

THE UNIVERSITY OF TEXAS AT TYLER
SOULES COLLEGE OF BUSINESS
Fall 2019

Course Title: Principles of Marketing (MARK 3311 002)

Course Type: Face to face

(*Please check Canvas regularly)

Course schedule: M/W 2:30- 3:50

Instructor Information

Instructor: Dr. JungHwa (Jenny) Hong

Office: COB 350.28

Office hour: M/W 1:00-2:30 pm or by appointment

Phone: 903 565 5606

Email: jhong@uttyler.edu

(*Email is the primary contact.)

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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, you will learn the *key elements of marketing, including strategy, segmentation, targeting positioning, consumer behavior, marketing research, distribution, promotion, pricing, international marketing, marketing ethics, customer satisfaction, and Internet marketing.*

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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)
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TEXT BOOK & COURSE MATERIAL

REQUIRED Textbook: Marketing – connect plus access, C. Shane Hunt and John E. Mello, 2nd ed., McGraw-Hill, 2018
ISBN: 9781259899058

CONNECT: You have to purchase **CONNECT** that comes with the textbook to work on assignments. You can purchase only connect access code separately. The connect website to register will be announced later and will have a link on Canvas. (*If you purchase Connect, you can use e-textbook through Connect website)

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

**** Please check Canvas announcement and updates regularly and get a notification of class announcement via email as well.**

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:

Method	Points
Exam 1	150
Exam 2	150
Connect	
Application Exercises (AE)	100
Topics and assessments	50
Video cases	50
In class participation	100
Final Project Presentation	100
* Category Management Certification	50
* SAP Assignments	50
Total	800

***The completion of these assignments (CATMAN and SAP) are required to pass this course. All Marketing 3311 courses in the Soules College of Business at UT Tyler include these two components as mandatory tasks.**

**** 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 720 points (90%)
B =	640 - 719 (80%)
C =	560 - 639 (70%)
D =	480 - 559 (60%)
F =	Below 480

***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.

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(A) EXAMS

There will be **two 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).

Exams are necessary to assess your mastery of core concepts. The two exams will consist of multiple choice questions. Copying any questions/answers on an exam or discussing exam questions with other students is considered cheating and may result in failing the course and/or other scholastic dishonesty disciplinary actions.

PPT slide:

Please read the textbook and review my power point slides and your notes from the lectures before taking the exam. I focus on the important concepts that you have to take away from each chapter. My goal is to help you understand the concepts clearly and critically think theories and tactics to apply to the real world. If you have any questions or need for clarification about the topics or concepts, please feel free to contact me.

(B) INCLASS PARTICIPATION: ACTIVITIES + INCLASS QUIZ (100 points)

There will be in class activities related to the topics which cannot be made-up outside of class.

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 Canvas on the previous day of the 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/ discussions 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. **I will not check attendance in every class, but there will be a grade for inclass participation (it could be pop-up quiz/ activities during class). If you miss that class, you will not have chance to earn those points.** However, **1 excuse of missing activities/participation per semester** can be accepted and can have a chance to make up. **If you miss more than five participations/activities, your inclass participation grade will be 0 points out of 100 points.**

(C) *CONNECT* ASSIGNMENTS (3 components: Total 200 points)

All connect assignments are posted on Canvas and they are directly linked to and automatically synchronize with connect website. Please click the assignments via Canvas. **Late submission will NOT be accepted.**

1) AE: APPLICATION EXERCISES (100 points)

The objective of individual assignment 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. Or you can purchase *CONNECT* only because it allows you to access e-textbook. Please be aware that **you have to purchase *CONNECT*** to do assignments. All principles of marketing courses (MARK 3311) at University of Texas at Tyler use *CONNECT* as additional course materials.

There are 10 *Connect* Application Exercise (AE) of each chapter and each is worth 10 points and the total points for all *connect* AE 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 AE

assignments have deadline and you will have **2 attempts** at each AE and no time limitation (* highest grade will be recorded). But please make sure that you submit it by the deadline. **Detailed feedback will be available after submission.**

2) TOPICS: LECTURE + ASSESSMENT (50 points)

You will take a short power point video lecture (approximately ave.2-3 min.) which explains specific concept in each chapter. After watching a short lecture, you will solve 3 questions regarding the concepts. One assessment from each chapter is worth 5 points and you will see short 10 lectures from each chapter (5 points * 10 = 50 points). If you understand the concepts clearly, you can earn full points.

3) VIDEO CASES: VIDEO + ASSESSMENT (50 points)

You will see a video of real company's case. You will learn how the marketing concepts are applied in the real world. You may also learn how different companies utilize marketing tactics or concepts to satisfy consumers and be successful in their market. After watching a video, there are several questions to assess your learning about the related concepts. Each assessment from one video is worth 5 points and you will see 10 video cases including assessments (5 points * 10 = 50 points).

(D) FINAL PROJECT PRESENTATION- GROUP (100 points)

The objective of final project is to enable students to understand and apply the concepts learned in this class to real life marketing problems. **The project is worth 100 points.** For the purpose of this project, you will have to present a business planning and provide the analysis of how your company utilizes various marketing activities to create value to its customers. You will develop a new product and its marketing plan, and present in class. More detailed information will be provided later.

