

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

<b>Course Number:</b>	Marketing 3310-11 (CRN 81833, 3 credits)
<b>Section:</b>	11 (T 6:00 pm – 08:50 pm, TWC 140)
<b>Course Title:</b>	<b>Principles of Marketing</b>
<b>Prerequisites:</b>	Junior Standing
<b>Instructor:</b>	Dr. Irfan Ahmed
<b>Office:</b>	SHB 236 W
<b>Phone:</b>	294-1276
<b>Email:</b>	irfanahmed@shsu.edu
<b>Office Hours:</b>	Tuesday, Thursday, 9:30 – 12:30 pm at Huntsville campus, Tuesday, 4:45:-5:45 pm at TWC, and by appointment.
<b>Required Text:</b>	Marketing: Real People, Real Choices Solomon, Marshall & Stuart, 9 <sup>th</sup> ed., Pearson. E-book available free to students.
<b>Required app:</b>	<i>My Marketing Lab</i>
<b>Other materials:</b>	Class overheads to be downloaded from Blackboard, and materials handed out in class or provided electronically through BlackBoard and SamMail.

**Course Description:** This course provides an introductory overview of marketing theory and practice. The course is built around the concepts of exchange and the building of relationships between marketers and their constituents through the management of the elements of the marketing program. Elements of consumer behavior, marketing intelligence and environmental analysis will also be covered. Awareness of the global nature of marketing activities and ethical considerations in marketing decision-making will be promoted.

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

1. To gain an understanding of the fundamental principles and concepts of marketing.
2. To examine the marketing environment.
3. To learn the tasks of the marketing manager.
4. To develop a basic understanding of consumer behavior.
5. To study the elements of the marketing mix.

**Learning Outcomes:** By the end of the course, the student should be able to:

- Understand the marketing environment
- Comprehend the global nature of marketing activity
- Comprehend buyer behavior and distinguish between consumer and organizational buying behavior
- Understand and apply market segmentation and target marketing
- Understand and apply product, price, promotion and distribution concepts

- Evaluate the efficiency and effectiveness of recent marketing practices and campaigns within the bounds of ethical and socially responsible behavior.

### **Grading/Evaluation:**

- **Exams:** There will be three exams, each worth 100 points. Exams will cover designated chapters, class lectures and activities, and material handed out in class or provided electronically. All exams will consist of multiple choice and true/false questions. In addition, there will be an optional comprehensive final exam. The grade on the optional comprehensive final may be used to replace the lowest grade out of the three exams. However, you must have taken all exams and have a non-zero grade for each in order to have the lowest grade replaced. If you miss an exam, you will receive a zero in that exam, and that cannot be replaced by the optional final exam. You must bring a green Scantron (# 882) to each exam.
- **Exam Conduct:** Being more than 10 minutes late for the exam will disqualify you from taking the exam. Suspicion of cheating will be taken seriously and reported to the University. No printed material may be used or be visible during the exams. Cell phones or other electronic devices must be turned off and put away. Students accessing any such devices will have their exam terminated immediately and receive no grade for the exam.
- A missed exam may be made up immediately upon return to school, if the student could not take the exam on schedule due to: death in the immediate family, travel on a University-related activity, jury/court appearances, and serious illness that requires hospitalization or immediate medical care. The Instructor must be notified in advance if a test will be missed, and verifiable documentation must be provided.
- **Attendance/Participation:** 50 points.
  - You can earn a maximum of 25 points for your attendance, subject to the number of absences, and avoidance of disruptive behavior as described below.
  - You are considered absent if you have not arrived by the end of the roll call, which will usually be at the beginning of class.
    - If you have zero or one absence, you can receive all 25 points
    - Absence 2 will lead to a loss of 5 points, and absences 3 and 4 will lead to a deduction of 10 points each. **More than four total absences will lead to an automatic grade of F in the course.**
    - You are expected to be in class on time. If you are not in class by the time roll has been taken, you will be counted as tardy. Two tardy appearances will count as an absence.

