
MARK-3311, Principles of Marketing (Spring 2025)

Instructor:	Mahdi Niknejad (Call me Prof. Nik or Dr. Nik, or just professor!)
Department:	Management & Marketing
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Preferred Method of Contact:	Canvas Message
Office Hours:	Tuesday 12:00 PM-1:30 PM/ Thursday 3:00 PM-4:30 PM/ By Appointment (on Zoom)
Class Format:	Online (Weekly 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 all the 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%
Group Project	35%
➤ Group and Brand Selection	2%
➤ Part I	15%
➤ Part II	15%
➤ Peer Evaluation	3%
Quizzes	12%
Pricing Assignment	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

Course Delivery: Our class is an online course and will utilize video lectures, PowerPoint presentations, in-class material, and Canvas (where you are right now), so **you will need access to a computer or tablet for this course**. All the materials and assignments will be posted on Canvas and be available in the **Modules** section of our course on Canvas. Usually, **each Module corresponds with 1 week of our course** (unless otherwise noted in the title of the module. For example, one of the modules is dedicated to the Marketing Plan Project due to its importance) and will contain all the required material for that week. Please visit the modules often to keep track of the posted assignments.

I want the course to be accessible to everyone and offer flexibility in how you will consume the content or create your own. As such, I have also posted the audio files and text transcripts for each lecture alongside the video file so you can follow the class in whatever format that you prefer.

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.

Exams: There will be 2 exams in this course. The first exam will cover the material covered until the week before the exam (i.e., Week 5). The second exam is cumulative and will include all the course material, though the main focus will be on the material taught after the first exam. Typically, no make-up exam will be scheduled during the semester unless you miss both exams due to a serious and documented excuse. A documented excuse consists of an official email from the Student Services. **If you miss one of the exams due to a documented excuse, you will be excused for that exam and your exam grade will be calculated based on your grade from the other exam. I need to be informed about the issue by the appropriate office in the university before I can excuse your absence in the exam.**

Both exams will be online and conducted on Canvas. The exams are NOT open-book, but you can use a 2-page “cheat sheet”. Using AI tools such as ChatGPT, Co-Pilot, Gemini, etc., is not allowed for the exams. They will become available a few weeks before their due date to give you ample time to go through them. Exams will be a combination of multiple-choice,

multiple-answer, matching, drop-box, and True/False questions (there won't be any short-answer questions). Exams will cover material from the textbook and slides. There will not be any direct questions from the articles, but the concepts in those articles may be helpful for some questions. The students are expected to follow the Standard of Academic Integrity in the online exams. The goal of the exams is to assess students' level of understanding of the core material and their ability to apply the concepts in simulated scenarios. There will also be questions directly from the definition of concepts. Many of the questions require you to REMEMBER what the concepts are called. Exam scores will be posted on Canvas. You can discuss your exam in office hours after the scores are posted on Canvas. If you want your exam to be regraded and have issues with some answers, you need to complete a form that will be posted on Canvas and send it to me one week after the exam deadline at most (Please keep in mind that this only applies to Exam #1, as the deadline for Exam #2 is very close to grade submission deadline).

Exam 1 deadline: March 10th

Exam 2 deadline: May 2nd

Weekly Quizzes: There will usually be a quiz each week to make sure students follow the reading material. Here are some important points about quizzes:

- **Quiz questions will be from all the required reading material for that week, including the textbook, the lecture, and the mandatory article.**
- Quizzes usually include 5 questions and have a limited time.
- Question formats include multiple-choice, multiple-answers, matching, and True/False.
- Quizzes are **open-book** (i.e., you can use your notes, textbook, and lecture material) **but using AI tools such as ChatGPT, Co-Pilot, Gemini, etc., is not allowed 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.
- **While the quizzes are due the next Monday after their respective module is dated, they will stay open until April 28th and students can take them with no penalty.** However, they will be unavailable after this date and no excuses are acceptable.
- Please note that **this policy does not apply to Quiz 1**, as this quiz ensures I get to know the students a bit better before the semester starts.

Group Project: You will develop a marketing plan for this project. Here are some important things to note about the group project:

- Each group will **include 1-5 students (size limit may go above 5 members, but the group will need to ask for my permission before finalizing it).**
- You can also conduct the project **individually**, but you need to let me know by the due date.

- **If you are interested in finding group members but can't do it on your own, you can send me your name and interests and I will do my best to match you with other students.**
- **If I don't receive any communication from you by the due date, I will assume that you will conduct the project on your own, and you will lose the points for the "Group and Brand Selection" Assignment.**
- Please keep in mind that in previous years, students who chose to do the project solo mentioned that it was a difficult assignment.
- You should send me the names of your group members and the brand/company of your choice by **February 3rd** using the "Group and Brand Selection Assignment". **All the members should submit this assignment individually to make sure all the team members are aware of their group activity.**
- **You can choose any product or brand that your group likes to examine in the project, but I will post several products/brands as suggestions.** I will review the brands and discuss them with each group. **Brands can either be established firms or your own startup ideas, but there should be an interesting challenge that you can address.**
- **The project consists of two parts:**
 1. Part 1: Situational Analysis: What are the business objectives of the company? What challenges is it facing? What insights does the company need to collect? Who are the target customers? Who are the main competitors? What are the company's strengths, weaknesses, opportunities, and threats?
 2. Part 2: Marketing Strategy: What is the company's strategy (segmentation, targeting, positioning)? What are the company's marketing objectives and what is the plan to execute them? What marketing communication strategies do you recommend based on the STP analysis?
- **I have posted the detailed requirements and rubric for each part on Canvas in the Marketing Plan Project Module.**
- You have **3 options** for the final submission in each part:
 1. **A Word/PDF report that contains all the information for that phase, or**
 2. **A PowerPoint presentation document that also includes all the details in the slide notes, or**
 3. **A PowerPoint presentation video that includes your group going over all the aspects of the project (you should also submit the PowerPoint file alongside the video)**
- Late submissions will be penalized. Excuses for late submissions are not acceptable, but I understand that life happens, and I will do my best to accommodate your situation while keeping it fair for everyone, so please let me know about your issue and we will try to come up with a solution. Late submissions will incur a penalty of 20% of the

