Spring 2015

MARK 3311.001 Principles of Marketing

Braithwaite Bldg 1040 | W 11 am - 1:45 pm

INSTRUCTOR INFORMATION

Name: Dr. Kay Byun (PhD, MBA, MA)
Office: BUS 143A
Office Hours: T/TH 1-3 pm or by appointment
Tel: (903) 565-5694
e-mail: kbyun@uttyler.edu
Contact: Email is the primary contact. I try to respond to students’ email within 24 hours unless there is a weekend or a holiday.

COURSE INFORMATION

Course Description

Basic concepts in Marketing; Interactions between marketers and consumers; Product/service development and marketing; Emphasis on value, consumer behavior, and the role of marketing

Prerequisites

Not necessary

Textbook & Course Materials

C. Shane Hunt & John E. Mello
ISBN-10: 0077861094

APP: Socrative Student
Course Structure
You can access course materials and resources through Blackboard (http://blackboard.uttler.edu). At designated times throughout the semester, we will participate in blackboard quizzes and any activities requested by the instructor.

Course Objectives / Expected Learning Outcomes

Upon successful completion of this course, students should develop:

- The ability to identify marketing mix elements.
- The ability to analyze marketing strategy formulation and implementation.
- The ability to describe customer centric organizations
- The ability to apply marketing concepts and strategies to offer sound solutions to real world marketing problems
- The ability to demonstrate higher order thinking and critical thinking
- The ability to realize ethical dilemmas in marketing and apply decision marketing tools
- The ability to work in teams
- The ability to use concepts to persuasively communicate suggested solutions to marketing problems
- The ability to apply marketing concepts to marketing one’s self

Topic Outline

- Value, needs, wants, and pricing
- 4Ps
- Affecting marketing
- Strategic planning
- Marketing plan
- Marketing strategy
- Marketing research
- Consumers’ decision-making process
- New product development
- Market segmentation, targeting, and positioning (STP)
- Promotional strategies
- Logistics and supply chain management
- Brand management
- Customer relationship management
- Social responsibility
- Sustainable marketing
## COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Chapters</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 14</td>
<td>Course Information &amp; Introduction to Marketing</td>
<td>Ch 1</td>
<td></td>
</tr>
<tr>
<td>Jan 21</td>
<td>Group Project &amp; Marketing Planning</td>
<td>Ch 2</td>
<td>Group Assignment</td>
</tr>
<tr>
<td>Jan 28</td>
<td>Environmental Analysis &amp; Market Research</td>
<td>Ch 3, Ch 4</td>
<td></td>
</tr>
<tr>
<td>Feb 4</td>
<td>Consumer Decision-making Process</td>
<td>Ch 5</td>
<td></td>
</tr>
<tr>
<td>Feb 11</td>
<td><strong>EXAM 1</strong></td>
<td>Ch 1-5</td>
<td>Quiz Due 1</td>
</tr>
<tr>
<td>Feb 18</td>
<td>Product Development &amp; STP</td>
<td>Ch 6, Ch 7</td>
<td></td>
</tr>
<tr>
<td>Feb 25</td>
<td>Place &amp; Pricing Strategy</td>
<td>Ch 9, Ch 10</td>
<td>Project Proposal Due</td>
</tr>
<tr>
<td>Mar 4</td>
<td>Promotion Strategy: IMC</td>
<td>Ch 8</td>
<td></td>
</tr>
<tr>
<td>Mar 11</td>
<td>No Class</td>
<td></td>
<td>Spring Break</td>
</tr>
<tr>
<td>Mar 18</td>
<td><strong>EXAM 2</strong></td>
<td>Ch 6-10</td>
<td>Quiz Due 2</td>
</tr>
<tr>
<td>Mar 25</td>
<td>Brand and Loyal Consumers</td>
<td>Ch 11, Ch 12</td>
<td></td>
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<tr>
<td>Apr 1</td>
<td>CRM &amp; Performance Measurement</td>
<td>Ch 12, Ch 14</td>
<td></td>
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<tr>
<td>Apr 8</td>
<td>Social &amp; Sustainable marketing</td>
<td>Ch 13</td>
<td></td>
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<tr>
<td>Apr 15</td>
<td><strong>EXAM 3</strong></td>
<td>Ch 11-14</td>
<td>Quiz Due 3</td>
</tr>
<tr>
<td>Apr 22</td>
<td>Project Presentation</td>
<td></td>
<td>Final Project Submission Due</td>
</tr>
<tr>
<td>Apr 29</td>
<td>Final Exam (optional)</td>
<td></td>
<td>All Chapters</td>
</tr>
</tbody>
</table>

**Changes to the syllabus:** The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary. You are responsible for keeping up with all quizzes and project dues.
GRADING POLICIES

Grading Scale

<table>
<thead>
<tr>
<th>Evaluation Items</th>
<th>Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXAM</td>
<td>(300 points)</td>
</tr>
<tr>
<td>EX1</td>
<td>(100 points)</td>
</tr>
<tr>
<td>EX2</td>
<td>(100 points)</td>
</tr>
<tr>
<td>EX3</td>
<td>(100 points)</td>
</tr>
<tr>
<td>Final (Optional)</td>
<td>(Replace the lowest exam)</td>
</tr>
<tr>
<td>QUIZ</td>
<td>(100 points, average)</td>
</tr>
<tr>
<td>GROUP PROJECT</td>
<td>(200 points)</td>
</tr>
<tr>
<td>Business Plan Proposal</td>
<td>(20 points)</td>
</tr>
<tr>
<td>Business Plan Report</td>
<td>(80 points)</td>
</tr>
<tr>
<td>Presentation</td>
<td>(70 points)</td>
</tr>
<tr>
<td>Peer Evaluation</td>
<td>(30 points)</td>
</tr>
<tr>
<td>CLASS ACTIVITIES &amp; PARTICIPATION</td>
<td>(100 points)</td>
</tr>
<tr>
<td>Attendance Bonus</td>
<td>20 points</td>
</tr>
<tr>
<td>TOTAL</td>
<td>(700 points + bonus)</td>
</tr>
</tbody>
</table>

Letter Grade Assignment

The final letter grade will be determined as follows:

- above 630 = A
- above 550 - below 630 = B
- above 450 - below 550 = C
- above 350 - below 450 = D
- below 350 = F

Note: The instructor RESERVES the right to change the grading scheme and/or specific grading requirements with appropriate notice.

