

**Sam Houston State University**  
**College of Business Administration**  
**Department of Management & Marketing**  
**Fall 2017**

*Course Number:* Marketing 3310  
*Course Title* Principles of Marketing  
*Prerequisites:* Junior Standing  
*Credit Hours:* 3  
*Instructor:* Roger D. Abshire                      rabshire@shsu.edu  
*Office:* SHB 236 K  
*Phone:* 294-3883  
*Office Hours:* 12:30-1:30; 3:30-4:30 TT and by appointment  
*Required Text:* Marketing; Real People, Real Choices, 9<sup>th</sup> ed.; Solomon, Marshall, & Stuart, Pearson 2018. An e-book is available at no cost to you.  
*Classroom:* SHB 186 and 336

*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.

*Course Objectives:* The major objectives of this course are for students:

1. to gain an understanding of the fundamental principles, generalizations, and theories of Marketing.
2. to gain factual knowledge (terminology, classifications, methods) of Marketing
3. to examine the marketing environment.
4. to learn the task of the marketing manager.
5. to develop a basic understanding of consumer behavior.
6. to study the elements of the marketing mix.

*Course Evaluation Process:*

*Exams:* Four exams will be administered. Exams may consist of objective and subjective questions. Exams are worth 100 points each. Each student is required to take the final exam. NO exam grade will be dropped! Pop tests may be administered over the assigned material.

*Grading Scale:* 100%-90% = A;  
                    89%-80% = B;  
                    79%-70% = C;  
                    69%-60% = D;  
                    BELOW 60% = F

*Make-up Exams:* Students who miss ONE exam are allowed to make it up. If you take an exam, you cannot retake it under this provision. Make-up exams will be administered on November 30, 2017 @ 3:40 p.m.

*Extra Credit:* Not available. Prepare for your exams and you will not need extra credit.

*Class Attendance:* Regular and punctual class attendance is encouraged. A record of class attendance will be maintained. No penalty will be assessed for absences.

*Academic Progress:* Any time you have questions about your academic progress in the course, I encourage you to visit with me. This includes performance on an individual exam or overall course standing.

*Policies Germane to Students:* **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.** Academic Dishonesty, Americans with Disabilities Act, Absences for Religious Holy Days, and Visitors in the Classroom Policies are available at [www.shsu.edu/syllabus](http://www.shsu.edu/syllabus)

*Class Conduct:* Smoking, drinking, and eating are prohibited. Please silence all cell phones. These behaviors will be expected in the workplace. Successful managers come to work on-time with a positive attitude, and they pay attention directly to customers, employees, and super-ordinates. They manage technology for the purpose of providing superior service to customers. They are not managed by technology. Please emulate these behaviors in class in preparation for your future success.

During exams, cell phones must be secured in your book pack or purse. If you are seen with a cell phone in your possession during an exam or quiz you will be awarded a zero.

*Remember:*

Success is not the result of spontaneous combustion; you must set yourself afire!  
Chance favors the prepared mind. -- *Louis Pasteur*

Tentative Schedule:

Chapters 1-3:	Exam 1
Chapters 4-7:	Exam 2
Chapters 8-10:	Exam 3
Chapters 11-14:	Final Exam

*Final Exam:* The final exam is not comprehensive.

9:30 TT ----- December 7 @ 9:30-11:30  
11:00 TT----- December 7 @ 12:00-2:00  
2:00 TT----- December 5 @ 3:30-5:30

Pearson Access Code: MYMARK-SHELL-RETCH-HOGUE-TRAWL-SORES