

Marketing 3310 Fall 2017 Face-to-Face Course

Instructor Gary L Payne, MBA
Office SHB Third Floor 309 F
Phone (C) 281-799-1762 text messages (be sure to include your name and class)
Office 936-294-2579
Email gary.l.payne@shsu.edu
Office Hours MW 7:15 – 8:00 am SHB
TTH 10:00 – 11:00 am The Woodlands Center

Course Description

This course includes marketing functions, transportation, assembling, storage, trade channels, cost, co-operative marketing, trade association, market analysis, marketing structures and agencies, types of middlemen, international marketing, and current marketing practices.

Prerequisite: Junior standing.

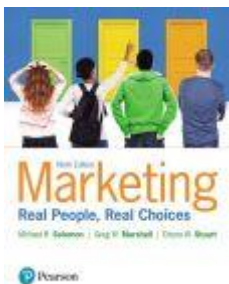
College of Business Administration Learning Objectives Demonstrate competency in:

- Critical thinking/problem solving
- Communication
- The business foundation
- The discipline-specific knowledge of the major

Marketing Major Learning Objectives Students will be able to:

- Describe marketing core concepts and principles
- Summarize and explain consumer behavior concepts
- Explain and demonstrate trust-based business-to-business relationship selling concepts
- Summarize and explain global marketing concepts
- Demonstrate the ability to collect and interpret market research data
- Explain strategic concepts, demonstrate knowledge of the impact of marketing decisions and devise a strategic plan

Textbook



MARKETING: REAL PEOPLE... (LOOSELEAF) | Edition: 9TH
18

Author: SOLOMON
ISBN: 9780134293141
Publisher: PEARSON

Students can also access the eBook and Pearson learning materials through SHSU BlackBoard

Important Dates & Reminders

- 08/23 Classes Begin
- 08/30 Last Day to Register and Process Schedule Changes
- 09/04 Labor Day Holiday
- 09/06 First Assignments Due
- 09/08 12th Class Day—Last Day to Drop w/o a “Q”
- 11/10 Last Day to Drop Full-Term Courses with a “Q”
- 11/22 Wed – Fri Thanksgiving Holidays
- 12/01 Last Class Day. Last Day to Resign by 5:00 pm in the Registrar’s Office
- 12/06 Final Exam Due
- 12/11 12:00 Noon—Deadline for filing grades. Fall Term Ends

Student Evaluation Process

PEARSON MYLAB ASSIGNMENTS ARE TO BE ACCESSED THROUGH BLACKBOARD.

Dynamic Study Module (DSM) 25 points each 26.7% of the course grade

This is where the learning takes place. For an introduction, watch the DSM video located in the BlackBoard Index under Course Information.

Late Submission—Students are allowed to work on the assignment after the due date with a 5% per day deduction from the final score.

Attempts per question: 1

Printing is not allowed

Pop Quizzes 20 points each

These are given to assess student’s knowledge of the previous day’s lecture. More importantly, they are used to monitor class attendance. No make-up quizzes are accepted other than written permission to attend a university approved function. Students that arrive in the classroom late are not given the opportunity to complete the quiz. Approximately 5 or 6 quizzes will be given during the semester at the instructor’s discretion.

Exams 200 points each 61% of the course grade

50 questions 4 points each.

Exams are typically given in the classroom, but the instructor has an option to require exams be taken online in Blackboard instead.

Homework 20 points each

This category includes completion of the Student Information Sheet and a VALS and ESRI Geodemographic assignment.

All written homework assignments must be in MS Word format using Calibri font size 11 or 12 double spaced. No handwritten assignments will be accepted. Be sure to check for errors in spelling and grammar. Assignments are due at the beginning of class. Late homework will be accepted one class period past the due date, with a penalty. No emailed homework will be accepted.

Additional Content Provided for Independent Study

Videos 5 Extra Credit Points each

Mini Simulation (Sim) 5 Extra Credit Points each

For an introduction to these assignments go to the BlackBoard Index under Course Information

PowerPoints No Points

There is an extreme correlation between the contents of the Power Points and the actual textbook for the course. Students can use these to provide an overview of each chapter and are excellent for studying.

Grading Scale:

90-100% A 80-89% B 70-79% C 60-69% D <60% F

How are you doing? If the student accesses all the assignments through Blackboard they should be able to track their performance in Grade Book

All assignments, quizzes, and exams are assigned grade points, so for a student to earn a B in the class, for example, they would need to earn at least 80% of the total grade points. Students should be able to assess their own grade during the semester by following these procedures.

Course Point Distribution**

	# pts each	# assignments	Total points	% of grade
DSMs	25	14	350	26.7%
Pop Quizzes	20	Approx. 5-6**	100	
Homework	20	3	60	
Exams	200	4	800	61%
			1310	

**Course points are subject to change if an assignment is deleted or added by the instructor. The number of Pop Quizzes is approximate. These are given at the discretion of the instructor.

Classroom Rules of Conduct

Students are expected to assist in maintaining a classroom environment that is conducive to learning. Students are to treat faculty and students with respect.

Personal use of mobile devices in the classroom is prohibited. Students will be penalized 10 grade points for each occurrence. Arrangements for handling potential emergency situations may be granted at the discretion of the instructor. Under no circumstances are cell phones or

any electronic devices to be used or seen during exams. Use of these devices during an exam is considered *de facto* evidence of cheating and could result in a charge of academic dishonesty.

