



**Fall 2019**

**COURSE NUMBER:** MARK 3311.003 Principles of Marketing

**INSTRUCTOR:** Dr. Kerri M. Camp

**REQUIRED TEXT:** This semester I am pilot testing the use of an Open Educational Resource (OER) which means the textbook is available online and free of charge. The textbook is Principles of Marketing - <https://www.oercommons.org/courses/principles-of-marketing-4>

**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:** none

**COURSE LEARNING OBJECTIVES:**

Some of the specific skills I hope you will obtain in this course are listed below. Critical analyses of marketing information will help you not only in your professional careers, but it should also help you as you apply these concepts in your personal lives to help you be a better consumer.

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.
5. Develop a marketing plan for a non-profit organization as part of a service-learning project

**CLASS MEETING:** Tuesday and Thursday 8:00 a.m. - 9:20 a.m. Soules COB 103

**TEACHING METHOD:** lecture, course materials, and assignments

**OFFICE & TELEPHONE NUMBER:** COB 312.05, 903.565.5660 [kcamp@uttyler.edu](mailto:kcamp@uttyler.edu)

**OFFICE HOURS:** I am available to meet in my office, by zoom video conferencing, or telephone. I welcome you to contact me at any time if you have any questions. We have all needed help with something at some point in our lives. If you find yourself not understanding the assigned readings,

lectures, assignments, exams, or my grading feedback, please reach out to me to let me know how I can help you learn better in this course. I respond to all emails within 24 hours during the week (but usually within a few hours), and I respond to emails received during the weekend as well because I know many of you use the weekends for your coursework.

### COURSE SCHEDULE

| <b>Dates</b>      | <b>Topics</b>                 | <b>Modules/Exams/Assignments</b>  |
|-------------------|-------------------------------|---|
| Tuesday<br>8/27   | Course Introduction           | Syllabus discussion   |
| Thursday<br>8/29  | What is Marketing             | <i>Module 1: What is Marketing?</i>   |
| Tuesday<br>9/3    | Marketing Function            | <i>Module 2: Marketing Function</i>   |
| Thursday<br>9/5   | Career Success/<br>Networking | <b>Career Success Conference September 5<sup>th</sup></b><br><b>Attendance 8-9:20 a.m. Required</b>                                   |
| Tuesday<br>9/10   | SAP                           | <i>SAP Module</i><br><b>Work in SAP Lab COB 251 on SAP assignments</b>  |
| Thursday<br>9/12  | SAP                           | <i>SAP Module</i><br><b>Work in SAP Lab COB 251 on SAP assignments</b>  |
| Tuesday<br>9/17   | Marketing Strategy            | <i>Module 4: Marketing Strategy</i>   |
| Thursday<br>9/19  | Marketing Strategy            | <i>Module 4: Marketing Strategy</i><br>Review for Exam 1  |
| Tuesday<br>9/24   | Knowledge<br>Comprehension    | <b>Exam 1 (Modules 1, 2, &amp; 4)</b>   |
| Thursday<br>9/25  | Marketing Consulting          | <i>Module 15: Marketing Plan</i><br><b>SAP Assignments Due no later than 11:59 p.m. CST</b>   |
| Tuesday<br>10/1   | Marketing Consulting          | <b>Discussion of Service Learning Client Project with Client</b><br>Discussion of Service Learning Client Project and group formation |
| Thursday<br>10/3  | Segmentation and<br>Targeting | <i>Module 3: Segmentation and Targeting</i>   |
| Tuesday<br>10/8   | Segmentation and<br>Targeting | <i>Module 3: Segmentation and Targeting</i>   |
| Thursday<br>10/10 | Positioning                   | <i>Module 8: Positioning</i>  |