(E) CATEGORY MANAGEMENT CERTIFICATION COMPONENT (CATMAN)

All principles of marketing courses at University of Texas Tyler include a required component in which the student will complete an online certification from the Category Management Association that relates to background and history of category management. Student will complete the module of history of category management component of Category Management Association Certification Program online. More than 80% score on the post-test in the module is considered as completion. The student will have three chances to successfully pass the test. Successfully passing the certificate test will result in **50 points** in the class and failure to pass after three attempts results in **0 points**. More details will be provided later. **NO Late Submission.**

This certification is the first module 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 receive the **Certified Professional Category Analyst**. Marketing students who finish all 10 modules from marketing courses and show good performance will have a chance to get financial support to take this exam fully. **The module will be conducted via Learning Evolution.**

<https://www.learningevolution.com/site/7-reasons-you-wanna-be-a-category-analyst-or-category-manager/>

(F) SAP ASSIGNMENTS

All principles of marketing courses at the University of Texas at Tyler include a required component in which the student will complete SAP Assignments. Assignment instructions will be posted on Canvas. You may download the SAP program on your personal computer or use the computers on campus such as the SAP Lab in COB. You should earn over 80% of total score in order to complete this assignment. TA will explain about SAP and the instructions will be available on Canvas. TA will log into SAP to check your assignment completion. **SAP TAs are responsible for all questions and grading of the SAP assignments and the TAs can assist you in your completion of these assignments. So please directly ask all the questions regarding SAP assignments to SAP TAs. I will not answer any questions regarding SAP assignments.** There may be an off-line lab session for SAP assignments in the SAP lab if necessary and I will notify it later. You are permitted to work with other students to facilitate learning, **however you must complete each assignment yourself.** Please be aware: **If you don't complete this assignment, you will earn "D" for this class even though you show great performances on other tasks (according to the policy of the Soules College of Business). NO Late Submission.**

(G) 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.

(H) COMMUNICATION

You are expected to **check Canvas and your email regularly** for any updates regarding this course. Email is my primary contact and the fastest way that you get a response from me. You can communicate with me to clarify any problems regarding class materials, assignments, or exams. Please make sure that you send an email to this address: jhong@uttyler.edu. (NO patriots email: I DO NOT use patriots email address) * **Please check class announcement on Canvas and/or syllabus before you ask questions which already have an answer on those documents.**

Email communication: (M-F 1-2pm) I will respond email during 1- 2 pm from Monday to Friday. If you would like to get my reply on the same day, please send me an email by 12 pm. Otherwise, you will receive my reply on the next day around 1-2pm. During weekends, please expect no reply from me unless the issue is urgent. If you think the issue is urgent, please put [URGENT] in the title, so that I can reply back asap. As an example, if you send an email on 3pm Friday, you may receive my reply on Monday around 1pm unless you put an 'urgent' in the title.

Face to face communication: (M/W 1- 2:30 pm or by appointment, location: COB 350.28) You can visit my office in business building. You can discuss with me any issue or concerns.

PERSONAL DATA SHEETS

Students are required to turn in their personal data sheets. With your background information, these sheets will not only enable me to tailor the classes to your specific expectations but will also help me place your faces (you may provide a copy of your picture) with your names.

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 student s prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both student s 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 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.

CONCEALED HANDGUNS ON CAMPUS

Per the Handbook of Operating Procedures a/k/a "HOP," Section 2.10.1 Concealed Handguns on Campus; C (7) specifically states: 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>.

UT TYLER TABACCO- 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.

¹ **YOU ARE RESPONSIBLE FOR ALL OF THE INFORMATION PROVIDED IN THIS DOCUMENT.**

TENTATIVE COURSE SCHEDULE

*** The course schedule is subject to change.**

Week	Topic	Book Chs.	Assignments/ Project Due
1 (8/26-)	Syllabus Introduction/Overview of Marketing Strategic planning & Environmental Analysis	1 2&3	Personal Data Sheet
2 (9/2-)	9/2: Labor day No class Strategic planning & Environmental Analysis	 2&3	 Connect 1
3 (9/9-)	Consumer Behavior & Decision Making	4	Connect 2 & 3
4 (9/16-)	Marketing Research	5	Connect 4
5 (9/23-)	New Product Development	6	Connect 5
6 (9/30-)	Exam 1		Connect 6
7 (10/7-)	STP strategy	7	
8 (10/14-)	Promotion Strategy	8	Connect 7
9 (10/21-)	Place Strategy	9	Connect 8
10 (10/28-)	SAP assignment		Connect 9 SAP Deadline: 11/11
11 (11/4-)	Price Strategy	10	Connect 10
12 (11/11-)	Branding	15	Connect (topic: brand strategy)
13 (11/18-)	Exam 2		
14 (11/25-)	Thanksgiving holidays		
15 (12/2-)	Final Project Presentations		
16 (12/9-)	CATMAN (Category Management) Task		

*** Course schedule changes, if necessary, will be posted on Canvas. This class is equivalent to 16-week in-class coursework. Class materials will be uploaded as scheduled on Canvas You are responsible for submitting all assignments by the deadlines.**