



## PRINCIPLES OF MARKETING MARK 3311.062 • Spring 2026

**INSTRUCTOR**  
**EMAIL ADDRESS**  
**CELL NUMBER**

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Feel free to text me with questions during reasonable hours. You may also call me, but please text first and let me know 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**

Online

**OFFICE LOCATION/HOURS**

Soules College of Business, business faculty suite, office 350.36  
M: 9-10:30 a.m.; Noon to 1:15 p.m.  
T: 10-10:55 a.m.  
W: 9-10:30 a.m.; Noon to 1:15 p.m.  
Th: 10-10:55 a.m.  
F: 9-10:30 a.m.; Noon to 1:15 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.

**PREREQUISITES**

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 a thoughtful and effective marketing plan.

## COURSE COMPETENCIES

Competencies demonstrated in this course will include the following:

- communication skills through writing
- 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 plan creation,
- executing marketing principles in the development of a marketing project,
- understanding domestic and international implications of marketing, and
- understanding and appreciation of the strategic impact of business decisions,

## TEACHING METHOD: Videos, reflection discussions, marketing plan project

I will drop a video each Monday covering a chapter in the book. This is basically a “best of” lecture from the slide I will also drop each Monday. I will post links to helpful YouTube videos that I feel will help you understand the chapter concepts.

I will also have you submit what I call a Reflection Assignment each week based on the current chapter. This assignment will ask you to take a topic from the current week’s chapter (book, lecture, videos) and write a 250-word “journal entry” on why you found this topic interesting or important. I expect you to make this relevant to some specific situation in your life – an ad you saw, a target market at a real business you frequent, a brand concept you like ... or dislike. (I will give you an example of what an excellent reflection looks like.) I will read your reflection and comment back to you. I may even ask a follow-up question.

**Note:** I expect to hear your voice in these reflections; make them personally connect to you and your ideas.

The marketing plan will be covered in a video and fully outlines in supporting documents on Canvas.

## GRADING

- Four exams @ 15% of total grade each
- Reflections 10% total grade
- Project @ 30% total grade (Details will be covered explicitly through guidelines posted on Canvas and in 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 Monitor may flag and record activity that appears inconsistent with testing guidelines for review.. If you do not have access to a computer with a webcam, you can make an appointment with the on-campus computer lab or via the library.

Three of the four exams will have 40 questions each with the final exam having 50. Exams will cover material from the textbook and lectures. 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 and may be on the exam.

No makeup exams will be provided outside the allotted exam time (unless for extreme situations). I open your exams for a reasonable period so you can work around unexpected situations.

## **AI POLICY**

Artificial intelligence should not be used as a shortcut for learning. However, I feel that AI is a valuable tool, one that cannot and should not be ignored. We would be foolish to not learn how to use AI for our benefit. It is very helpful for research, generating ideas and checking spelling, punctuation, etc. You cannot use AI for tests or assignments. Your reflections should be personal, and I expect to hear your unique “voice” in what you submit. If I don’t, you will not score as well as you could have. As for your marketing plan, you may use AI. You must note in red where you used it and how it helped, as well any failings you noted.

## **ABOUT ME, CARROLL ROGÉ, YOUR INSTRUCTOR**

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 hear it spoken:

[https://www.youtube.com/watch?v=bj0\\_Ey4XbOA](https://www.youtube.com/watch?v=bj0_Ey4XbOA)

My resume is attached on Canvas so you can look over my work history. Here’s a quick overview:

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 (350 employees in five counties), and my smallest was a 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 goals, target markets, and action tactics 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. (Following my tenure at ETMC, I worked for a couple of years at CHRISTUS as regional director of patient experience for 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 served as a member of the American College of Healthcare Executives, the Society for Strategic Healthcare Marketing and the Beta Gamma Sigma honorary business fraternity. I was president on the Leadership Tyler board of directors and a board member of the UT Tyler Alumni Association. I currently do pro bono work for Promise Academy, a Christian private school in north Tyler.

I’ve taught many classes at UT Tyler since 2000. I enjoy the classroom, and I look forward to working with you this semester as we explore the world of marketing in today’s dynamic business environment. Good luck!

## CLASS CALENDAR (as of Jan. 3, 2026)

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.

*Please note that reflections are due each Sunday by 11:59 p.m. for the previous week's chapter. For example, your reflection on Chapter 1 is due by the end of day on Jan. 25. I'll set all this up on Canvas as assignments.*

Date	Concepts/Topics/ Classroom Activities	Discussion Chapters
Jan 12	Introduction to our class What Marketing Matters to You	Chapter 1
Jan 19	Strategic Planning	Chapter 1
Jan 26	Global Environment	Chapter 2
Feb 2	Consumer Behavior	Chapter 3
Feb 6	Exam 1 opens	
Feb 9	Marketing Research and Analytics	Chapter 5
Feb 16	Product Development	Chapter 6
Feb 23	Segmentation, Targeting, Positioning	Chapter 7
Mar 2	Promotional Strategies	Chapter 8
Mar 6	Exam 2 opens	
Mar 9	Personal Selling	Chapter 9
Mar 9-13	Spring Break	
Mar 16	Supply Chain/Logistical Management	Chapter 10
Mar 23	Pricing	Chapter 11
Mar 30	Retailing	Chapter 12
Apr 10	Exam 3 opens	
Apr 13	Digital and Social Media Marketing	Chapter 13
Apr 13	Branding	Chapter 14
Apr 17	All project papers due (e-copy)	
Apr 20	Customer Relationship Management All project papers due (e-copy)	Chapter 15
Apr 27	Social Responsibility and Sustainability	Chapter 16
Apr 29	Exam 4 opens (Additional 10 "finals" questions will cover previous chapter concepts.)	