UT Tyler — SOULES COLLEGE OF BUSINESS

MARK-3311, Principles of Marketing (Fall 2025)

Instructor: Mahdi Niknejad
(Call me Prof. Nik or just professor!)
Department: Management & Marketing
Office Location: COB 350.34 / Zoom
Email: mniknejad@uttyler.edu
Preferred Method of Contact: Canvas Message
Office Hours: Tuesday & Thursday 9:00 AM – 11:30 AM
Tuesday & Thursday 2:00 PM – 4:30 PM
Class Format: Online (Video Lectures)
Credit: 3 Semester Hours

Required Readings

- **Textbook: Marketing by Roger A. Kerin & Steven W. Hartley, Irwin/McGraw Hill; 16th edition** (ISBN: 1264121326)
    - It is very similar to the 15th edition, so feel free to get the previous edition if you want.
    - I cover most of the important things in my lectures and slides, so if you're someone who learns mostly from watching and listening and not reading a textbook, feel free to just use the material I upload to Canvas.
- **Articles**: Relevant business articles will be uploaded to Canvas. Optional readings (not required) will be denoted as such next to the title on Canvas.

Reasonable Accommodations for Disabilities

If you require any accommodations, please reach out to the Student Accessibility and Resources Center at saroffice@uttyler.edu. Additionally, feel free to contact me with any concerns, and I'll be glad to assist you.

About This Course

No one can argue with the importance of marketing in the digital era. Many of you are already conducting marketing. Some of you are going on internship interviews and trying to come up with the best way to present your abilities. Some of you are creating a personal brand for yourselves by creating the content that you like to represent you on social media. The problem is knowing what distinguishes between bad and great marketing practices.

In this course, you will learn the most important concepts that will help you in different stages of your lives, no matter what your major is or what career path you pursue. More importantly, you will learn how to use marketing in an effective yet ethical manner.

This syllabus provides you with information specific to this course, and it also provides information about important university policies. **This document is subject to change as we go through the semester. All the changes will be reflected in the syllabus and announced in class.**

Course Objectives

In this course you will learn that advertising and sales are not the only aspects of marketing 😊.
Here are our course objectives and what you will learn by the end of the semester:

- The components of the Marketing Environmental Analysis
- Understand what a target market is, and the variables which define a target market
- Recognize and have basic knowledge of price, product, promotion, and place
- Know the basics of marketing research: problem recognition, 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.
- Understand the basic components of the Marketing Plan

Final Grade

Your grade will be calculated using the format below. **Please note that Course Evaluation methodology and points may be changed during the semester, but I will do my best to keep the scale as follows.** You can read about the details of these components in the next section.

Grading Components

Exams		**50%**
➢ Exam I	25%	
➢ Exam II	25%	
Marketing Plan Assignment		**18%**
Quizzes		**19%**
Pricing Assignment		**10%**
LockDown Practice Quiz		**3%**
Extra Credit (Canvas Discussions Participation)		**+3 Points**
Total		**100%**

Grading Scale
A = 90-100%
B = 80-89.9%
C = 70-79.9%

D = 60-69.9%
F = 59.9% and below

Class Format, Deliverables, and Policies

1) Course Delivery: This course is fully online. You will need access to a computer or tablet to participate.
We will use a variety of materials and platforms to deliver the content:
- **Canvas**: All course materials and assignments will be posted in the **Modules** section.
- **Modules**: **Each module typically covers two chapters** (unless noted otherwise).
  - Some modules focus on special projects, like the **Marketing Plan Project**.
- **Lecture Formats**: To make the course accessible and flexible, each lecture is available in multiple formats:
  - Video files
  - Audio-only files
  - Text transcripts
- You are free to engage with the materials in the format that works best for you; watch, listen, or read at your convenience.

2) Office Hours: Office hours for our class are more like informal meeting times. You can discuss anything related to marketing or the course or basically any topic that you think I can be helpful for in the office hours. **You can attend the office hours virtually on Zoom only**. For our online class, office hours are a chance to meet each other, so please feel free to come and say hi! If you require an in-person meeting for any reason, please send me a message and we will set up one.

3) Exams: We will have **2 exams**:
- **Exam #1** covers the material up to **Chapter 10**, while **Exam #2** is **cumulative**, covering the entire course with a main focus on material taught after Exam 1.
- **Deadlines for BOTH exams: Dec 8**
- You will have **three attempts** for each exam.
- Both exams will be conducted **online through Canvas**. They are **open-book**, but you can only use **physical pages** since the proctoring software may not let you open any other apps on your computer.
- Both exams will be **proctored using Lockdown browser and Respondus monitoring**. Please refer to the **Lockdown browser** section for more information.
- The exams will include a variety of question types: **multiple-choice, multiple-answer, matching, drop-box, and True/False** questions (there will be **no short-answer questions**).
- You are **not allowed to use AI tools** such as ChatGPT, Co-Pilot, Gemini, etc., during the exams.

