



THE UNIVERSITY OF TEXAS AT TYLER  
Soules College of Business



Summer I 2019 | Online

**MARK 3311.060 Principles of Marketing**

**INSTRUCTOR INFORMATION**

Name: Dr. Kay Byun (PhD, MBA, MA)  
Office: COB 350.43  
e-mail: [kbyun@uttyler.edu](mailto:kbyun@uttyler.edu) (primary contact)

**COURSE INFORMATION**

**Course Description**

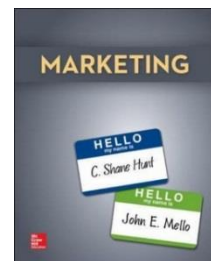
This course provides basic concepts in Marketing, interactions between marketers and consumers, product/service development and marketing, emphasis on value, consumer behavior, and the role of marketing through self-paced online lessons.

**Prerequisites**

Not necessary

**Textbook & Course Materials**

**REQUIRED:** Marketing (2015), 1<sup>st</sup> ed. **TEXTBOOK ONLY**  
C. Shane Hunt & John E. Mello  
(No CONNECT is required)



**Extra REQUIRED modules:** SAP and CPCA modules (see more information below)

**Course Structure**

You can access course materials and resources through Canvas ([http:// uttyler.edu/canvas](http://uttyler.edu/canvas)). At designated times throughout the course, we need to complete course 14 chapter quizzes, 4 exams, 4 SAP modules, and a CPCA module on your own pace before corresponding dues.

## Category Management Certification Programs: CPCA Module



This course is proudly certified by the Category Management Association. This certification program aims to solidify category knowledge and lay the foundation for success in the category management field by emphasizing industry knowledge, history, and basic data analysis. The skills and category expertise developed through the course can help students to establish themselves as front-line resources for retail business. The

Category Management positions are highly demanded in the industry.

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 the history of category management. This module is the first step toward 10 Certified Professional Category Analyst (CPCA) modules certified throughout various marketing courses, which 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 Professional Category Analyst**.

**Grading:** The module consists of a pre-test, a content module, and a post-test. **Once a post-test score is more than 80%, students will obtain a certificate for each module.** The student will have three chances to successfully pass the exam.

**Access:** Students **will get an email** containing the access information such as ID and Password from Learning Evolution in charge of the module. With the access information, students will complete the module at <https://le.mlearning.com>. Upon completion, the student will receive a certificate indicating a successful completion of the module.

## SAP Assignments

SAP assignments are **MANDATED** by the Dean of the Soules College of Business, The University of Texas at Tyler, and the Department Head of Management and Marketing. **Failure to complete the 4 SAP assignments will result in either a grade of "D" or "F" in the course.** This means that **even when you receive a 100 on all other materials the best you can earn is a "D"** as the highest possible grade in this course. More specifics are on Canvas modules.

## Course Objectives / Expected Learning Outcomes

### 1. KNOWLEDGE OBJECTIVES OF THIS COURSE INCLUDE:

By the end of this course, the student should understand and apply marketing knowledge with regard to:

1. the components of the environmental analysis
2. understanding what a target market is, and the variables which define a target market
3. recognize and have basic knowledge of product, price, place, and promotion
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. COMPUTER-BASED SKILLS:
  - A. INTERNET SEARCH SKILLS students will utilize the Internet to gather information in development of their marketing project
2. INTERPERSONAL SKILLS:
  - A. LEADERSHIP- students will delegate responsibilities required
  - B. CONFLICT RESOLUTION- students will resolve all conflicts that arise in the discussion board.
3. PROBLEM SOLVING (CRITICAL THINKING):
  - A. CONCEPTUAL THINKING- students will identify marketing problems and develop solutions for their marketing project
  - B. CREATIVITY AND INNOVATION- the project will utilize creativity and innovative way of thinking in developing a new product
4. ETHICAL ISSUES IN DECISION MAKING AND BEHAVIORS- ethics with regard to marketing will be discussed and addressed in the marketing project
5. PERSONAL ACCOUNTABILITY FOR ACHIEVEMENT:
  1. MEETING DEADLINES- chapter activities and project deadlines are set according to the course schedule
  2. QUALITY OF WORK PERFORMED- students will be evaluated through examinations and written business plans
6. COMPETENCE IN BASIC BUSINESS PRINCIPLES:
  - A. COMPETENCE IN MAJOR FIELD AND GROUNDING IN OTHER MAJOR CORE AREAS- students will be utilize marketing theory in the development of their marketing project
  - B. AWARENESS OF INTERNATIONAL AS WELL AS DOMESTIC IMPLICATIONS OF BUSINESS DECISIONS- course contents and class discussion will address domestic and international implications
  - C. UNDERSTANDING AND APPRECIATION OF STRATEGIC IMPACT OF
  - D. BUSINESS DECISIONS- lecture and class discussion will address strategic impact of marketing on business decisions

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

1. Thorough knowledge of marketing principles will be demonstrated through examinations and the marketing project
2. Development of an innovative and effective marketing project through a written business plan

## COURSE COMPONENTS

There are multiple components of the course contents which students should complete, including 14 chapter-quizzes, 4 exams, 4 SAP modules, and 1 CPCA module completion. Please keep the due dates for each activity. See the Course Schedule below for chapters and due dates for each chapter.

