
University of Texas at Tyler
Course Syllabus for Principles of Marketing
FALL 2019
MARK3311.001

This course is in support of a degree program at the University of Texas at Tyler that has earned professional accreditation by AACSB International. AACSB International is an association of more than 11,000 business educational institutions, and other organizations in 70 countries that are dedicated to the advancement of management education worldwide. Less than 5% of business programs worldwide have earned this distinguished hallmark of excellence in management education.

Professor: Dr. Kevin James

Office Location: Soules College of Business Room 350.46

Ofc. Hours: Office hours will be T/TH 11 AM TO 12:30 PM. I am also available through email at kjames@uttyler.edu.

Contact Information: Email kjames@uttyler.edu

COURSE DESCRIPTION:

Credit: 3 semester hours. Factors involved in the management of the marketing function relative to product development, promotion, pricing, physical distribution and the determination of the marketing objectives within the framework of the marketing system and available markets.

REQUIRED TEXTBOOK:

[MARKETING](#), by Hunt and Mello, 2st edition, McGraw Hill.

You will need to purchase CONNECT that comes with the textbook.

CONNECT IS REQUIRED AND ABSOLUTLY NECESSARY FOR THIS COURSE. YOU CANNOT COMPLETE THE COURSE WITHOUT CONNECT.

Course Objectives/Assignments

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.

Grade Composition

1. Three Exams
2. Homework
3. Category Management
4. SAP
5. Quizzes
6. Project

REASONABLE ACCOMMODATIONS FOR DISABILITIES

Should you need accommodation for anything please contact Student Accessibility and Resources center at saroffice@uttyler.edu. I also encourage you to contact me with any issues and I will be happy to work with you.

GRADING POLICIES AND PROCEDURES:

Course Evaluation methodology and assignment points may be changed at any time but I will strongly attempt to keep the scale as follows.

PLEASE PAY PARTICULAR ATTENTION TO THE SAP ASSIGNMENTS AS THESE ARE MANDATORY AS PART OF THIS COURSE. FAILURE TO COMPLETE THE SAP COMPONENT WILL RESULT IN A “D” AS THE HIGHEST POSSIBLE GRADE IN THIS COURSE.

The final course grades will be determined using the following:

EXAM 1	100 POINTS
EXAM 2	100 POINTS
EXAM 3	100 POINTS
Homework Average	100 POINTS
Cat Management Cert	50 POINTS
Quizzes Average	100 POINTS
SAP SUM	60 POINTS
<u>PROJECT</u>	<u>100 POINTS</u>
TOTAL	710 POINTS

GRADING SCALE

A = 90-100%
B = 80-89%
C = 70-79%
D = 60-69%
F = 59% and
below

Course Delivery

This course is a face to face class and will utilize PowerPoint, Canvas, and Connect, and in class material. I will use Canvas to post the class slides. I will use Modules in Canvas (where you are now) to post most material. Each week we will have homework quizzes and some weeks we will have tests. These will be done using a combination of Canvas and Connect. In most circumstances the material will be posted on a Wednesday (about mid-day) and due on a Sunday or Monday evening. I won't post material as far as homework and quizzes until I've completed the in class lecture.

Exams

There will be three in class exams all counting 100 points apiece. The format of exams will be multiple choice, true/false format. More information will be available as the exam approaches. Failure to take the exam will result in a zero (0) on the exam. You cannot miss an exam and then ask to take the exam.

Final Project

A final individual project will be turned in during the last week of normal classes. Students will complete a PowerPoint presentation to solve a marketing problem or capture a marketing opportunity. More information will be available as the class progresses.

This project is a mandatory part of the course and failing to complete the activity will result in a zero on the presentation. Late projects will not be accepted.

Quizzes

Quizzes will be given to allow you another opportunity to display your knowledge of the subject matter. The quizzes will be given using Connect and taken outside of class time. Quizzes will be multiple choice, true/false style questions. I will post information about when they are assigned and due. You will have one attempt at each quiz and the quizzes have 20 questions. Failure to complete a quiz on time will result in a zero on the quiz. I strongly suggest you sit in a quiet place with consistent internet access to attempt the quizzes.