- **Exam questions** will come from the textbook and lecture slides. There will be **no direct questions from articles**, although understanding the concepts discussed in articles may help with some questions.
- Students must **follow the Standards of Academic Integrity** when completing online exams.
- Make-up exams are typically **not offered** during the semester unless you have a **documented excuse**. Documentation must be provided by **Student Services** through an **official university email**, and I must be informed **before** the deadline.
- The exams are designed to assess your **understanding of core marketing concepts** and your ability to **apply them in simulated scenarios**. Some questions will directly test your ability to **recall and name specific concepts**.

4) LockDown Browser & Respondus Monitor: The Management & Marketing Department requires the use of **LockDown Browser** and **Respondus Monitor** (which uses your webcam) to proctor exams in this course. We will use these tools **only for Exam #1 and Exam #2**.

- Your webcam can be either built-in or a USB plug-in.
- Watch this short video to understand how LockDown Browser and Respondus Monitor work: https://www.respondus.com/products/lockdown-browser/student-movie.shtml
- Download and install **LockDown Browser from this link**: https://download.respondus.com/lockdown/download.php?id=593832943
  Once Installed
  - **Start LockDown Browser**
  - **Log into to Canvas**
  - **Navigate to the exam**

Several resources are available if you encounter problems with LockDown Browser:
- The Windows and Mac versions of LockDown Browser have a "Help Center" button located on the toolbar. Use the "System & Network Check" to troubleshoot issues. If an exam requires you to use a webcam, also run the "Webcam Check" from this area
- 24/7/365 Live Chat Support is also available from the Help Center, or from within the "it's not working" troubleshooter.
- [As applicable, insert information about your institution's help desk, including details about how to contact them. Some help desks want students to run the "System & Network Check" and the "Webcam Check" before they are contacted - and even, to forward the results of these checks at the time of opening a ticket.]
- Respondus has a Knowledge Base available from support.respondus.com. Select "LockDown Browser & Respondus Monitor" as the product to view helpful articles.
- If you're still unable to resolve a technical issue with LockDown Browser, go to support.respondus.com and select "Submit a Ticket". Provide detailed information about your problem and what steps you took to resolve it

5) *Lockdown Practice Quiz*: To ensure you are ready, you must complete a **required practice quiz** called the **LockDown Training Quiz** by **Sep 15** (worth 2 points)

- The quiz includes just two simple questions (no reading required) and is designed to help you test your setup before the real exams.
- The practice quiz is for your own benefit. If you fail to submit it and then face issues late in the semester with the exams, it will be out of my hands

6) *Quizzes*: There will usually be a quiz in each module to make sure students follow the reading material. Here are some important points about quizzes:

- **Quiz questions will be from all the <u>required</u> reading material for that module, including the textbook, the lecture, and the <u>mandatory article</u>.**
- Quizzes usually include 5 questions and <u>have a limited time</u>.
- Question formats include multiple-choice, multiple-answers, matching, and True/False**.**
- Quizzes are **<u>open-book</u> (i.e., you can use your notes, textbook, and lecture material) but <u>using AI tools such as ChatGPT, Co-Pilot, Gemini, etc., is not allowed</u> for the quizzes.**
- **Your lowest quiz grade will be dropped**. No make-up quizzes will be offered, but if you miss more than one quiz due to your specific circumstances, please let me know and we can discuss your options.
- You will have **three attempts** for each quiz.
- **<u>All numbered Quizzes (except Quiz 1) will remain available until Dec 8. Quiz 1 is due on Sep 2.</u>**

7) *Marketing Plan Assignment*: One of the main objectives of this course is to help you become familiar with how marketing plans are structured and developed.

- To achieve this, you will complete an **assignment based on 50 multiple-choice questions** that test your understanding of different sections of a marketing plan.
- Several resources are provided to help you prepare for this assignment, including a **lecture**, a **sample marketing plan document**, and **the Marketing Plan Elements Document** that explains the key sections of a marketing plan.
- It is recommended to complete the assignment near the end of the semester or after taking Exam #1.
- You will have **3 attempts** for this assignment.
- The assignment will be available on **Canvas** and must be completed by **Dec 8**.
- This assignment is **open-book** and you can use your notes and slides, **but AI tools are not allowed.**

8) *Pricing Assignment*: There is one assignment that the students are required to finish on Canvas. This assignment is about the topics that we will cover in the pricing lectures. **The due**

date for this assignment is Dec 8. You can watch a short clip that explains some aspects of this assignment in **Module 9**.

