

**THE UNIVERSITY OF TEXAS AT TYLER
COLLEGE OF BUSINESS ADMINISTRATION
SAMPLE SYLLABUS**

COURSE NUMBER: Mark 3311-sections 001 and 002
COURSE TITLE: Principles of Marketing

REQUIRED TEXT: MKTG2, 2008-2009 edition, Lamb, Hair, McDaniel

COURSE DESCRIPTION: Marketing institutions, current market practices and structure of the market. Analysis of marketing functions, institutions, pricing, promotion, costs, marketing legislation and international marketing.

PREREQUISITE:

COURSE OBJECTIVES:

1. KNOWLEDGE OBJECTIVES OF THIS COURSE INCLUDE:

1. The components of the Environmental Analysis
2. Understand what a target market is, and the 4 variables which define a target market
3. Recognize and have basic knowledge of price, product, promotion and place
4. Know the basics of marketing research: problem statement, types of research (primary, secondary) know the difference between quantitative and qualitative data, be able to identify some types of data collection instruments and methods.

2. COMPETENCIES TO BE DEMONSTRATED IN THIS COURSE INCLUDE:

1. Ethical issues in decision making and behaviors: Ethical issues in marketing will be discussed and follow-up with a classroom exercise.
2. Competence in basic business principles: examinations will test basic competencies as well as testing for international and domestic implications.

3. OUTCOMES FOR STUDENTS TO SUCCESSFULLY COMPLETE THIS COURSE INCLUDE:

1. Examinations covering objectives will test to ensure knowledge of the basic concepts

Enrollment in Blackboard

An on-line “class interface” for this course will be available through **blackboard**. Blackboard will allow you 24-hour access to course materials, announcements, your grades, and other information. It will facilitate easy communication with fellow students and the instructor. Please note: **this is NOT an on-line course**—you will not be able to “do” this course through blackboard. You will, however, be able to do many things for this course more efficiently using blackboard.

EVALUATION:

- Examination 1: 25%
- Examination 2: 25%

Examination 3: 25%

Examination 4: 25%*

If examination is missed a student must take a comprehensive final and have it count 50%. If a student wishes to attempt to replace a low examination grade the comprehensive final may be taken and it will count 50%.

GRADING:

Grade	Points Range
A	400-360
B	359.9-320
C	319.9-280
D	279.9-240
F	239.9 and below

*grades will not be rounded up

Attendance Policy

Students are expected to attend class on a regular basis and in a timely manner. Grades in this class may be either positively or negatively affected by a student's class attendance. Additionally your performance on the examinations could be negatively affected by missing important class sessions. Perfect or near perfect attendance will be rewarded (bonus points added to the final grade) and an undue number of absences will be penalized (reduction in final grade) according to the following schedule.

Attendance	Bonus or Penalty
Perfect attendance	+5
1 absence	+2.5
2 – 3 absences	0
4 - 5 absences	-3
6.5 – 7 absences	-12
8 or more absences	Automatic Failure of the Class

Please arrive on time for class. **You are considered absent if you arrive after lecture has begun. If you leave before the end of class you will be considered absent.** Absences for university functions will be excused with proper documentation in advance. Attendance will be posted on blackboard-you have one week from the date of the class to discuss with the professor any perceived discrepancies in attendance. Attendance will be taken via your clicker. **If you miss more than 8 classes you will automatically receive a failing grade for the class.**

COLLEGE OF BUSINESS STATEMENT OF ETHICS:

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.

- Develop an environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

ACADEMIC DISHONESTY STATEMENT

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment of the award of a degree, and/or the submission, as one's own work of material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

University regulations require the instructor to report all suspected cases of academic dishonesty to the Dean of Students for disciplinary action. In the event disciplinary measures are imposed on the student, it becomes part of the students' official school records. Also, please note that the handbook obligates you to report all observed cases of academic dishonesty to the instructor.

DISABILITY STATEMENT

If you have a disability, including a learning disability, for which you request an accommodation, please contact Ida MacDonald in the Disability Support Services office so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Support Services counselor. For more information, call or visit the Student Services Center located in the University Center, Room 111 or phone 566-7079 (TDD 565-5579).

GRADE REPLACEMENT

If you are repeating this course for a grade replacement, you must file an intent to receive grade forgiveness with the registrar by the 12th day of class. Failure to file an intent to use grade forgiveness will result in both the original and repeated grade being used to calculate your overall grade point average. A student will receive grade forgiveness (grade replacement) for only three (undergraduate student) or two (graduate student) course repeats during his/her career at UT Tyler. (2006-08 Catalog, p. 35, 2008-2010 Catalog, p. 26)