Course Title: Principles of Marketing (MARK 3311) Section 03
Class Room: BRB 1055
Class Time: Monday & Wednesday 2:30- 4:00 pm

Instructor Information
Instructor: JungHwa (Jenny) Hong
Office: BUS 131
Office hours: M/W 4-6 pm or by appointment
Phone: 
Email: jhong@uttyler.edu
*Email is the primary contact.

COURSE PHILOSOPHY AND CONTENTS
Marketing is defined as “the activity, set of institutions, and process for creating, communicating, delivering, and exchanging offerings that have value for consumers, clients, partners, and society at large” (American Marketing Association, 2007). The discipline of marketing starts with the consumer and recognizes that how effectively a company can meet the consumers’ needs is the key to profitability.

In MARK 3311, we will learn the key elements of marketing, including strategy, segmentation, consumer behavior, marketing research, distribution, promotion, pricing, international marketing, marketing ethics, marketing models, customer satisfaction, and Internet marketing.

COURSE OBJECTIVES
The primary goal of MARK 3311 is to develop functional competency in marketing, and the desired outcome is that students, after taking this course, are able to apply knowledge of marketing to make effective business decisions.

Some of the learning objectives are to:
(a) Introduce you to the basic concepts, processes, and activities that comprise marketing management
(b) Help you sharpen your analytical skills to assess and solve marketing problems
(c) Describe various means for identifying key aspects of effective consumer marketing and promoting products and services
(a) Give you an opportunity to refine your written communication skills in marketing terminology

The other learning goals of MARK 3311 are:
(a) critical thinking (to the extent that students can identify marketing problems and solve them using analytical techniques),
(b) ethical awareness (to the extent that students understand the ethical/moral implications of marketing business decisions),
(c) international dimensions of management (to the extent that students understand how marketing strategies vary across cultures)
TEXT BOOK & COURSE MATERIAL
ISBN:9780077861094
CONNECT: You need to purchase CONNECT that comes with the textbook.

PowerPoint Slides: Download lecture outline slides for each topic from the Blackboard

METHOD OF INSTRUCTION
It will involve readings, videos, and distinct type of assignments so that you can understand the key elements of marketing, and how they are interlinked with each other.

EVALUATION
Your course grade will be determined as follows:

<table>
<thead>
<tr>
<th>Method</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>100</td>
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<tr>
<td>Exam 2</td>
<td>100</td>
</tr>
<tr>
<td>Exam 3</td>
<td>100</td>
</tr>
<tr>
<td>Final (Optional)</td>
<td>(Replace the lowest exam)</td>
</tr>
<tr>
<td>Connect Assignments</td>
<td>100</td>
</tr>
<tr>
<td>Class Attendance &amp; Participation</td>
<td>100</td>
</tr>
<tr>
<td>Group Project</td>
<td>100</td>
</tr>
<tr>
<td>Category Management Certification</td>
<td>50</td>
</tr>
<tr>
<td>SAP</td>
<td>50</td>
</tr>
<tr>
<td>Total</td>
<td>700</td>
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</tbody>
</table>

** Please note that poor performance in any one or more of the above components of your grade cannot be made-up by any extra assignment or report.

COURSE GRADE
Each of the course requirements will be graded by assigning numerical points. Your final letter grade for this class will be assigned only at the end of the course based on the points accumulated by the student. The final letter grade will be determined as follows:

A = Above 630 points
B = 550 - 629
C = 450 - 549
D = 350 - 449
F = Below 350

Please note the following:
1) I will definitely fail a student for dishonest behavior e.g., cheating or plagiarism in exams or assignments
2) This class may seem easy but that does not automatically imply that you will earn an A in the class
3) Also, just because you worked hard for this class does not automatically entitle you to an A in this class.

(A) EXAMS
There will be three exams for this course. Exams will be multiple choices. More information will be available as the exam approaches. There is No make-up exam unless a document for an excuse is submitted to the instructor (e.g. doctor’s note). However, there is an optional final exam that can be replaced with the lowest score.

(B) HOMEWORK FROM TEXT CHAPTERS-CONNECT ASSIGNMENTS
The objective of individual assignments is to enable students to understand and apply the basic concepts learned in the class and to real life marketing problems. You should use Connect to take your homework. You will need the access code that comes with your textbook. Please be aware that you should purchase Connect. There are 5 connect assignments and each is worth 20 points and the total points for all connect assignments will be 100 points. The assignments run through the connect platform which is a web-based assignment and assessment platform to help you connect to the materials in the text through assignments. Please note that these assignments have fixed end times and you will have two attempts at each assignment. To be fair with other students, late submission will result in 20% reduction of your grade. The assignment will be posted on BB and I will send the announcement. Please do your assignment through BB to synchronize Connect website and Blackboard.

