Help Link](#).
- **Problems with CONNECT.** Use the PDF 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.)

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 [Direct CourseDen Link](#)) in the case that the MyUWG portal is down. (Save it to your favorites/bookmarks.)
- Bookmark your CONNECT log-in as well!

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 consist of reading assignments, hands-on written assignments, and quizzes, which are presented to you in **Modules** in CONNECT and the content browser within CourseDen.
- The Modules in Connect correspond with the Modules in CourseDen. In the Connect Modules, you'll need to complete:

A LearnSmart (aka SmartBook) activity:

- In these, you're expected to read through the chapter highlights (and/or the entire chapter) and then proceed to the "Practice" area where you'll answer questions about the material. You are NOT penalized for wrong answers! You can answer as many questions as it takes until you make

a 100%. In other words, you have no excuse not to have a perfect 100% on these. (Watch this [video for a quick tutorial on using the SmartBook and Connect: SmartBook and Connect Tutorial](#) and/or look over the PDF for information.)

Assignments:

- You may have a drag-and-drop activity, a video case with questions, a quiz, and/or some other combination of assignments. (Be sure to **watch the video in the bullet point above** for help with navigating the Connect assignments.)
- All assignments are due by 11:59 p.m. (Eastern Time) on the due date for the module they are in. Refer to the course schedule for easy reference. If an assignment is not turned in by 11:59 p.m. on its due date, it will not be accepted under any circumstances and you will receive a **zero**. There are no exceptions to this rule.

Final Grade Calculation:

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

- Wolf Pact/Verification Quiz- 5%
- Learnsmart Reading- 10%
- Homework/Assignments- 55%
- Quizzes - 30%

Grading:

- 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

You ARE ALLOWED to complete any assignments EARLY if you desire to do so. In fact, you're encouraged to complete assignments as early as you can, as late assignments are not accepted.

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

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.

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 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 Accessibility Services). [Accessibility Services Link](#)

Course Schedule

Due	Module	Assignment
18-Aug	CONNECT 1	LearnSmart: Chapter 1. Overview of Marketing
		Homework: Chapter 1-Video Case - Value the Bottled Water Industry
		Quiz: Chapter 1
25-Aug	CONNECT 2	LearnSmart: Chapter 2. Developing Marketing Strategies and a Marketing Plan
		Homework: Chapter 2- Disney and the Strategic Marketing Planning Process
		Homework: Chapter 2-SWOT Analysis/Domino's Pizza
		Homework: Chapter 2- I Seelt Video Case/Marketing Strategy and the Marketing Plan
		Quiz: Chapter 2
	CourseDen	Verification Quiz due in COURSEDEN
8-Sep	CONNECT 3	LearnSmart: Chapter 3. Social and Mobile Marketing
		Homework: Chapter 3- Types of Social Media
		Quiz: Chapter 3
15-Sep	CONNECT 4	LearnSmart: Chapter 4. Conscious Marketing, CSR and Ethics
		LearnSmart: Chapter 5. Analyzing the Marketing Environment
		Homework: Chapter 4: Video Case Newman's Own Organics Ethics and SR
		Homework: Chapter 5: iSeelt Video Case Macroenvironmental Factors
		Quiz: Chapters 4 & 5
22-Sep	CONNECT	LearnSmart: Chapter 6. Consumer Behavior

	5	Homework: Chapter 6: Video Streaming Service: The Consumer Decision Process Quiz: Chapter 6
29-Sep	CONNECT 6	LearnSmart: Chapter 8. Global Marketing Homework: Chapter 8: Country Market Assessment- Starbucks Corp. Homework: Chapter 8: The Globalization of the American Hamburger Quiz: Chapter 8
13-Oct	CONNECT 7	LearnSmart: Chapter 9. Segmentation, Targeting and Positioning LearnSmart: Chapter 10. Marketing Research Homework: Chapter 9: iSeelt Video Case-Segmentation Process Homework: Chapter 9: Methods for Segmenting Markets Homework: Chapter 9: Segmentation Targeting and Positioning Process Homework: Chapter 10: Video Case/ Dunkin Donuts Marketing Research Quiz: Chapters 9 & 10
20-Oct	CONNECT 8	LearnSmart: Chapter 11. Product, Branding and Packaging Decisions Homework: Chapter 11: Branding Strategies Homework: Chapter 11: Video Case/Frito Lay Branding with Doritos Quiz: Chapter 11
27-Oct	CONNECT 9	LearnSmart: Chapter 12. Developing New Products Homework: Chapter 12: Video Case/ Sara Lee Developing a New Product Homework: Chapter 12: Diffusion of Innovation Quiz: Chapter 12
3-Nov	CONNECT 10	LearnSmart: Chapter 14. Pricing Concepts for est. Value LearnSmart: Chapter 15. Supply Chain and Channel Management Homework: Chapter 14: The 5 C's of Pricing Homework: Chapter 15: iSeelt Video Case/ Supply Chain Homework: Chapter 15: Case Analysis/Walmart Pioneer in Supply Chain Management Quiz: Chapters 14 & 15
10-Nov	CONNECT 11	LearnSmart: Chapter 16. Retailing and Omnichannel Marketing Homework: Chapter 16: Types of Retailers Homework: Chapter 16: Video Case/ Staples: The Retail Mix Quiz: Chapter 16
	CourseDen	Quiz: Johnny Cupcakes (Watch 1 hour video first)
17-Nov	CONNECT	LearnSmart: Chapter 17. Integrated Marketing Communication

	12	Homework: Chapter 17: Video Case/ Frito Lay-Integrated Marketing Communications
		Quiz: Chapter 17
	CourseDen	Mandatory Field Exam (10 questions quiz)
1-Dec	CONNECT	LearnSmart: Chapter 18. Advertising, PR, and Sales Promotions
	13	LearnSmart: Chapter 19. Personal Selling and Sales Management
		Homework: Chapter 18: iSeelt Video Case- Differences among Ad PR and Sales Prom.
		Homework: Chapter 18: Steps in Planning an Ad Campaign
		Homework: Chapter 19: Video Case/ Sweetwater Personal Selling
		Quiz: Chapters 18 & 19

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