



PRINCIPLES OF MARKETING
MARK 3311.002 • Fall 2025

INSTRUCTOR

Carroll Rogé, MBA

EMAIL ADDRESS

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CELL NUMBER

903-780-4951

Feel to text me with questions during reasonable hours.
You may also call me, but please text first and let me
you are about to call – I may assume you are a solicitor
if you are not in my contact list.

REQUIRED TEXT

MARKETING, fourth edition, McGraw Hill
ISBN 978-1-265-27108-4 (bound edition);
978-1-266-34073-4 (loose-leaf edition)

CLASS LOCATION/TIME

Room 00111, T/Th, 8-9:20 a.m.

OFFICE LOCATION

Soules College of Business. Third floor faculty office

OFFICE HOURS

M: 2:30-3:30 p.m.
T: 9:30 a.m.-noon
W: 11 a.m. to 12:10 p.m.; 2:30-3:30 p.m.
Th: 9:30 a.m.-noon
F: 11 a.m. to 12:10 p.m.; 2:30-3:30 p.m.

COURSE DESCRIPTION

An overview of marketing, including strategic planning, global implications, consumer behavior, research, the marketing mix (product, price, place, promotion), segmenting, targeting, positioning, retailing, digital marketing, branding, customer relationship, and social responsibility/sustainability.

PREREQUISITE

None

SPECIFIC LEARNING OBJECTIVES

You will finish the course understanding how to do the following:

1. identify the components of the environmental analysis and strategic planning,
2. understand what a target market is and how to define segments,
3. apply the marketing mix of product, price, place, and promotion,
4. understand 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 basics of branding, retailing, global implications, customer relationship and global marketing issues, sustainability,

6. use a strong vocabulary in the field of business marketing,
7. and create the framework for a thoughtful and effective marketing plan.

COURSE COMPETENCIES

Competencies demonstrated in this course will include the following:

- writing communication skills,
- conceptual skills through identifying marketing opportunities and developing solutions for your project using unstructured information and background,
- asking questions and analyzing answers to perform basic consumer research,
- creativity and innovation to solve marketing challenges,
- ethical decision-making,
- deadline management,
- demonstrating quality of work through examinations, classroom discussion and written marketing plan,
- executing marketing principles in the development of a marketing project,
- understanding marketing domestic and international implications, and
- understanding and appreciation of the strategic impact of business decisions,

TEACHING METHOD: Lecture, discussions, videos, marketing plan project

This is an in-person class. I enjoy being with my students and creating rapport with each of you. I teach because I enjoy doing teaching. I like interaction with students. I want you to learn, and I want you to succeed. I don't give points for coming to class, but coming to class is important. Your "points" for attending come from learning and therefore being better able to execute your assignments. I will monitor attendance, and that can help you if your final grade is on the borderline. If you come to class, pay attention and get engaged, I am certain you will do better on your tests and on your group project. Here is how your grades will be administered:

GRADING

- Four exams @ 20% of total grade each
- Project @ 20% total grade (details will be covered in our second class)
- Grading Scale
 - A = 100%-90%
 - B = Less than 90% to 80%
 - C = Less than 80% to 70%
 - D = Less than 70% to 60%
 - F = Less than 60%

Exams will be given online using the Respondus lockdown browser. A basic requirement of taking exams is to have access to a computer with a webcam. Respondus AI will screenshot activity it deems to be suspicious and potentially indicative of cheating. If you do not have access to a computer with a webcam, you can make an appointment with the on-campus computer lab.

Four examinations will be given to measure student learning. The exams will have 40 questions. The exams will cover material from the textbook and lectures. Please note that any material in the book is considered “fair game” for testing; however, if you come to class, listen, ask questions and take good notes, you’ll have an excellent idea of the points that I view as important.

No makeup exams (unless for extreme situations) as I will have the exam open for a sufficient period of time to work around unexpected situations.