ACADEMIC INTEGRITY (UT Tyler students make the decision to not lie, cheat, or steal, nor tolerate those that do)

The code states UT Tyler students will not lie, cheat, or steal or allow other to do so. Students are responsible for doing their own work and avoiding all formats of academic dishonesty. The most common academic honesty violations are cheating and plagiarism. **Cheating** includes, but is not limited to: submitting material that is not one's own. Using information or devices that are not allowed by the faculty member, obtaining and/or using unauthorized material, fabrication information, violating procedures prescribed to protect the integrity of a test, or evaluation exercise, collaborating with others on assignments without the faculty member's consent, cooperating with or helping another student to cheat, having another person take an examination in the student's place, altering exam answers and requesting that the exam be re-graded, communicating with any during an exam, other than the faculty member or exam proctor. **Plagiarism** includes, but is not limited to: Directly quoting the words of others without using quotation marks or indented format to identify them, using sources of information (published or unpublished) without identifying them,

Paraphrasing materials or ideas of others without identifying the sources.

Homework (assignments and cases)

Assignments are due at the time period the instructor determines which is usually on a Sunday or Monday. In most circumstances, homework and quizzes will be posted on a Wednesday. Any assignment not submitted when called for is considered a late assignment and will receive a grade reduction or a ZERO. Any assignment not done will receive a grade of zero (0). The homeworks are many (about 50 or so) small assignments that relate to class material that will be completed using Connect. You will have 2 attempts at each homework. I will post information and go over in class how to access the Connect course for this class.

In addition to the online component, you will have several homework or group work assignments throughout the semester. These activities will also be counted toward the homework average as mentioned above.

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 the history and background of Category Management. Students will complete the 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 module exam will result in 50 points in the class and failure to pass after three attempts results in 0 points. This is not optional and you will be emailed the assignment.

You will receive an email from Nancy Lambert and Learning Evolutions during the semester. You will then take a pre test, watch some video material, and take a post test. The post test you will need to score 80 or better and then you are finished.

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.

SAP Assignments

FAILURE TO COMPLETE SAP WILL RESULT IN EITHER A GRADE OF D OR F IN THE COURSE. THIS MEANS THAT IF YOU RECEIVE A 100 ON ALL OTHER MATERIAL THE BEST YOU CAN EARN IS A D IN THIS COURSE. DO NOT LET THIS HAPPEN TO YOU!! THIS POLICY IS MANDATED BY OUR DEAN AND MARKETING DEPARTMENT HEAD. Refer to assignment instructions posted in the Assignments section of Canvas. You may download the SAP GUI on your personal computer or use the SAP Dedicated Lab on Campus. More information will be available about the lab at the start of the semester. The instructions are on Canvas once available. You may choose to complete these

assignments before the due date specified. During the semester, we will have one dedicated week to complete SAP. I STRONGLY ADVISE YOU TO COMPLETE THE ASSIGNMENTS THEN. I WILL ANNOUNCE IN CLASS AND ON Canvas WHEN THESE DATES ARE. We are working with other faculty who will take responsibility for all questions and grading of the SAP assignments and the faculty and various TA's can assist you in your completion of these assignments. If you still have questions or concerns exist after you have worked with my 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 Dedicated Lab on Campus will be open.

Inclusion in Syllabi: The following statement should be included in all syllabi, "We respect the right and privacy of students who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>."

TENTATIVE DETAILED CLASS SCHEDULE Below WILL BE SUBJECT TO CHANGE AT ANY TIME DURING THE SEMESTER. Changes are announced using Canvas announcements and emails or announced in class.

TENTATIVE FALL 2019 Marketing Principles (Class meets T&TH of each week)

Week 1 **Introduce Class & Syllabus**
8/27 **Chapter 1**

Week2 **Chapter 2**
9/3

Week3 **Chapter 2/3**
9/10

Week4 **Chapter 3/4**
9/17

Week5 **Chapter 4/5**
9/24

Week6 **Chapter 5/6**
10/1 **Exam in class 10/3 covering Chapters 1-4**

Week7 **Chapter 6/7**
10/8 **SAP WEEK – NO CLASS BUT YOU ARE EXPECTED TO GO TO THE SAP LAB**

Week8 **Chapter 7/8**
10/15

Week9 **Chapter 8/9**

10/22 Present Category Management and Introduce course project. Student will be assigned Category Management component of Category Management Association to be complete by date as indicated below in course schedule

Week10 Chapter 9/10
10/29 Exam in class 10/31 Chapters 5-9

Week11 Chapter 11/12 – SAP Assignments Due THURSDAY 11/7 BY 4:30 PM.
11/5

Week12 Chapter 12/13
11/12

Week 13 Chapter 13/14
11/19 Category Management Due 11/22.

Week14 Chapter 14/15
12/2 Final Projects turned in via Canvas 12/7 by midnight.

Week15 Final Exam to cover Chapters 10-15 during final exam period (exact time TBA BUT IT WILL BE EITHER T OR TH NORMAL CLASS ROOM NORMAL TIME).
12/9