



**PRINCIPLES OF MARKETING
MARK 3311.002 • Spring 2025**

INSTRUCTOR: Carroll Rogé, MBA

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Feel to text me with questions from 8 a.m. to 10 p.m.
You can also call me, but please text first and let me
you are about to call – I often don't take calls from
numbers that 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 MEETING: Room 00111, MWF, 1:25 – 2:20 p.m.

OFFICE HOURS I am an adjunct lecturer for this class. As such, I don't have an office on campus. However, I am glad to make an appointment and meet with you in the lobby of the Soules College of Business at a time that works for both of us.

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

By the end of this course, you will understand and apply marketing knowledge to be able 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:

- Oral communication skills
- Writing communication skills
- Interpersonal skills through groupwork, leadership/delegation, conflict resolution
- Conceptual skills through identifying marketing opportunities and developing solutions
- 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, quizzes, written marketing plan and oral presentation
- Executing marketing principles in the development of a marketing project
- Understanding marketing domestic and international implications
- Understanding and appreciation of the strategic impact of business decisions

TEACHING METHOD: Lecture, discussions, videos, group 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. 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 @ 40 points each (160 points total)
- Four quizzes @5 points each (20 points total)
- Group project 120 points (detailsz will be covered in our second class)

Total 300 points

- 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 consist of multiple choice questions. **Bring a Scantron 882-E and a #2 pencil on each exam day.** (Quizzes will not require a Scantron, and you can use a pen.)

Four examinations will be given to measure student learning. The paper exams will have 40 questions with one point given for each question. 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 will be given unless you make arrangements with me PRIOR to the exam.

About me, Carroll Rogé, your instructor

I am the owner of Rogé Marketing, an intentionally small marketing firm now in its third year of operation. My clients have ranged from medical 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 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 (revised January 10, 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 Due On This Day
Jan 13	▪ Introduction		
Jan 15	▪ Why Marketing Matters to You	▪ Chapter 1	▪ Have read the chapter
Jan 17	▪ Why Marketing Matters to You (cont.)	▪ Chapter 1	
Jan 20	▪ No class, Dr. Martin L. King Day		
Jan 22	▪ Why Marketing Matters to You		
Jan 24	▪ Strategic Planning	▪ Chapter 2	▪ Have read the chapter
Jan 27	▪ Strategic Planning (cont.)	▪ Chapter 2	
Jan 29	▪ Quiz 1 on Chapters 1-2 ▪ The Global Environment	▪ Chapter 3	▪ Be prepared for quiz ▪ Have read the chapter
Jan 31	▪ Consumer Behavior	▪ Chapter 4	▪ Have read the chapter
Feb 3	▪ Consumer Behavior (cont.)	▪ Chapter 4	
Feb 5	▪ Exam 1 on Ch. 1-4		▪ Bring Scantron/pencil
Feb 7	▪ Marketing Research and Analytics	▪ Chapter 5	▪ Have read the chapter
Feb 10	▪ Marketing Research and Analytics (cont.)	▪ Chapter 5	
Feb 12	▪ Product Development	▪ Chapter 6	▪ Have read the chapter
Feb 14	▪ Product Development (cont.)	▪ Chapter 6	
Feb 17	▪ Quiz on Ch. 5-6 ▪ Segmentation, Targeting, Positioning	▪ Chapter 7	▪ Be prepared for quiz ▪ Have read the chapter
Feb 19	▪ Segmentation, Targeting, Positioning (cont.)	▪ Chapter 7	
Feb 21	▪ Promotional Strategies	▪ Chapter 8	▪ Have read the chapter
Feb 24	▪ Promotional Strategies (cont.)	▪ Chapter 8	
Feb 26	▪ Promotional Strategies (cont.)	▪ Chapter 8	
Feb 28	▪ Exam 2 on Ch. 5-8		▪ Bring Scantron/pencil
Mar 3	▪ Personal Selling	▪ Chapter 9	▪ Have read the chapter
Mar 5	▪ Personal Selling (cont.)	▪ Chapter 9	