ABOUT ME, CARROLL ROGÉ, YOUR INSTRUCTOR

By the way, my name is Edgar Carroll Rogé Jr. I go by my middle name, Carroll, but since my first name is Edgar, you’ll find me listed on certain campus materials by that name. It’s a bit confusing. Just call me Mr. Rogé. Now, how do you pronounce that, you ask. Ro-zhā and you can check out this video to actually hear it spoken: https://www.youtube.com/watch?v=bj0_Ey4XbOA

My resume is attached on Canvas so you can look over my work history. Let me give you a quick summary in narrative form:

I am the owner of Rogé Marketing, an intentionally small marketing firm now in its fourth year of operation. My clients have ranged from medical facilities to leadership consultants to restaurants to non-profits to attorneys. My largest client is Andrews Behavioral Health (nearly 400 employees in five counties), and my smallest was a solo southern rock guitarist/singer. I enjoy the diversity of clients in different fields and find that basic marketing principles universally apply to all types of organizations. The tactics and approach (we call this the “marketing mix) must of course be modified.

For 30 years I served as a marketer for the ETMC Regional Healthcare System (now UT Health East Texas.) I began there as an entry-level marketing associate and rose to the position of corporate vice president of marketing. Previous positions include advertising director for a chain of sporting good stores and communications specialist for a forensic engineering firm. (After ending my tenure at ETMC, I also worked for a couple of years at CHRISTUS Trinity Mother Frances as director of patient experience for numerous hospitals and clinics.)

I hold a B.A. in journalism from Louisiana Tech University and an M.B.A. from the University of Texas at Tyler. I am a member of the American College of Healthcare Executives, the Society for Strategic Healthcare Marketing and the Beta Gamma Sigma honorary business fraternity. I served as president on the Leadership Tyler board of directors and was a board member of the UT Tyler Alumni Association. I currently chair the marketing committee for Promise Academy.

I’ve taught many classes at UT Tyler since 2000. I enjoy these experiences, and I look forward to working with you this semester as we explore the world of marketing in today’s dynamic business environment. I love marketing and am excited to share my knowledge and experiences with you. My goal is that you find this class to be challenging, rewarding and beneficial. Please know that your individual effort and enthusiasm will play a large part in making this course a success for you and other members of the class. Good luck!

CLASS CALENDAR (as of AUG. 23, 2025)

Please note that this calendar is a projection of the course curriculum developed at the start of the semester. As the semester progresses minor changes may be necessary. These will be announced in class and posted on Canvas. It is your responsibility to come to class to learn about any modifications, as well as check Canvas regularly to stay apprised of changes in the course structure.

Date	Concepts/Topics/ Classroom Activities	Discussion Chapters	Assignment <u>Due On This Day</u>
Aug 26	Introduction Why Marketing Matters to You	Chapter 1	Have read the chapter
Aug 28	Why Marketing Matters to You	Chapter 1	
Sep 2	Strategic Planning	Chapter 2	Have read the chapter
Sep 4	Strategic Planning	Chapter 2	
Sep 9	Global Environment	Chapter 3	Have read the chapter
Sep 11	Consumer Behavior	Chapter 4	Have read the chapter
Sep 16	Exam 1 on Ch. 1-4		ONLINE EXAM
Sep 18	Marketing Research and Analytics	Chapter 5	Have read the chapter
Sep 23	Marketing Research and Analytics (cont.) Product Development	Chapter 5 Chapter 6	Have read the chapter
Sep 25	Product Development	Chapter 6	
Sep 30	Segmentation, Targeting, Positioning	Chapter 7	Have read the chapter
Oct 2	Promotional Strategies	Chapter 8	Have read the chapter
Oct. 7	Promotional Strategies (cont.)	Chapter 8	
Oct. 9	Exam 2 on Ch. 5-8		ONLINE EXAM
Oct. 14	Personal Selling	Chapter 9	
Oct. 16	Personal Selling (cont.)	Chapter 9	Have read the chapter
Oct 21	Supply Chain/Logistical Management	Chapter 10	Have read the chapter
Oct 23	Pricing	Chapter 11	Have read the chapter
Oct 28	Retailing	Chapter 12	Have read the chapter
Oct 30	Exam 3 on Ch. 9-12		ONLINE EXAM
Nov 4	Digital and Social Media Marketing	Chapter 13	
Nov. 6	Branding	Chapter 14	Have read the chapter
Nov. 11	Branding	Chapter 14	

Nov. 13	Customer Relationship Management	Chapter 15	Have read the chapter
Nov. 18	Customer Relationship Management	Chapter 15	
Nov. 20	Social Responsibility and Sustainability	Chapter 16	Have read the chapter
Nov. 24-28	Thanksgiving Holiday (no class)		
Dec 2	Exam 4 on Ch. 13-16		ONLINE EXAM
Dec 4	Project Work Session		
Dec 9	Project Due		E-COPY and PAPER