9) Canvas Discussions (Bonus Points):
Our class is online but that doesn't mean we can't connect with each other in different ways. I will post a discussion topic on Canvas every week and I hope that you will participate in them by posting your own thoughts and experiences. I will do my best to respond to your comments when I can. Here are important points about our online discussions:

- **Participation in these topics is NOT mandatory**, but you can gain up to **3 bonus points** by **posting meaningful and insightful comments** on the discussion forums (this means that your comments will be evaluated by me and **not all comments will be counted toward your bonus points**). At the end of the semester, I will add your scores and assign the final grades based on the highest possible score. Some examples of meaningful contributions include:
  - Comments about personal experience of using products, shopping in stores, or working in firms
  - Adding insightful comments about the readings or the material discussed in class
  - Thoughtful questions that result in a deeper learning of marketing concepts for students
- If you have issues with writing your ideas in public in the discussion forums for any reason, please let me know and I will accommodate your needs to the best of my abilities.

10) Surveys and Feedback:
Although all courses will ask for your feedback at the end of the semester, I want to make this course better for YOU and not just for future students. So, **I have posted 2 course feedback surveys on Canvas (one for early semester and the other for mid-semester).** Please share your thoughts about the class and how it can be more helpful for you in this survey. **The surveys are optional and will be conducted anonymously**. Students are free to make comments and suggestions about the course outside of the surveys as well.

11) Using AI Tools:
UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools' ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler's Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible
for the quality and content of the information you submit. Misusing AI tools that violate the

guidelines specified for this course (see below) is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler's Academic Integrity Policy. **For this course, AI is not permitted for any of the assignments, exams, and quizzes. You can explore AI tools for your learning (for getting ideas, revisiting some topics, reading about examples, etc.) but it shouldn't be used to find the answers for you.**

12) Communications: The best way to contact me outside of the class is via **Canvas messages**. Students who attend office hours on Zoom do not have to make an appointment but letting me know beforehand helps me better prepare for any questions you might have. To meet me at another time, please ask me for an appointment via Canvas or email.

Canvas messages are always preferred to emails. If you are unable to send messages through Canvas, please follow the guidelines listed below in your emails:

- Whenever you communicate with me through emails, do not forget to include MARK 3311 in the subject line. Doing so will ensure that I will be able to respond to your emails in a timely manner.
- Remember to sign your name, especially if your email address does not represent your legal name.
- Please do not contact me for excuses or technical issues after the deadline is passed.

Tentative Course Schedule
Please note that the schedule is subject to change throughout the semester. Any changes to the schedule will be announced in Canvas announcements as well as in the lectures. Please check Canvas announcements regularly.

Module	Topic	Chapter	Due (All assignments are available until Dec 8 unless noted below)
1	Course Overview What is Marketing?	Chapter 1 Chapter 1	Quiz 1 (due Sep 2) LockDown Practice Quiz (Due Sep 15)
2	Firm Strategy and Marketing Marketing Environment	Chapter 2 Chapter 3	Quiz 2
3	Ethics & Social Responsibility Consumer Behavior	Chapter 4 Chapter 5	Quiz 3
4	Global Marketing Marketing Research	Chapter 7 Chapter 8	Quiz 4
5	Segmentation, Positioning, Targeting Developing New Products	Chapter 9 Chapter 10	Quiz 5
6	AI Overview (Optional) Marketing Plan Exam #1		Marketing Plan Assignment Exam #1

7	Brand Management Services Marketing	Chapter 11 Chapter 12	Quiz 6
8	Pricing Foundations Pricing Methods	Chapter 13 Chapter 14	Quiz 7 Pricing Assignment
9	Channel Management Multichannel Marketing	Chapter 15 Chapter 17	Quiz 8
10	Marketing Communications Advertising and Promotions	Chapter 18 Chapter 19	Quiz 9
11	Sales Management	Chapter 21	Quiz 10
12	Digital and Social Media Marketing	Chapter 20	Quiz 11
13	Exam #2		Exam #2

Important Notifications

Technical Support

If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing itsupport@patriots.uttyler.edu. When you email IT Support, include a complete description of your question or problem including:

- The title and number of the course
- The page in question
- If you get an error message, a description and message number
- What you were doing at the time you got the error message

You may also visit Distance Education FAQs for helpful information.

General UT Tyler Academic Policies

See below or access at **http://www.uttyler.edu/academicaffairs/files/syllabuspolicy.pdf**

Important Dates

Census date: 9/8/2025
Last day to withdraw from one or more classes: 11/3/2025

Student Rights and Responsibilities

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: **http://www.uttyler.edu/wellness/rightsresponsibilities.php**
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.

Disability Services

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator. If you are unsure if the above criteria apply to you, or have questions or concerns, please contact the SAR office.

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.

AI Policy

UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools' ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler's Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course (see below) is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler's Academic Integrity Policy.

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