project's maximum grade for each day they are overdue.

- **I encourage you to use AI tools such as ChatGPT to collect information for the project, but you should clearly cite the instances that AI helped you, just like any other citation.** You are also responsible for checking the accuracy of the information provided by AI. If I find inaccurate information points will be deducted accordingly.

Project Peer Evaluation: To prevent free riding on the group project, each member of the group will assess every team members' (including one's own) contributions to the project. This will constitute a portion of your marketing plan grade. **Peer evaluation assignment is available in the Marketing Plan Project Module and is due with Part 2 of the project on April 28th.** instructions will be provided to you toward the end of the semester.

Group and Brand Selection: As mentioned in the Group Project section, **you will have to submit your group member names and brand choice in an assignment called Group and Brand Selection. This assignment is due on February 3rd.** You will have to submit this assignment **even if you want to do the project on your own. You will lose this assignment's points if you don't submit it by the deadline. This assignment should be submitted by ALL the members of the group individually.**

Pricing Assignment: There is one assignment that the students are required to finish **individually** on Canvas. This assignment is about the topics that we will cover in the pricing session. The due date for this assignment is March 31st, but it will be available until April 28th with no late penalties. You can watch a short clip that explains some aspects of this assignment in the **Week 9 module.**

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.

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 two surveys (Early-semester and Mid-semester) on Canvas in the “Announcements and Miscellaneous” module.** Please share your thoughts about the class and how it can be more helpful for you in these surveys. **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.

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 permitted only for specific assignments or situations, and appropriate acknowledgment is required. You can use AI tools for your project (for getting ideas, data collection, grammar checking and writing assistant, but it shouldn’t write your project for you), but AI is NOT allowed for exams and quizzes.

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.

Week	Date	Topic	Chapter	Due
1	1/13-1/19	Course Overview What is Marketing?	Chapter 1 Chapter 1	Quiz 1 <i>(Available until April 28 with no penalties)</i>
2	1/20-1/26	Firm Strategy and Marketing Marketing Environment	Chapter 2 Chapter 3	Quiz 2 <i>(Available until April 28 with no penalties)</i>
3	1/27-2/2	Ethics & Social Responsibility Consumer Behavior	Chapter 4 Chapter 5	Group and Brand Selection <i>(February 3)</i> Quiz 3 <i>(Available until April 28 with no penalties)</i>
4	2/3-2/9	Global Marketing Marketing Research	Chapter 7 Chapter 8	Quiz 4 <i>(Available until April 28 with no penalties)</i>
5	2/10-2/16	Segmentation, Positioning, Targeting Developing New Products	Chapter 9 Chapter 10	Quiz 5 <i>(Available until April 28 with no penalties)</i>
6	2/17-2/23	Brand Management Services Marketing	Chapter 11 Chapter 12	Quiz 6 <i>(Available until April 28 with no penalties)</i>
7	2/24-3/2	AI Overview (Optional) Exam Review Office Hours		
8	3/3-3/9	Exam #1		Project Part 1 & Exam #1 <i>(Deadline for both: March 10)</i>

9	3/10-3/16	Pricing Foundations Pricing Methods	Chapter 13 Chapter 14	Quiz 7 <i>(Available until April 28 with no penalties)</i>
10	3/17-3/23	Spring Break 😊		
11	3/24-3/30	Channel Management Multichannel Marketing	Chapter 15 Chapter 17	Quiz 8 <i>(Available until April 28 with no penalties)</i> Pricing Assignment <i>(Available until April 28 with no penalties)</i>
12	3/31-4/6	Marketing Communications Advertising and Promotions	Chapter 18 Chapter 19	Quiz 9 <i>(Available until April 28 with no penalties)</i>
13	4/7-4/13	Sales Management	Chapter 21	Quiz 10 <i>(Available until April 28 with no penalties)</i>
14	4/14-4/20	Digital and Social Media Marketing	Chapter 20	Quiz 11 <i>(Available until April 28 with no penalties)</i>
15	4/21-4/27	Exam Review Office Hours Exam #2		Project Part 2 & Project Peer Evaluation <i>(Deadline for both: April 28)</i>
16	4/28-5/2	Exam #2		Exam #2 <i>(May 2)</i>

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: 1/27/2025

Last day to withdraw from one or more classes: 3/31/2025

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

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