
The University of Texas at Tyler
Course Syllabus for Principles of Marketing
Fall 2024
MARK3311.001
T/TH 8:00 am to 9:20 am

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, Chair of Management and Marketing Department

Office Location: Soules College of Business Room 350.35

Office Hours: Office hours will be T/TH 10 AM TO 12:00 PM. I am also available through email at kjames@uttyler.edu.

Contact Information: Email kjames@uttyler.edu

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, 4th 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.

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.
5. Understand the basic components of the Marketing Plan

Grade Composition

1. Three Exams
2. Homework
3. Quizzes
4. Marketing Plan Project

REASONABLE ACCOMMODATIONS FOR DISABILITIES

Should you need accommodation for anything, please contact the Student Accessibility and Resources center at 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. ***Note that the Canvas grade calculation is not turned on and should not be turned on. The only way to calculate your grade is to plug in your grades to the spreadsheet in modules titled Grade Calculator.***

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
Quizzes Average	100 POINTS
<u>Marketing Plan Project</u>	<u>100 POINTS</u>
TOTAL	600 POINTS

GRADING SCALE

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

Course Delivery

This course is a face to face class and will utilize PowerPoint, Canvas, and Connect, and in-class material. I will use Canvas to post the class slides. I will use Modules in Canvas (where you are now)

to post most material. Each week we will have homework quizzes, and some weeks we will have tests. These will be done using a combination of Canvas and Connect. In most circumstances, the material will be posted after we complete the chapter and due 1 week later. This will be the procedure as long as we are face to face. When we transfer to online, I will post a video lecture and the homework and quizzes, and they will be due every week.

Exams

There will be three exams, all in person, all counting 100 points apiece. The format of exams will be multiple choice and based on the chapter learning objectives. 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.**

Quizzes

Quizzes will be given to allow you another opportunity to display your knowledge of the subject matter. The quizzes will be given using Connect and taken outside of class time. Quizzes will be multiple-choice, true/false style questions. 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. 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 a week after they are assigned, which is after we finish a chapter in class. See the wording above for when we pivot to online. 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). Many homework assignments are available (about 50 or so) small assignments that relate to class material that will be completed using MH Connect. You will have 1 attempt at each homework. I will post

information and go over in class how to access the Connect course for this class.

Marketing Plan Project

Each student will submit a marketing plan PowerPoint with details both in the slides and in the notes. A sample marketing plan is available in the book at the end of Chapter 2. The student will choose a new company to create that fills a void in the market. The due date for the project is available in the schedule below. Along with the marketing plan, the student must also create one piece of marketing using Canva where the student creates a piece of marketing consistent with their promotional objectives. A creative brief must accompany the Canva promotional piece properly answering each part of a creative brief and demonstrating how the promotional piece aligns with the promotional objective.

TENTATIVE DETAILED CLASS SCHEDULE Below WILL BE SUBJECT TO CHANGE AT ANY TIME DURING THE SEMESTER. Changes are announced using Canvas announcements and emails or announced in class. You are to check Canvas announcements often, as this is where changes will be announced as well as in class.

TENTATIVE Fall 2024 Marketing Principles (Class meets T&TH of each week)

Week 1 8/27	Introduce Class & Syllabus Chapter 1
Week2 9/3	Chapter 2
Week3 9/10	Chapter 2/3
Week4 9/17	Chapter 3/4
Week5 9/24	Chapter 4/5
Week6 10/1	Chapter 5 Online Exam in person 10-3 covering Chapters 1-4.
Week7 10/8	Chapter 5/6
Week8 10/15	Chapter 6
Week9 10/22	Chapter 7

10/24 is Career Success Conference. You will be required to attend this important event. You will

be required to take a selfie of yourself at the event at a session. More to come on this. No in person class will be held on this day.

Week10 **Chapter 8**
10/29 **Exam 2 Thursday (10/31) in person covering Chapters 5-8.**

Week11 **Chapter 9**
11/5

Week12 **Chapter 10**
11/12

Week 13 **Chapter 11**
11/19 **Final Project Due 11/21**

Week14 **Finish Chapter 11**
12/3

Week15 **Final Exam to cover Chapters 9-11. See final exam schedule for date and time.**
Final Exam Week