### Chapter Quiz (20 points @ 14 chapters):

Students should take a quiz in each chapter after reading a corresponding chapter in the textbook. There is **2 POSSIBLE ATTEMPTS** to try the quizzes and the **AVERAGE** score will be used for grading each chapter. Questions are randomized so it is possible to see different questions in each attempt. You can see and take the next quiz **ONLY WHEN** you complete the previous one and achieve 50% or more scores (more than 10 points in each chapter). It is very important to read the book and take quizzes until you understand all questions and answers. It is **YOUR** responsibility to keep the due dates and take all quizzes.

### Exam (100 points @ 4 exams):

There will be four exams throughout the course, 100 points for each. Two attempts are allowed, and the average score out of the two, if taken, will be counted for grading. If taken once, that will be the grade in the course. You can move on to the next module only when you make more than 50 points in the exam.

### CPCA (50 points):

Students need to complete a CPCA module. Students will get an email from Learning Evolution including ID/Password information to access to the website. Please make sure you receive the email from Ms. Nancy Lambert for the CPCA module completion. With the access information, students will complete the module at <https://le.mlearning.com>. All questions regarding the access or technical issues should be addressed to Nancy Lambert at [lambert@nlearningevolution.com](mailto:lambert@nlearningevolution.com). Once you pass 80 points at the post-test, you will get a certificate of module completion. And, your **score on the module multiplied by 50%** will be reflected as a CPCA score in this course.

### SAP (100 points):

Refer to the instruction on the four SAP assignments posted in the Assignments section of Canvas. You may download the SAP GUI on your personal computer or, if you can, use the computers at UT Tyler in the SAP Lab. The instructions are on Canvas. There is nothing to turn in to me for these assignments since my TA will log into SAP to check your assignment completion. You may choose to complete these assignments before the due date specified. All inquiries about SAP should be addressed to [SAP\\_CBT@uttyler.edu](mailto:SAP_CBT@uttyler.edu) and a TA can assist you in your completion of these assignments. If you still have questions or concerns exist after you have worked with the TA on these assignments, please contact me. You **ARE** permitted to work with other students to facilitate learning, however you must complete each assignment yourself. Please refer to Canvas for the hours the SAP Lab will be open.

## GRADING POLICIES

### Grading Scale

| Evaluation Items  | Scores                    |
|---|---------------------------|
| <b>EXAM (100 points @ 4 exams)</b>  | <b>(Total 400 points)</b> |
| EX1   | (100 points)              |
| EX2   | (100 points)              |
| EX3   | (100 points)              |
| EX4   | (100 points)              |
| <b>Chapter Quiz (20 points @ 14 chapters)</b>   | <b>(280 points)</b>       |
| <b>CPCA Module</b>  | <b>(50 points)</b>        |
| <b>SAP</b><br>SAP assignments are <b>MANDATED</b> by the Soules College of Business. <b>Failure</b> to complete the 4 SAP assignments will result in either a grade of <b>"D"</b> or <b>"F"</b> in the course even when you receive a 100 on all other materials. | <b>(100 points)</b>       |
| <b>TOTAL</b>  | <b>(830 points)</b>       |

### Letter Grade Assignment

The final letter grade will be determined as follows:

|                      |     |
|----------------------|-----|
| above 90%            | = A |
| above 80 – below 90% | = B |
| above 70 – below 80% | = C |
| above 50 – below 70% | = D |
| below 50%            | = F |

**Note: The instructor RESERVES the right to change the grading scheme and/or specific grading requirements with appropriate notice.**

## COURSE SCHEDULE

| Parts & Chapters  | Due            |
|---|----------------|
| <b>SAP Assignments Due</b>  | <b>Jun. 21</b> |
| <b>CPCA Module</b>  | <b>Jun. 28</b> |
| Part I: Chapter 1 Why Marketing Matters                                     | <b>Jul 3</b>   |
| Part I: Chapter 2 Strategic Marketing Planning                              | <b>Jul 3</b>   |
| Part I: Chapter 3 Environmental Analysis                                    | <b>Jul 3</b>   |
| <b>EXAM 1</b>   | <b>Jul 3</b>   |
| Part I: Chapter 4 Marketing Research  | <b>Jul 3</b>   |
| Part II: Chapter 5 Knowing Your Customer                                    | <b>Jul 3</b>   |
| Part II: Chapter 6 Developing Your Product                                  | <b>Jul 3</b>   |
| Part II: Chapter 7 Segmenting, Targeting, and Positioning                   | <b>Jul 3</b>   |
| <b>EXAM2</b>  | <b>Jul 3</b>   |
| Part III: Chapter 8 Promotion Strategy: IMC                                 | <b>Jul 3</b>   |
| Part III: Chapter 9 Place Strategy  | <b>Jul 3</b>   |
| Part III: Chapter 10 Pricing Strategy                                       | <b>Jul 3</b>   |
| Part III: Chapter 11 Brand Management                                       | <b>Jul 3</b>   |
| <b>EXAM 3</b>   | <b>Jul 3</b>   |
| Part IV: Chapter 12 Corporate Social Responsibility & Sustainable marketing | <b>Jul 3</b>   |
| Part IV: Chapter 13 CRM   | <b>Jul 3</b>   |
| Part IV: Chapter 14 Performance Measurement                                 | <b>Jul 3</b>   |
| <b>EXAM 4</b>   |                |

**Changes to the syllabus:** The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary. **You are responsible for keeping up with all the dues for quizzes, discussions, video cases, exams, and project.**

## **COURSE POLICIES**

### **Soules 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.uttyler.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/Accessibility Services:**

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Tyler at Texas offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including non-visible a diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student application. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with an Accessibility Case Manager. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079.

### **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.