

## Marketing 3310 Online Fall 2017

**Instructor** Gary L Payne, MBA  
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**Office Hours** MW 7:15 – 8:00 am SHB  
TTH 10:00 – 11:00 am The Woodlands Center

### Course Description

This course provides an introductory overview of both marketing theory and practice. Instruction is centered on the basic marketing mix elements known as the “Four P’s”: Product, Pricing, Promotion and Distribution (Place).

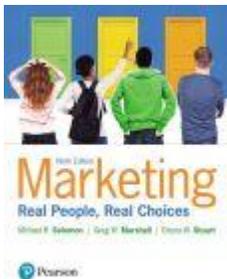
**College of Business Administration Learning Objectives** Demonstrate competency in:

- 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 12<sup>th</sup> 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**

ALL ASSIGNMENTS FOR THIS COURSE ARE TO BE ACCESSED THROUGH BLACKBOARD.

**Dynamic Study Module (DSM)** 100 points each 32% 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

**Videos** 10 points each

Typically 5 questions

Number of times students can work each question: 1

Students are not allowed to print

**Mini Simulation (Sim)** 10 points each

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

No late submissions are allowed

Number of times students can work on each question: 2

Printing is not allowed

**Chapter Quizzes** 50 points each

Typically 25 questions

Students are allowed to work after the due date with a late submission penalty of 5% per day from the final score.

Attempts: 1

Students are expected to complete the quiz in one session. If attempts are interrupted, students may re-access and complete the quiz, but remember the timer is still running!

Time allowed: 30 minutes

Results Display: Quiz summary shows quiz score and question results after the due date

No printing allowed

**Exams** 500 points each 46% of the course grade  
 50 questions 10 points each  
 Time limit: 60 minutes so manage your time smart!  
 Questions are “pooled” so each student is presented with a different set of questions  
 Late submission is allowed with a 5% penalty  
 Attempts allowed: 1  
 Students are expected to complete the test in one session.  
 If attempt is interrupted, students may re-access and complete the exam, but remember the clock is still running!  
 Test Summary shows test score and question results  
 Students can review submitted tests any time after the due date  
 Printing is not allowed

**PowerPoints** no grade points  
 These are the same PowerPoints that are used in the traditional lecture course and 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	100	14	1400	32%
Videos	10	14	140	
Quizzes	50	14	700	
Mini Sims	10	13	130	
Exams	500	4	2000	46%
			4370	

\*\*Course points are subject to change if an assignment is deleted or added by the instructor.

**Student Success Tips:** Students are expected to spend as much time in the “virtual classroom” as they would a traditional lecture course. Successful students set aside at least two designated times a week to complete the chapter assignments, quizzes, and exams. Due dates for all work will be on Wednesday nights at 11:59 PM. But don’t wait till the due date to begin your work!

Often more than one chapter is due each Wednesday. Don’t wait till the due date to try to accomplish all the work!

**Late Assignments:** Most assignments turned in past the due date will be penalized 5% for each day late. At the end of the semester, assignments will be automatically submitted on the due date. No late assignments will be accepted after the last day of class!

**No Extra-Credit Assignments:** Students concerned about their course progress should contact the instructor to discuss possible plans for improvement. Do not wait till the end of the semester!

**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 MKTG 3310-21,22 Gary Payne ONLINE SCH

WK			Chapter
1	08/23	WED First Class Day 1 Marketing: What is it? Available 08/23 - 09/06	1 - 2
2	08/27 - 09/02		1 - 2
	08/30	WED Last Day to Register and Process Schedule Changes	
3	09/03 - 09/09		3
	09/04	MON Labor Day Holiday	
	09/06	WED First Assignments Due: Chapters 1,2	
	09/08	FRI 12th Class Day-- Last Day to Drop w/o a "Q"	
4	09/10 - 09/16		4
	09/13	WED 4 Market Research Available 09/06 - 09/20 Assignments Due: Chapter 3 Exam 1 Chapters 1,2,3 Available 09/06 - 09/20	EX 1
5	09/17 - 09/23		5
	09/20	WED 5 Marketing Analysis: Welcome to Era of Big Data Avail. 09/13 - 09/27 Assignments Due: Chapter 4 EXAM 1 Chapters 1,2,3 Due	EX 1 Due
6	09/24 - 09/30		6
	09/27	WED 6 Understand Consumer & Business Markets Avail. 09/20 - 10/04 Assignments Due: Chapter 5	
7	10/01 - 10/07		7
	10/04	WED 7 Segmentation, Target Marketing, & Positioning Avail 09/27 - 10/11 Assignments Due: Chapter 6 Exam 2 Chapters 4,5,6,7 Available 10/04 - 10/18	EX 2
8	10/08 - 10/14		8
	10/11	WED 8 Product 1: Innovation and New Product Dev. Avail 10/04 - 10/18 Assignments Due: Chapter 7	

9	10/15 - 10/21		9 Product 2: Product Strategy, Branding, and Mgt. Avail 10/11 - 10/25 Assignments Due: Chapter 8	9
	10/18	WED	EXAM 2 Chapters 4,5,6,7 Due	EX 2 Due
10	10/22 - 10/28		10 Price: What is The Value Proposition Worth? Avail 10/18 - 11/01 Assignments Due: Chapter 9	10
	10/25	WED	Exam 3 Chapters 8,9,10 Available 10/25 - 11/08	EX 3
11	10/29 - 11/04		11 Deliver the Goods: Determine the Dist. Strategy Avail 10/25 - 11/08 Assignments Due: Chapter 10	11
	11/01	WED		
12	11/05 - 11/11		12 Deliver the Customer Experience: Goods and Services via Bricks and Clicks Available 11/01 - 11/15 Assignments Due: Chapter 11	12
	11/08	WED	EXAM 3 Chapters 8,9,10 Due	EX 3 Due
	11/10	FRI	Last Day to Drop Full-Term Courses with a "Q"	
13	11/12 - 11/18		13 Promotion 1: Advertising and Sales Promotion Avail. 11/08 - 11/29 Assignments Due: Chapter 12	13
	11/15	WED		
14	11/19 - 11/25		14 Promotion 2: Social Media Marketing, Direct/Database Marketing, Personal Selling, and Public Relations Avail 11/08 - 11/29 Thanksgiving Holidays Wed - Fri No Assignments Due	14
	11/22	WED	Exam 4 Chapters 11,12,13,14 Available 11/22 - 12/06	Holiday EX 4
15	11/26 - 12/02			

	11/29	WED	Assignments Due: Chapters 13,14	
	12/01	FRI	Last Class Day. Last Day to Resign by 5:00 PM in the Registrar's Office	
16	12/03 - 12/07		Final Exams	
	12/06	WED	EXAM 4 Chapters 11,12,13,14	EX 4 Due
	12/11	MON	12:00 Noon-- Deadline for filing grades. Fall Term Ends	