



**Fall 2021**

**COURSE NUMBER:** MARK 3311.001 Principles of Marketing

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

**REQUIRED TEXT:** I am using 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 you should learn 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. Identify components of a marketing plan and create a marketing plan for a nonprofit organization
6. Create an infographic for a nonprofit organization

**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 350.33 903.565.5660 [kcamp@uttyler.edu](mailto:kcamp@uttyler.edu)

**OFFICE HOURS:** Tuesday and Thursday 7:15-7:45am and 9:30-10:30am. 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.

**EXPECTATIONS FOR VALUING DIFFERENCES THROUGH RESPECTFUL DIALOGUE:**

We all come to the table with differing experiences and viewpoints, which means that we have so much to learn from each other! In order to get the most out of this opportunity, it is important that we do not shy away from differences. Rather, we should show respect for differences by seeking to understand, asking questions, clarifying our understanding, and/or respectfully explaining our own perspective. This way, everybody comes away with a new way of seeing the issue and respecting others with different values or beliefs.

If someone says something that bothers you for any reason, assume that your peer did not mean to be offensive, and ask your peer to clarify what he or she meant. Then explain the impact it had on you. If your classmates tell you something you said or wrote bothered them, assume that they are not attaching you, but rather that they are sharing something that might be important for you to know.

**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        |
| Group Marketing Plan                       |           |
| Marketing Plan Slide Deck                  | 50        |
| Oral Presentation                          | 100       |
| SAP assignments * (4 assignments)          | 60        |
| Category Management Certificate Assignment | 50        |
| Infographic Assignment                     | <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.

## COURSE SCHEDULE

| Dates                                    | Topics                                   | Modules/Exams/Assignments  |
|--|--|--|
| Tuesday<br>8/24                          | Course Introduction                      | Syllabus discussion  |
| Thursday<br>8/26                         | What is Marketing                        | <i>Module 1: What is Marketing?</i>  |
| Tuesday<br>8/31                          | Marketing Function<br>Marketing Strategy | <i>Module 2: Marketing Function</i><br><i>Module 4: Marketing Strategy</i>   |
| Thursday<br>9/2                          | Marketing Strategy                       | <i>Module 4: Marketing Strategy</i>  |
| Tuesday<br>9/7<br>Canvas                 | Category Management                      | Work on Category Management Certificate Assignment in the <i>Category Management Module</i>  |
| Thursday<br>9/9<br>Canvas                | Category Management                      | Work on Category Management Certificate Assignment in the <i>Category Management Module</i><br><b>Category Management Certificate Assignment due no later than 11:59 p.m. CST Sunday, September 12th</b> |
| Tuesday<br>9/14<br>SAP Lab<br>or online  | SAP                                      | <i>SAP Module</i><br>Group 1 Work in SAP Lab COB 251 on SAP assignments  |
| Thursday<br>9/16<br>SAP Lab<br>or online | SAP                                      | <i>SAP Module</i><br>Group 2 Work in SAP Lab COB 251 on SAP assignments  |
| Tuesday<br>9/21                          | Knowledge<br>Comprehension               | <b>Exam 1 (Modules 1, 2, &amp; 4)</b>  |
| Thursday<br>9/23                         | Marketing Plan                           | <i>Module 15: Marketing Plan</i>   |
| Tuesday<br>9/28                          | Marketing Assignment                     | Discussion of Marketing Plan Assignment and group formation  |
| Thursday<br>9/30                         | Segmentation and<br>Targeting            | <i>Module 3: Segmentation and Targeting</i><br><b>SAP Assignments Due no later than 11:59 p.m. CST Sunday, October 3rd</b>   |
| Tuesday<br>10/5                          | Segmentation and<br>Targeting            | <i>Module 3: Segmentation and Targeting</i>  |
| Thursday<br>10/7                         | Positioning<br>Infographics              | <i>Module 8: Positioning</i>   |
| Tuesday<br>10/12                         | Marketing Information<br>and Research    | <i>Module 6: Marketing Information and Research</i><br>Review for Exam 2   |