(C) GROUP PROJECT PRESENTATION
Due Date: Last class of the semester
The objective of group project is to enable students to understand and apply the concepts learned in the class to real life marketing problems. The project is worth 1000 points. For the purpose of this project, you will have to present a business planning and provide the analysis of how the company utilizes various marketing activities to create value to its customers. More detailed information will be provided later in the class.

Team members have the right to fire a particular member if he/she does not perform project assignment or does not contribute to the team. However, a team member can only be fired until the mid-point of the semester. If a student is fired, she/he must complete the project alone. If a project is not completed by the end of the semester, the student will receive a zero point on the project. If there is a conflict among group members, please contact me and let me know about the situation as early as possible.

(D) CLASS ATTENDANCE
If you miss more than ten classes in the semester, your attendance/class participation points will be 0 points out of 100 points. If you are absent due to health or job interviews (evidence required), your absence will not be counted. Attendance will be checked regularly and reflected in the participation grade.

(E) CLASS PARTICIPATION/ACTIVITIES
This is an important element of the course. I cannot assign a positive score on participation either if a student is absent from the class or if present, s/he does not participate at all. Not only will my lectures be very interactive but I will also elicit participation by seeking students' reactions to various examples. To aid you in participation, the lecture outline slides for each chapter will be available on the Blackboard (not before 8pm) on the previous day of the class and students should bring them to class. You are required to review the notes and read the corresponding chapter from the text to enhance the quality of your contribution to class discussions. Further, you may bring to class a current event (usually an article from a newspaper or magazine, or an ad, promotional material) that is relevant to the topic under discussion. This may provide you with a good opportunity for class discussion.

Attendance and active participation/ activities during the semester will determine your class participation grade. The more you actively participate, the more fun and rewarding the class will be for you and everyone else. And the better your grade will be! Quality of comments, questions, etc. is given more weight than quantity.

** NO USE OF CELL PHONE & LAPTOP IN CLASS!!

Advertisement video sharing will be an example of your class participation. Each student will present advertising video which you choose. It will be explained in detail in the class.
* Please note that there is **NO make-up in class activities** and you might receive 0 out of 60 for not speaking at all during the semester, so please speak up and participate in the class.

(F) CATEGORY MANAGEMENT CERTIFICATION COMPONENT
All principles of marketing courses at University of Texas at Tyler include a required component in which the student will complete an online certification from the Category Management Association that relates to PowerPoint Presentation best practices. A month prior to the in class PowerPoint presentation, the instructor will present a module that covers best practices of power point presentations. After the presentation, the student will complete the PowerPoint best-practices component of Category Management Association Certification Program online and outside of class. Upon completion, the student will receive a certificate indicating completion. The student will have three chances to successfully pass the exam. Successfully passing the power point certificate exam will result in **50 points** in the class and failure to pass after three attempts results in 0 points.

This certification is the first of eight available through a variety of marketing courses that will culminate in giving the student the option to sit for a final Category Management exam outside of University of Texas at Tyler where, upon successfully passing the exam, the student will become a **Certified Category Manager**! Exciting!

(G) SAP ASSIGNMENTS
Assignment instructions will be posted on Blackboard and I will send you the announcement. You may download the SAP GUI on your personal computer or use the computers at University of Texas at Tyler in the BGC/UTT Retail Enterprises Lab in BUS 151. The instructions will be available on Blackboard and **there is nothing to turn in for these assignments**. TA will log into SAP to check your assignment completion. My TA is responsible for all questions and grading of the SAP assignments and the TA can assist you in your completion of these assignments. You are permitted to work with other students to facilitate learning, however you must complete each assignment yourself.

(H) EXTRA-CREDIT
You may have the opportunity to earn up to **extra credit points** by participating in surveys conducted by faculty as part of their research. Your participation is voluntary, your responses are completely confidential, and the extra points are added after the grade cutoffs are established.

(I) COMMUNICATION/ OFFICE HOURS
You are expected to check Blackboard and your email regularly for any updates regarding this course. During my office hours, students can communicate with instructor to clarify any problems regarding class materials, assignments, or exams.

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 any 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.

GRADE REPLACEMENT/FORGIVENESS AND CENSUS DATE POLICIES

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at http://www.uttler.edu/registrar.