| Dates                      | Topics                             | Modules/Exams/Assignments  |
|----------------------------|------------------------------------|--|
| Tuesday<br>10/15           | Marketing Information and Research | <i>Module 6: Marketing Information and Research</i><br>Review for Exam 2   |
| Thursday<br>10/17          | Knowledge Comprehension            | <b>Exam 2 (Modules 3, 6, 8, &amp; 15)</b>  |
| Tuesday<br>10/22           | Product Marketing                  | <i>Module 10: Product Marketing</i>  |
| Thursday<br>10/24          | Pricing Strategies                 | <i>Module 11: Pricing Strategies</i><br><b>Benchmark #1 due in class 8:00 a.m. CST</b>   |
| Tuesday<br>10/29           | Distribution Channels              | <i>Module 12: Place: Distribution Channels</i>   |
| Thursday<br>10/31          | Promotion                          | <i>Module 13: Promotion: Integrated Marketing Communication (IMC)</i>  |
| Tuesday<br>11/5            | Promotion                          | <i>Module 13: Promotion: Integrated Marketing Communication (IMC)</i><br>Review for Exam 3   |
| Thursday<br>11/7           | Knowledge Comprehension            | <b>Exam 3 (Modules 10, 11, 12, &amp; 13)</b>   |
| Tuesday<br>11/12           | Consumer Behavior                  | <i>Module 7: Consumer Behavior</i>   |
| Thursday<br>11/14          | Consumer Behavior                  | <i>Module 7: Consumer Behavior</i><br><b>Benchmark #2 due at in class 8:00 a.m. CST</b>  |
| Tuesday<br>11/19           | Branding                           | <i>Module 9: Branding</i>  |
| Thursday<br>11/21          | Marketing Globally                 | <i>Module 14: Marketing Globally</i><br><b>Category Management Module due by 11:59 p.m. CST</b>  |
| 11/25-<br>11/29            |                                    | <b>UNIVERSITY HOLIDAY</b>  |
| Tuesday<br>12/3            | Ethics and Social Responsibility   | <i>Module 5: Ethics and Social Responsibility</i><br>Review for Exam 4<br>(project must also be emailed no later than 11:59 p.m. CST to client with a cc to <a href="mailto:kcamp@uttyler.edu">kcamp@uttyler.edu</a> ) |
| Thursday<br>12/5           | Marketing Consulting               | <b>Client Project Presentations</b>  |
| Week of<br>December<br>9th | Knowledge Comprehension            | <b>Final Exam (Chapters 5, 7, 9, &amp; 14)</b><br><b>NOTE: This is finals week, so the Final Exam is determined by the university final exam schedule</b>  |

## EVALUATION:

|  |           |
|--|-----------|
| Exam 1 Modules 1, 2, & 4                   | 75        |
| Exam 2 Modules 3, 6, 8, & 15               | 75        |
| Exam 3 Modules 10, 11, 12, & 13            | 75        |
| Exam 4 Chapters 5, 7, 9, & 14              | 75        |
| Marketing Plan                             |           |
| Benchmark #1                               | 25        |
| Benchmark #2                               | 25        |
| Written Marketing Plan                     | 50        |
| Presentation to Client                     | 50        |
| SAP assignments * (4 assignments)          | 60        |
| Category Management Certificate Assignment | 50        |
| Student Engagement                         | <u>50</u> |
| Total Possible Points                      | 610       |

A= 546-610 points (89.5%-100%), B= 485-545 points (79.5%-89.4%),  
C= 423-484 points (69.5%-79.4%), D= 362-422 points (59.5%-69.4%), F= 0-361 points (0%-59.4%)  
Please note that I already use rounding to determine the final course grade, so no additional points will be added.

\*Refer to the SAP Assignment instructions below that clearly state you must complete the SAP assignments as part of this course. Failure to complete the SAP assignments will result in a “D” as the highest possible final grade in this course.

**Exams:** There will be three exams consisting of multiple choice questions. Exams must be taken on the scheduled day and time unless prior arrangements have been made.

**Marketing Plan:** We will be working with The Center for Students in Recovery this semester on a service-learning project where you will be developing marketing plans for some of their programs. This will be a group project with more information forthcoming later in the semester. The Ma

**SAP Assignments:** Failure to complete the SAP assignments will result in either a grade of D or F in the course. This means that if you receive a 100 on all other assessments, the highest grade you can earn is a D in this course. This policy is mandated by the College as part of our SAP initiative. 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. 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 these assignments during that week. 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. 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 Lab on Campus will be open. The SAP Lab is located in RBN 3041.

**Category Management Certificate Assignments:** 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.

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 The University of Texas at Tyler where, upon successfully passing the exam, the student will become a Certified Category Manager.

**Student Engagement:** In your courses it is important to be engaged in the learning process. Attendance and class participation in discussions will be used to determine your grade. You are permitted two absences. After those two absences, five points will be deducted for each absence (unless it is a university-approved absence).

**NOTE:** For any writing assignment, I recommend the following two resources to help you with your grammar, punctuation, style, formatting, and citations:

[www.uttyler.edu/writingcenter/](http://www.uttyler.edu/writingcenter/) and <https://owl.english.purdue.edu/owl>

Although no particular formatting style is required, your paper should be referenced consistently throughout. I also provide examples from previous students, so it is important to review those examples to understand my expectations.