| <b>Dates</b>               | <b>Topics</b>                       | <b>Modules/Exams/Assignments</b>  |
|----------------------------|-------------------------------------|---|
| Thursday<br>10/14          | Knowledge<br>Comprehension          | <b>Exam 2 (Modules 3, 6, 8, &amp; 15)</b>   |
| Tuesday<br>10/19           | Product Marketing                   | <i>Module 10: Product Marketing</i><br><b>Infographic Assignment due no later than 8:00 am CST Tuesday, October 19th</b>                                  |
| Thursday<br>10/21          | Pricing Strategies                  | <i>Module 11: Pricing Strategies</i>  |
| Tuesday<br>10/26           | Distribution Channels               | <i>Module 12: Place: Distribution Channels</i>  |
| Thursday<br>10/28          | Promotion                           | <i>Module 13: Promotion: Integrated Marketing Communication (IMC)</i><br>Review for Exam 3  |
| Tuesday<br>11/2            | Knowledge<br>Comprehension          | <b>Exam 3 (Modules 10, 11, 12, &amp; 13)</b>  |
| Thursday<br>11/4           | Consumer Behavior                   | <i>Module 7: Consumer Behavior</i>  |
| Tuesday<br>11/9            | Branding                            | <i>Module 9: Branding</i><br><b>Group Marketing Plan Slide Decks due no later than 11:59 p.m. Tuesday, November 9th</b>                                   |
| Thursday<br>11/11          | Marketing Plan                      | <b>Group 1 Marketing Plan Presentations</b>   |
| Tuesday<br>11/16           | Marketing Plan                      | <b>Group 2 Marketing Plan Presentations</b>   |
| Thursday<br>11/18          | Marketing Globally                  | <i>Module 14: Marketing Globally</i>  |
| Tuesday<br>11/23           | No Class                            | <b>UNIVERSITY HOLIDAY</b>   |
| Thursday<br>11/25          | No Class                            | <b>UNIVERSITY HOLIDAY</b>   |
| Tuesday<br>11/30           | Ethics and Social<br>Responsibility | <i>Module 5: Ethics and Social Responsibility</i><br>Review for Exam 4  |
| Thursday<br>12/2<br>Canvas | Review                              | <b>Online per university policy</b><br>Review for Final Exam  |
| Week of<br>December<br>9th | Knowledge<br>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> |

**Exams (300 points):** There will be four exams each worth 75 points consisting of multiple-choice questions. The exams are open book/open notes, but it is necessary that you understand the content prior to completing the exams because *you will not have sufficient time to look up all the answers*. Copying any questions/answers on an Exam or discussing any questions with other students is considered cheating and may result in failing the course and/or other scholastic dishonesty disciplinary actions.

**SAP Assignments (60 points):** 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. You are required to complete four SAP assignments. 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. The SAP TAs are 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 the SAP TAs 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 COB 251.

**Category Management Certificate Assignments (50 points):** All Principles of Marketing courses at the University of Texas at Tyler include a required component in which the student will complete an online module 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 offered by Learning Evolution. 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. You will be emailed the assignment information by Learning Evolution. If you do not receive the email, check your spam folder or email Learning Evolutions using the information provided in the Category Management module. 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 Analyst.

**Infographic Assignment (50 points):** Creativity is important in marketing. Oftentimes complex information needs to be shared in a clear, precise, and compelling manner. Infographics are a useful form to present data and information to consumers. You will use Canva for Education to create an infographic on a topic of your choice for a nonprofit organization. Organizational branding should be included within your infographic. Infographic examples will be provided to the class. When you submit the assignment, you will add a comment that describes the organization, explains what message you are trying to convey, and identifies the target audience for the infographic.

**Group Marketing Plan (150 points):** As a group you will create a PowerPoint slide deck that covers all the aspects of a marketing plan. Examples will be provided in Canvas. 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 is to integrate marketing theory and terminology throughout your marketing plan. You will self-select which group team you would like to join. If you do not sign up by Sunday, October 3rd, you will be randomly assigned to a group. I expect you to approach this assignment as if you have been hired as a marketing consultant. I am also happy to help you

throughout the semester—similar to how your supervisor might provide feedback as you develop your project. Submit your project directly using the Canvas link for your group and submit only one paper for the entire group. 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 email 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 approximately one week after it is due. Your group will present your marketing plan to the class on one of the two presentation dates in the course schedule.

**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 please contact me as soon as possible about your need for an extension and I will consider extending the deadline due to these special circumstances.

**UT Tyler Syllabus Policy/University Policies and Information Required in Course Syllabus**

For all other university syllabus policies, please refer to the Syllabus module in Canvas.