Each semester’s Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

STATE-MANDATED COURSE DROP POLICY

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

DISABILITY ACCOMODATION

Any student who feels their performance in this class may be impacted by a disability, in accordance with federal law, must provide documentation of his/her disability. It is university policy to evaluate the need for an
accommodation on a case by case basis. In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria applies to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu

SOCIAL SECURITY AND FERPA STATEMENT

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The university issues a unique identifying ID number to all students. The electronic transmission of grades (e.g., email) risks violation of the Family Educational Rights and Privacy Act (FERPA) and therefore will not be transmitted electronically. Further, in accordance with FERPA, any information regarding assignments and grading will be discussed between the instructor and the student only. All requests made to the instructor, which are initiated by someone other than the student, regarding information about a student’s activity, will be advised by the instructor to seek that information from the student.

Emergency Exits and Evacuation:
Everyone is required to exit the building when a fire alarm goes off. Follow your instructor’s directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

1 YOU ARE RESPONSIBLE FOR ALL OF THE INFORMATION PROVIDED IN THIS DOCUMENT.
TENTATIVE CLASS SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Topic</th>
<th>Book Chs.</th>
<th>Assignments/ Project Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/24</td>
<td>Mon</td>
<td>Syllabus/Introduction</td>
<td></td>
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<tr>
<td>8/26</td>
<td>Wed</td>
<td>Introduction &amp; Overview</td>
<td>1</td>
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<tr>
<td>8/31</td>
<td>Mon</td>
<td>Marketing Strategic Planning</td>
<td>2</td>
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<tr>
<td>9/2</td>
<td>Wed</td>
<td>Environmental Analysis</td>
<td>3</td>
<td></td>
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<tr>
<td>9/7</td>
<td>Mon</td>
<td>NO CLASS- LABOR DAY</td>
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<tr>
<td>9/9</td>
<td>Wed</td>
<td>Marketing Research</td>
<td>4</td>
<td>Connect ch.3</td>
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<tr>
<td>9/14</td>
<td>Mon</td>
<td>Consumer Behavior &amp; Decision Making</td>
<td>5</td>
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<tr>
<td>9/16</td>
<td>Wed</td>
<td>Consumer Behavior &amp; Decision Making</td>
<td>5</td>
<td>Connect ch. 5</td>
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<tr>
<td>9/21</td>
<td>Mon</td>
<td>Review for exam 1</td>
<td>1-5</td>
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<tr>
<td>9/23</td>
<td>Wed</td>
<td>EXAM 1</td>
<td></td>
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<tr>
<td>9/28-30</td>
<td>M-W</td>
<td>Category Management Conference</td>
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<td></td>
<td></td>
<td>(Group project meeting time)</td>
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<tr>
<td>10/5</td>
<td>Mon</td>
<td>New Product Development</td>
<td>6</td>
<td>Proposal of group project</td>
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<tr>
<td>10/7</td>
<td>Wed</td>
<td>STP</td>
<td>7</td>
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<tr>
<td>10/12</td>
<td>Mon</td>
<td>Promotion Strategy</td>
<td>8</td>
<td>Connect ch. 7</td>
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<td>10/14</td>
<td>Wed</td>
<td>Promotion Strategy</td>
<td>8</td>
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<td>10/19</td>
<td>Mon</td>
<td>Place Strategy</td>
<td>9</td>
<td>Connect ch. 8</td>
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<td>10/21</td>
<td>Wed</td>
<td>Price Strategy</td>
<td>10</td>
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<tr>
<td>10/26</td>
<td>Mon</td>
<td>Review for exam 2</td>
<td>6-10</td>
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<tr>
<td>10/28</td>
<td>Wed</td>
<td>EXAM 2</td>
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<tr>
<td>11/2</td>
<td>Mon</td>
<td>Branding</td>
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<td>11/4</td>
<td>Wed</td>
<td>CRM</td>
<td>12</td>
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<td>11/9</td>
<td>Mon</td>
<td>Performance Measurement</td>
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<td>11/11</td>
<td>Wed</td>
<td>Social &amp; Sustainability</td>
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<td>11/16</td>
<td>Mon</td>
<td>Review for exam 3</td>
<td>11-14</td>
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<tr>
<td>11/18</td>
<td>Wed</td>
<td>EXAM 3</td>
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<tr>
<td>11/23-25</td>
<td>M-W</td>
<td>NO CLASS-Thanksgiving</td>
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<tr>
<td>11/30</td>
<td>Mon</td>
<td>Project Presentation</td>
<td></td>
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<tr>
<td>12/2</td>
<td>Wed</td>
<td>Project Presentation</td>
<td></td>
<td></td>
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<tr>
<td>12/7-9</td>
<td>M-W</td>
<td>FINAL EXAM</td>
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*The course schedule is subject to change. Changes, if necessary, will be posted on Blackboard. You are responsible for keeping up all assignments and project dues.