Exam (300 points): There will be three exams throughout the semester, 100 points for each. No makeup will be given unless a document for excuse is submitted to the instructor (ex. doctor’s notes).

Blackboard Quiz (100 points): Students should take a Blackboard quiz after each chapter until getting all answers right. All questions will be randomly assigned, while the maximum point will be recorded as your final quiz score for each chapter. Those quiz questions will appear in exams as well. So, it is very important to read the book and take quizzes until you understand all questions and answers. No make-up quiz will be allowed. It is YOUR responsibility to keep the due dates and take all quizzes.

Quiz Due Dates: Blackboard quiz are due as follows:

<table>
<thead>
<tr>
<th>Quiz Chapters</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quiz 1 (Chapter 1-5)</td>
<td>Feb. 11, 11:59 pm</td>
</tr>
<tr>
<td>Quiz 2 (Chapter 5-10)</td>
<td>Mar. 18, 11:59 pm</td>
</tr>
<tr>
<td>Quiz 3 (Chapter 11-14)</td>
<td>Apr. 15, 11:59 pm</td>
</tr>
</tbody>
</table>
**Group Project (200 points):** A group of students (desirably, 5-6 students per team) needs to perform a marketing project on a business planning which involves with a new product development. Students need to apply marketing concepts and suggest a practical solution with an about 10-15 page business report. Any late submission is NOT allowed.

**Team Project Policy:**

Team members have the **right to fire a particular member** if he/she does not perform his/her project assignment or does not participate and contribute to the team. Since different parts of the project will be due at different dates over the semester, a team member can only be fired until the mid-point of the semester, i.e. the end of February. If a student is fired, he/she must complete the project alone. If a project is not completed by the end of the semester, the student will receive a ZERO point on the project.

**Class Activities (100 points):** In this course, it is critical to have an effective communication between the instructor and students or among students. Students are required to participate in class discussions and complete all class activities which will be given every class. **More absences, less points.**

**ATTENDANCE POLICIES**

If you miss more than **FIVE classes** in the semester, you will get an ‘**F**’ as your final grade. NO exception.

If you miss **TWO or fewer**, I will add **20 points** to your final score, which can change your letter grade.

If you are absent due to health reasons or job interviews (proper documents required), your absence will not be counted towards the five-absence policy.

**EARLY LEAVE:** If you have to make an early leave, you have to notify the instructor of the case before the class or anytime in advance. Otherwise, the class activities will be recorded as zero.

**Student Absence due to Religious Observance**

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

**Student Absence for University-Sponsored Events and Activities**

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.
COURSE POLICIES

Expectations of Students: I expect you to:

- Present at all class sessions and activities
- Have read the assigned material prior to starting each session
- Take a quiz after each session
- Spend at least 3-4 hours weekly on the covered material
- Be punctual to keep up assignments and project dues, if any
- Do not use cell phones or lap tops in class for personal use such as texting, facebooking, searching, etc. Once you are caught, you will be dismissed from the class and get zero points for the day’s activity. No exception.

Expectations of the instructor: You can expect me to:

- Provide all necessary class materials on time every week
- Provide scheduled office hours
- Provide an ongoing help forum throughout the semester
- Create quizzes and exams that reflect the stated learning expectations for the course
- Do my best to get you to appreciate and enjoy marketing

Build Rapport

If you find that you have any trouble keeping up with assignments or other aspects of the course, make sure you let your instructor know as early as possible. As you will find, building rapport and effective relationships are key to becoming an effective professional. Make sure that you are proactive in informing your instructor when difficulties arise during the semester so that we can help you find a solution.

College of Business Statement of Ethics:

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential that the College of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop any environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.
Academic Dishonesty Statement

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission, as one’s own work of material that is not one’s own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

University regulations require the instructor to report all suspected cases of academic dishonesty to the Dean of Students for disciplinary action. In the event disciplinary measures are imposed on the student, it becomes part of the students’ official school records. Also, please note that the handbook obligates you to report all observed cases of academic dishonesty to the instructor.

Grade Replacement/Forgiveness and Census Date Policies

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at http://www.uttyler.edu/registrar.

Each semester’s Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a “W’ grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid
State-Mandated Course Drop Policy

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date). Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Disability Accommodation

Any student who feels their performance in this class may be impacted by a disability, in accordance with federal law, must provide documentation of his/her disability. It is university policy to evaluate the need for an accommodation on a case by case basis. 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, Cynthia Lowery Staples. If you are unsure if the above criteria applies to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu

SOCIAL SECURITY AND FERPA STATEMENT:

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The university issues a unique identifying ID number to all students. The electronic transmission of grades (e.g., email) risks violation of the Family Educational Rights and Privacy Act (FERPA) and therefore will not be transmitted electronically. Further, in accordance with FERPA, any information regarding assignments and grading will be discussed between the instructor and the student only. All requests made to the instructor, which are initiated by someone other than the student, regarding information about a student’s activity, will be advised by the instructor to seek that information from the student.

Emergency Exits and Evacuation:
Everyone is required to exit the building when a fire alarm goes off. Follow your instructor’s directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.