**Service Learning Client Project:** Service learning is a method of teaching that combines classroom instruction with meaningful community service. This form of learning emphasizes critical thinking and reflection while encouraging a heightened sense of community, civic engagement, and personal responsibility. Students often tell me that the service learning client project is the most meaningful activity in this course because you will work with a real business or organization that has asked for your help as a marketing consultant. In consulting work, although content is extremely important, the professional appearance (correct grammar, spelling, punctuation, etc.) impacts the perception of quality. Another way to increase the quality and usefulness of your project for the client is to integrate marketing theory and terminology throughout your report.

You be allowed to self-select into your group project and into your team for the project. **If you do not sign up by October 6<sup>th</sup>, you will be randomly assigned to a project and team.** Please

remember that the client has requested assistance with a real marketing problem, so I expect you to approach this assignment as if you have been hired as a marketing consultant.

Submit your project directly using the Canvas link for your group and submit only one paper for the entire group. You must also email the client with a cc to [kcamp@uttyler.edu](mailto:kcamp@uttyler.edu). The *Project Grading Rubric* is provided on Canvas. It is important that all group members contribute to the project, so you will be asked to evaluate your group members' contributions at the conclusion of the project via a peer evaluation that will be given at the end of the semester. Individual grades on the project will be adjusted (if appropriate) based upon the peer evaluations. As with all professional, collaborative group projects, communication with your group members regarding deadlines and workload allocation should be discussed. The project grade will be posted to Canvas no later than one week after it is due.

### **Acceptance of Late Work:**

Unfortunately, illnesses, death in the family, or other unexpected events are part of life and work. I understand how difficult these times can be, so if you contact me within 24 hours of the event with appropriate documentation, I will consider extending the deadline under these special circumstances.

.....

### **UT Tyler Honor Code**

Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do. Students Rights and Responsibilities To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:  
<http://www.uttyler.edu/wellness/rightsresponsibilities.php>

**Campus Carry** We respect the right and privacy of students 21 and over 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>

**UT Tyler a Tobacco-Free University** All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit [www.uttyler.edu/tobacco-free](http://www.uttyler.edu/tobacco-free).

**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. (For Fall, the Census Date is Sept. 9) 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 (Sept. 9th) is the deadline for many forms and enrollment actions of which students need to be aware. 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 Texas at Tyler offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including a non-visible 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 Cynthia Lowery, Assistant Director of Student Services/ADA Coordinator. 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. Student Absence due to Religious Observance Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester. Revised 05/17

**Student Absence for University-Sponsored Events and Activities** If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

**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 has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

**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.

### **Student Standards of Academic Conduct**

Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. **i.** "Cheating" includes, but is not limited to:

- copying from another student's test paper;
- using, during a test, materials not authorized by the person giving the test;
- failure to comply with instructions given by the person administering the test;
- possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed "crib notes". The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
- using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
- collaborating with or seeking aid from another student during a test or other assignment without authority;
- discussing the contents of an examination with another student who will take the examination;
- divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
- substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
- paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
- falsifying research data, laboratory reports, and/or other academic work offered for credit;
- taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
- misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially. **ii.** "Plagiarism" includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own



academic work offered for credit. **iii.** “Collusion” includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty. **iv.** All written work that is submitted will be subject to review by plagiarism software.

### **UT Tyler Resources for Students**

- UT Tyler Writing Center (903.565.5995), [writingcenter@uttyler.edu](mailto:writingcenter@uttyler.edu)
- UT Tyler Tutoring Center (903.565.5964), [tutoring@uttyler.edu](mailto:tutoring@uttyler.edu)
- The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.
- UT Tyler Counseling Center (903.566.7254)

## **TECHNICAL INFORMATION**

### **Technical Support**

If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing [itsupport@patriots.uttyler.edu](mailto:itsupport@patriots.uttyler.edu)

When you email IT Support, be sure to include a complete description of your question or problem including:

- The title and number of the course
- The page in question
- If you get an error message, a description and message number
- What you were doing at the time you got the error message

You may visit the Help Tab in Canvas for useful information. Call the Canvas Support Hotline 844-214-6949 or Chat with Canvas Support <https://cases.canvaslms.com/apex/liveagentchat> .