- Leaving the class before it is dismissed, or during breaks without the Professor's permission will lead to loss of attendance for that class period.
  - You are expected to:
    - be in class on time, and not disrupt the class by going in and out of class or in other ways.
    - Not use your phones or tablet computers, nor conduct private conversations while the class is in progress.
- Engaging in these or any other disruptive activities will reduce your class participation grade.**
- The remainder of the class participation grade (25 points) will be based on your active contribution to class discussions. Class participation will partially be conducted through the participation app on your smart device, and partially through traditional speaking up. Your participation must be regular, articulate, professional, and contribute to the class understanding of the material being discussed. Class participation will be judged on regularity, quantity and quality of input. Irrelevant and disruptive participation will not receive any credit, and may lower your class participation score. **You must have the appropriate app (information will be provided), and actively participate in order to get the class participation points – just being there will not be enough.**

A total of 350 points is possible in the course. The following criteria will be used to determine your course grade:

315 – 350:	A
280 – 314:	B
245 – 279:	C
210 – 244:	D
Below 210:	F

Opportunities for extra credit, **if any**, will be announced in class and will be available **to all** students. No special opportunities for extra credit will be offered to individual students.

### **Religious Holy Days Policy:**

Students who are absent from class for observance of a religious holy day will be allowed to take an examination or complete an assignment scheduled for that day within one week of returning to class. The student must notify the instructor, not later than the 2<sup>nd</sup> class day, of each scheduled class day that he/she will be absent for a religious holiday.

**Disability Accommodations:**

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.

**Class and General Conduct:**

Consumption of food, drinks and tobacco products during class is prohibited. The use of mobile phones, other communication devices, and laptop or other portable computers during class is prohibited. Visitors are not allowed in class. Civility and respect for others is expected. Students are expected to abide by all applicable University regulations. All students who enroll at Sam Houston State University agree to assume the responsibilities of citizenship in the campus community. Academic dishonesty will not be tolerated.

### Tentative Schedule

Note: The coverage of topics is tentative and may be changed if necessary. The schedule of exams is firm.

<b>Week</b>	<b>Dates</b>	<b>Topics</b>	<b>Reading</b>
1	August 29	Introduction Overview of Marketing	Chapter 1
2	September 5	Global, Ethical and Sustainable Marketing	Chapter 2
3	September 12	Strategic Market Planning	Chapter 3
4	September 19	Marketing Research Marketing Analytics	Chapter 4 Chapter 5
5	<b>September 26</b>	<b>Exam 1</b>	
	September 26	Consumer and Business Markets	Chapter 6
6	October 3	Consumer and Business Markets (cont'd) Segmentation and Targeting	Chapter 7
7	October 10	Product Development and Innovation	Chapter 8
8	October 17	Product Strategy and Management	Chapter 9
9	October 24	Price and Value	Chapter 10
10	<b>October 31</b>	<b>Exam 2</b>	
	October 31	Distribution Strategy	Chapter 11
11	November 14	Distribution Strategy (cont'd) Delivering the Customer Experience	Chapter 12
12	November 21	Promotion	Chapter 13 Chapter 14
13	November 28	<b>Exam 3</b>	
<b>Finals Week</b>	<b>Tuesday, December 5</b>	<b>Final Exam</b>	

**MKT 3310**  
**PERSONAL INFORMATION SHEET**

**The purpose of this information sheet is to provide a brief background about you, so that your Professor may get to know you a little better. This form will also be used for contact information about you. All information will be held in confidence and not used for any other purpose. This form will be shredded after the end of the semester.**

Name: \_\_\_\_\_ ID# \_\_\_\_\_  
(Last), (First)

Phone(s): \_\_\_\_\_ E-mail: \_\_\_\_\_

Major: Classification:

Professional:

Presently work as: \_\_\_\_\_ with \_\_\_\_\_

Have worked as : \_\_\_\_\_ with \_\_\_\_\_ for \_\_\_\_ years

\_\_\_\_\_ with \_\_\_\_\_ for \_\_\_\_ years

Your career goals in brief:

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Personal:

You are from\_\_\_\_\_

and have lived in \_\_\_\_\_, \_\_\_\_\_,  
\_\_\_\_\_