Caps/hats are not allowed to be worn in the classroom during exam days.

Students are encouraged to use laptops and notebook computers for lecture notes. Any use of these devices in class for online gaming or social media could be a distraction for other students in the class and will be penalized 20 grade points for each occurrence.

No food or drinks in the classroom other than bottled water.

Make-up exams will be given at the instructor's discretion depending on the related circumstances. You must notify the instructor **in advance** of the exam that is missed.

Extra-Credit Assignments: Extra Credit assignments for this course include Pearson videos and Mini Simulations. Also, students concerned about their course progress should meet with the instructor to discuss possible plans for improvement. Do not wait till the end of the semester! The instructor will take into consideration class attendance and class participation in the event the student has a "borderline" grade. https://www.youtube.com/watch?v=-2Co6_tu808

Other:

Students are responsible for abiding by all University rules and regulations as printed in the *Undergraduate Catalogue*, *Student Guidelines*, and in other official University publications. You may find online a more detailed description of the following policies. These guidelines will also provide you with a link to the specific university policy or procedure:

<http://www.shsu.edu/syllabus/>

Academic Dishonesty: All students are expected to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will be subject to disciplinary action. The University and its official representatives may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating on an examination or other academic work which is to be submitted, plagiarism, collusion and the abuse of resource materials. For a complete listing of the university policy, *See Student Syllabus Guidelines*.

<http://www.shsu.edu/dept/dean-of-students/index.html>

Student Absences on Religious Holy Days: Students are allowed to miss class and other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Students remain responsible for all work.

<http://www.shsu.edu/syllabus/>

Students with Disabilities Policy: It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. NOTE: No accommodation can be

made until you register with the Services for Students with Disabilities. See *Student Syllabus Guidelines*

<http://www.shsu.edu/syllabus/>

Any student with a disability that affects his/her academic performance should contact the Office of Services for Students with Disabilities in the SHSU Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786) to request accommodations.

Syllabus is subject to revisions

SHSU Fall 2017 Semester MKTG 3310-01 Gary Payne, MW 0800-0920-SHB186 SCH

WK					CHAPTER
1	08/23	WED	1	First Class Day Marketing: What is it?	1
2	08/27 - 09/02				
	08/28	MON	2		1-2
				Global, Ethical, and Sustainable Marketing	
	08/30	WED	3	Last Day to Register and Process Schedule Changes	2
3	09/03 - 09/09				
	09/04	MON		Labor Day Holiday	Holiday
	09/06	WED	4	First Assignments Due Strategic Market Planning	2-3
	09/08	FRI		12th Class Day-- Last Day to Drop w/o a "Q"	
4	09/10 - 09/16				
	09/11	MON	5		3
	09/13	WED	6		4
				Market Research	
5	09/17 - 09/23				
	09/18	MON	7	Exam Chapters 1,2,3	EX 1
	09/20	WED	8		4-5
				Marketing Analysis: Welcome to Era of Big Data	

6	09/24 - 09/30					
	09/25	MON	9			5-6
				Understand Consumer & Business Markets		
	09/27	WED	10			6
7	10/01 - 10/07					
	10/02	MON	11			6-7
				Segmentation, Target Marketing, & Positioning		
	10/04	WED	12			7
8	10/08 - 10/14					
	10/09	MON	13	Exam Chapters 4,5,6,7		EX 2
	10/11	WED	14			8
				Product 1: Innovation and New Product Development		
9	10/15 - 10/21					
	10/16	MON	15			8-9
	10/18	WED	16			9
				Product 2: Product Strategy, Branding, and Management		
10	10/22 - 10/28					
	10/23	MON	17			10
				Price: What is The Value Proposition Worth?		
	10/25	WED	18			10
11	10/29 - 11/04					
	10/30	MON	19	Exam Chapters 8,9,10		EX 3
	11/01	WED	20			11
				Deliver the Goods: Determine the Distribution Strategy		
12	11/05 - 11/11					
	11/06	MON	21			11-12
				Deliver the Customer Experience: Goods and Services via Bricks and Clicks		
	11/08	WED	22			12
	11/10	FRI		Last Day to Drop Full-Term Courses with a "Q"		
13	11/12 - 11/18					

	11/13	MON	23		12-13
				Promotion 1: Advertising and Sales Promotion	
	11/15	WED	24		13
14	11/19 - 11/25				
	11/20	MON	25		13
	11/22	WED		Thanksgiving Holidays Wed - Fri	Holiday
15	11/26 - 12/02				
	11/27	MON	26		14
				Promotion 2: Social Media Marketing, Direct/Database Marketing, Personal Selling, and Public Relations	
	11/29	WED	27		14
	12/01	FRI		Last Class Day. Last Day to Resign by 5:00 PM in the Registrar's Office	
16	12/03 - 12/07		28	Final Exams Final Exam Chapters 11,12,13,14	EX 4
	12/04	MON			
	12/06	WED			
	12/11	MON		12:00 Noon-- Deadline for filing grades. Fall Term Ends	

Acknowledgment

I acknowledge receipt of a copy of the syllabus for Fall Semester 2017

Course

Print Name

Signature

Date
