

# Welcome to Fall 2023 MARK 3311.060 and .062: Principles of Marketing

## Welcome

Welcome to Principles of Marketing, an introductory course about marketing. In this course you will dedicate approximately 3-5 hours per week, engaging with the material and your colleagues. All class sessions will meet online asynchronously (without real-time interaction). Each module provides you with information about how businesses and nonprofits use marketing to accomplish strategic objectives. My role as your professor is to guide you through the modules, help to create an environment where questions, conversation, and learning are valued, and provide you with ideas and feedback that will help you better understand the foundational principles of marketing.

## Course Overview

You will learn several content areas of marketing throughout this course. Each module addresses the core set of knowledge and skills needed to be effective in understanding and applying these principles. As you engage with each module, you will view videos and read open educational resources (OER) which means there is no textbook to purchase. This will course should broaden your understanding of the environmental analysis, target markets, 4Ps, marketing research, marketing plans, and infographics. You will have opportunities to participate in thought-provoking discussions to learn with and from your colleagues as well as experts in their fields.

**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>

**REQUIRED EQUIPMENT:** Our class discussions will require a web camera with a microphone to submit these assignments. If you do not have a web camera built into your laptop or desktop, you will need to purchase an inexpensive one. I found one on Amazon for \$15.99 [Amazon Web Camera](#)

## Professor Corner

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## Course Learning Outcomes

*This course provides you with the following learning opportunities:*



- The components of the environmental analysis
- Understand what a target market is, and the 4 variables which define a target market
- Recognize and have basic knowledge of product, price, promotion, and place
- Know the basics of marketing research: problem statement, types of research (primary, secondary), know the difference between quantitative and qualitative data, and be able to identify some types of data collection instruments and methods
- Identify components of a marketing plan
- Create an infographic for a non-profit organization

## Assignment Overview

**Exams (300 points):** There will be four exams each worth 75 points consisting of multiple-choice questions. ProctorU Auto will be used for each exam which means you will not need to schedule your exam with ProctorU but instead just take it during the exam period. Please be sure to review the university instructions regarding exams proctored by ProctorU before taking each exam. You are not permitted to use any notes, textbook, internet browsers, etc. to use while you take the exam. 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.

**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 software to create an infographic on a topic of your choice for a nonprofit organization. I recommend using the Free Trial Canva <https://www.canva.com/free/> but you may use a different software. In Canva there are existing templates that you can modify with your topic and organization. Organizational branding should be included within your infographic. Infographic examples will be provided to the class which show how to share data in an easy-to-read manner. When you submit the assignment, you are also required to add a comment that describes the organization, explains what message you are trying to convey, and identifies the target audience for the infographic.

**Student Engagement (100 points):** In your courses it is important to be engaged in the learning process. The quality of your participation in module activities will be used to determine your Student Engagement grade. It is important to follow the instructions for each discussion post as some require that you embed a video rather than merely posting a link. There are four module activities each worth 25 points.

## Building Our Community

- **Actively participate.** The course experience is more enriching when it includes a greater number of diverse voices and perspectives.
- **Read and respond to the discussion threads.** Research shows that learning is enhanced when discussion participants read each other's posts, provide meaningful feedback, offer encouragement, and share relevant resources.
- **Demonstrate respect for differences.** We all come to the table with different experiences and viewpoints. In order to get the most out of this learning opportunity, show respect for differences by seeking to understand, asking questions, clarifying understanding, and/or respectfully explaining your own perspective.
- **Be timely.** It is important to engage with your fellow students in our module activities in a timely manner to increase the depth of discussions.
- **Be specific.** I encourage you to offer specific evidence from resources or your own experiences or those you have read about.
- **Use an appropriate tone and language.** In online environments without verbal or physical cues, humor and sarcasm can be mistaken as cold or insulting. Please pay special attention to your tone and language use before submitting discussion posts and when discussing topics in class.

## Evaluation

### 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 Modules 5, 7, 9, & 14	75
Infographic Assignment	50
Student Engagement (4 Module Assignments/25pts each-Modules 2, 3, 11, 7)	<u>100</u>
Total Possible Points	450

A= 403-450 points (89.5%-100%), B= 358-402 points (79.5%-89.3%),  
C= 313-357 points (69.5%-79.3%), D= 268-312 points (59.5%-69.3%), F= 0-267 points (0%-59.3%)

Please note that I already use rounding to determine the final course grade, so no additional points will be added.

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### Course Schedule – Class Meets ONLINE via Canvas

Dates	Topics	Modules/Exams/Assignments
8/21-8/27	Course Introduction Marketing Overview	Syllabus discussion <i>Module 1: What is Marketing?</i> <b>Syllabus Quiz due no later than 11:59 p.m. Sunday, August 27th</b>
8/28-9/3	Marketing Function	<i>Module 2: Marketing Function</i> <b>Module 2 Assignment due no later than 11:59 p.m. Sunday, September 3rd</b>
9/4-9/17	Marketing Strategy	<i>Module 4: Marketing Strategy</i>
9/18-9/24	Knowledge Comprehension	<b>Exam 1 (Modules 1, 2, &amp; 4) due no later than 11:59 p.m. Sunday, September 24th</b>
9/25-10/1	Segmentation and Targeting	<i>Module 3: Segmentation and Targeting</i> <b>Module 3 Assignment due no later than 11:59 p.m. Sunday, October 1st</b>
10/2-10/8	Marketing Information and Research	<i>Module 6: Marketing Information and Research</i>
10/9-10/15	Positioning Marketing Plan Knowledge Comprehension	<i>Module 8: Positioning</i> <i>Module 15: Marketing Plan</i> <b>Exam 2 (Modules 3, 6, 8, &amp; 15) due no later than 11:59 p.m. Sunday, October 15th</b>
10/16- 10/22	Product Marketing Infographics	<i>Module 10: Product Marketing</i> <b>Infographic Assignment due no later than 11:59 p.m. Sunday, October 22nd</b>
10/23- 10/29	Pricing Strategies	<i>Module 11: Pricing Strategies</i> <b>Module 11 Assignment due no later than 11:59 p.m. Sunday, October 29th</b>
10/30-11/5	Distribution Channels	<i>Module 12: Place: Distribution Channels</i>
11/6-11/12	Promotion Knowledge Comprehension	<i>Module 13: Promotion: Integrated Marketing Communication (IMC)</i> <b>Exam 3 (Modules 10, 11, 12, &amp; 13) due no later than 11:59 p.m. Sunday, November 12th</b>
11/13- 11/19	Ethics and Social Responsibility Consumer Behavior	<i>Module 5: Ethics and Social Responsibility</i> <i>Module 7: Consumer Behavior</i> <b>Module 7 Assignment due no later than 11:59 p.m. Sunday, November 19th</b>
11/20- 11/26	University Holiday	<b>Thanksgiving Break</b>
11/27-12/4	Branding and Marketing Globally	<i>Module 9: Branding</i> <i>Module 14: Marketing Globally</i>
12/3-12/7	Knowledge Comprehension	<b>Final Exam (Chapters 5, 7, 9, &amp; 14) due no later than THURSDAY, December 7th</b> <b>NOTE: Final Exam due on THURSDAY and NOT Sunday</b>