

---

The University of Texas at Tyler  
Course Syllabus for Principles of Marketing  
Fall 2020  
MARK3311.060

---

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, Associate Professor of Marketing

**Office Location:** Soules College of Business Room 350.46

**Ofc. Hours:** Office hours will be T/TH 11 to 12:30 PM. I am also available through email at [kjames@uttyler.edu](mailto:kjames@uttyler.edu). I will do my best to answer emails on a timely basis.

**Contact Information:** Email [kjames@uttyler.edu](mailto:kjames@uttyler.edu)

**\*\*MARK3311.060 is an online delivery. We will not do zoom meetings. I will post videos, slides, and you will do work on your own time.**

**YOU MUST MAKE SURE YOU ARE GETTING ANNOUNCEMENTS AND KEEPING UP WITH THEM.** This means that announcements will reach you via Canvas. It is very important that you check these twice a week for course material. Material is due by the due date when material is posted. Canvas announcements will be sent to you. Failure to check announcements in an online course will result in a **very poor** performance in this course. Ensure that you are receiving announcements and checking Canvas for information. **\*\***

***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, 3<sup>rd</sup> edition, McGraw Hill.

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

**CONNECT IS REQUIRED AND ABSOLUTELY NECESSARY FOR THIS COURSE. YOU CANNOT COMPLETE THE COURSE WITHOUT CONNECT. You can get a several weeks free trial.**

## 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

## REASONABLE ACCOMMODATIONS FOR DISABILITIES

Should you need accommodation for anything, please contact Student Accessibility and Resources center at [saroffice@uttyler.edu](mailto: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.**

**ALSO OF GREAT IMPORTANCE, THE GRADING SCALE BELOW IS WHAT WE USE TO COMPUTE YOUR GRADE. THE GRADING SYSTEM IN CANVAS IS NOT CORRECT (IT WILL NOT WEIGH THINGS CORRECTLY, SO THE SCALE BELOW IS CORRECT).**

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       |
| <u>SAP SUM</u>      | <u>60 POINTS</u> |
| TOTAL               | 610 POINTS       |

#### **GRADING SCALE**

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

### **Course Delivery**

This course is an online class and will utilize videos, PowerPoint, Canvas, and connect. I will use Canvas to post the class slides. I will use course content in Canvas (where you are now) to post most material. Each week we will have homework, quizzes. Tests will be given using Canvas. In most circumstances, the material will be posted on a Wednesday (about mid-day) and due on a Sunday or Monday evening. Exams will be posted on a Friday and due on a Tuesday.

### **Exams**

There will be three exams all counting 100 points apiece. Exams will be taken online through Canvas. Exams will be posted Friday afternoon at 5 pm of the exam week and will be due Tuesday at midnight. The format of exams will be multiple-choice, true/false style. 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. The exams will be timed. The specific time allowed will vary by test. When you take the test, be sure to set aside the time allowed for the test and have a reliable internet connection.

### **Quizzes**

Quizzes will be given to allow you another opportunity to display your knowledge of the subject matter. The quizzes will be given using Canvas and Connect. Quizzes will be multiple choice style questions and taken via Connect. 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. Much like tests, 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 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 homework assignments are many (about 50 or so) small assignments that relate to class material that will be completed using Canvas and connect. Once you complete an assignment, the grade should be automatically imported into Canvas. You will have 2 attempts at each homework. It is your responsibility to ensure that your grades are being properly tracked in Canvas. This goes for quizzes and homework.

### **Category Management Certification Component**

All Principles of Marketing courses at the 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 at Learning Evolutions (search **Support@Learning Evolutions**), and there will be an announcement on Canvas when this happens.

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.

### **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 when posted. 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 will be posted on Canvas. You may choose to complete these assignments before the due date specified. We will have TA's to help take responsibility for all questions and grading of the SAP assignments, and the TA can assist you in your completion of these assignments. If you have questions or concerns that 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 hours the SAP Dedicated Lab on Campus will be open.

Please see the SAP lab schedule and make individual arrangements to visit the lab. This is by far the best way to complete the work. The work can also be done remotely by following the SAP instructions once they are posted. I will send an announcement to you when this time is.

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.**

**TENTATIVE Fall 2020 Marketing Principles**

**Week 1            Introduce Class & Syllabus**  
**8/24              Chapter 1**

**Week2            Chapter 2**  
**8/31**

**Week3            Chapter 2/3**  
**9/8**

**Week4            Chapter 3/4**  
**9/14**

**Week5            Chapter 4/5**  
**9/21**

**Week6            Chapter 5/6**  
**9/28              Exam Posted Friday, October 2<sup>rd</sup> at 5 pm and is due Tuesday, October 6th by MIDNIGHT to Cover Chapters 1-4**

|                          |                                                                                                                                                                                                                                                                                                                              |
|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Week7<br/>10/5</b>    | <b>Chapter 6/7</b>                                                                                                                                                                                                                                                                                                           |
| <b>Week8<br/>10/12</b>   | <b>Chapter 7/8<br/>Introduce and Assign SAP Models 1-4</b>                                                                                                                                                                                                                                                                   |
| <b>Week9<br/>10/19</b>   | <b>Chapter 8/9<br/>Present Category Management. Students will be assigned Category Management component of Category Management Association to be complete by date as indicated below in the course schedule. You will receive a welcome email about this time, and it will be from Nancy Lambert at Learning Evolutions.</b> |
| <b>Week10<br/>10/26</b>  | <b>Chapter 9/10<br/>Exam posted 10/30 at 5 pm due November 3<sup>rd</sup> (Tuesday) by midnight to cover Chapters 5-9</b>                                                                                                                                                                                                    |
| <b>Week11<br/>11/3</b>   | <b>Chapter 11/12 – SAP Assignments Due THURSDAY, November 5th BY 5 PM</b>                                                                                                                                                                                                                                                    |
| <b>Week12<br/>11/10</b>  | <b>Chapter 12/13</b>                                                                                                                                                                                                                                                                                                         |
| <b>Week 13<br/>11/17</b> | <b>Chapter 13/14<br/>Category Management Certificate Due 11/20. (Once you score 80 or above on the post-test you are done, i.e., nothing to turn in)</b>                                                                                                                                                                     |
| <b>Week14<br/>12/1</b>   | <b>Chapter 14/15</b>                                                                                                                                                                                                                                                                                                         |
| <b>Week15<br/>12/8</b>   | <b>Final Exam to cover Chapters 10-15 during the final exam period. Exam posted 11/8 and due 12/11 by midnight</b>                                                                                                                                                                                                           |