Mar 7	<ul style="list-style-type: none"> ▪ Supply Chain/Logistical Management 	<ul style="list-style-type: none"> ▪ Chapter 10 	<ul style="list-style-type: none"> ▪ Have read the chapter
Mar 10	<ul style="list-style-type: none"> ▪ Supply Chain/Logistical Management (cont.) 	<ul style="list-style-type: none"> ▪ Chapter 10 	
Mar 12	<ul style="list-style-type: none"> ▪ Quiz on Ch. 9-10 ▪ Pricing 	<ul style="list-style-type: none"> ▪ Chapter 11 	<ul style="list-style-type: none"> ▪ Be prepared for quiz ▪ Have read the chapter
Mar 14	<ul style="list-style-type: none"> ▪ Project Work 		
Mar 17-21	SPRING BREAK		
Mar 24	<ul style="list-style-type: none"> ▪ Pricing (cont.) 	<ul style="list-style-type: none"> ▪ Chapter 11 	
Mar 26	<ul style="list-style-type: none"> ▪ Retailing 	<ul style="list-style-type: none"> ▪ Chapter 12 	<ul style="list-style-type: none"> ▪ Have read the chapter
Mar 28	<ul style="list-style-type: none"> ▪ Exam 3 on Ch. 9-12 		<ul style="list-style-type: none"> ▪ Bring Scantron/pencil
Mar 31	<ul style="list-style-type: none"> ▪ Digital and Social Media Marketing 	<ul style="list-style-type: none"> ▪ Chapter 13 	<ul style="list-style-type: none"> ▪ Have read the chapter
Apr 2	<ul style="list-style-type: none"> ▪ Digital and Social Media Marketing (cont.) 	<ul style="list-style-type: none"> ▪ Chapter 13 	
Apr 4	<ul style="list-style-type: none"> ▪ Digital and Social Media Marketing (cont.) 	<ul style="list-style-type: none"> ▪ Chapter 13 	
Apr 7	<ul style="list-style-type: none"> ▪ Branding 	<ul style="list-style-type: none"> ▪ Chapter 14 	<ul style="list-style-type: none"> ▪ Have read the chapter
Apr 9	<ul style="list-style-type: none"> ▪ Branding (cont.) 	<ul style="list-style-type: none"> ▪ Chapter 14 	
Apr 11	<ul style="list-style-type: none"> ▪ Quiz on Ch. 13-14 ▪ Customer Relationship Management 	<ul style="list-style-type: none"> ▪ Chapter 15 	<ul style="list-style-type: none"> ▪ Be prepared for quiz ▪ Have read the chapter
Apr 14	<ul style="list-style-type: none"> ▪ Project Work 		
Apr 16	<ul style="list-style-type: none"> ▪ Customer Relationship Management (cont.) 	<ul style="list-style-type: none"> ▪ Chapter 15 	
Apr 18	<ul style="list-style-type: none"> ▪ Social Responsibility and Sustainability 	<ul style="list-style-type: none"> ▪ Chapter 16 	<ul style="list-style-type: none"> ▪ Have read the chapter
Apr 21	<ul style="list-style-type: none"> ▪ Exam 4 on Ch. 13-16 		<ul style="list-style-type: none"> ▪ Bring Scantron/pencil
Apr 23	<ul style="list-style-type: none"> ▪ Project Work 		
Apr 25	<ul style="list-style-type: none"> ▪ Project Work 		
Apr 28	<ul style="list-style-type: none"> ▪ Written Project Plan Due ▪ Presentations 		<ul style="list-style-type: none"> ▪ Submit project plan ▪ Present your plan
Apr 30	<ul style="list-style-type: none"> ▪ Presentations 		<ul style="list-style-type: none"> ▪ Present your plan
May 2	<ul style="list-style-type: none"> ▪ No class 		