



Spring 2018

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

Marketing 3310 (Principles of Marketing)

This is *NOT* a Writing Enhanced Class

Sections

MKTG 3310.02 / MW: 9:30-10:50 / SHB 186

MKTG 3310.03 / MW: 12:30-1:50 / SHB 139

Instructor: Sanjay S. Mehta, Ph.D.
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Publishers Website: www.pearsonmylabandmastering.com (course ID: **mehta95434**)
Blackboard: www.SHSU.Edu
Office Hours: MW: 11:00-12:00 & 3:30-4:30 or by appointment
Any office hours may be interrupted by Official University business (e.g., committee meetings)

Required Text: **Marketing: Real People, Real Choices** 9th edition (2018) by Solomon, Marshall, and Stuart; Pearson. ISBN 13: 978-0-13-429266-3. An e-book and login information for my Marketing Lab will have to be from the Bookstore. A hard copy of the textbook may be bought directly from Pearson's for approximately \$50.00.

General Comments and/or Policies:

☞ **Course Description:** This course provides an introductory overview of both marketing theory and practice. Instruction is centered on helping managers make better marketing decisions.

☞ **Course Objectives**

- * To gain an understanding of the fundamental principles and concepts of marketing.
- * To provide an understanding of Marketing's role in the firm.
- * To introduce the "Marketing Concept" as a basic philosophy of conducting business.
- * To study the elements of the "Marketing Mix" (i.e., how products are priced, promoted, and distributed).
- * To provide an understanding of the scope of the job faced by marketing managers in today's competitive global business environment.

Success in meeting these objectives will be measured by way of a number of *exams, quizzes, and assignments/homework*. These assessment tools are geared to ensure that students know the "language of marketing" and have a working knowledge of the basic terminology.

☞ **Classroom Rules of Conduct:** Students are expected to assist in maintaining a classroom environment that is **PROFESSIONAL** and contributes to learning. Students are to treat faculty and students with **RESPECT**. **STUDENTS ARE TO TURN OFF ALL CELL PHONES, PDA, BLACKBERRY, IPOD, AND ALL NOISE MAKING DEVICES (e.g., beepers, etc.) while in the classroom. UNDER NO CIRCUMSTANCES ARE CELL PHONES OR ANY ELECTRONIC DEVICES TO BE USED OR SEEN DURING CLASS** (*this includes sending and receiving text messages during class*). Students may tape record lectures provided they do not disturb other students in the process. **Your computer must be turned off during class, unless you using it to take notes. Please do not play games, send/read text messages, surf the internet, etc. during class.**

- * Due to the continuous abuse and misuse of the class electronic devices policy during the previous semesters, I am implementing the following *policy*.
 - The first time your cell phone/beeper goes off (during class) or I catch you playing games or text messaging, etc., you will be warned. **This includes walking out during class to answer a phone call and returning later. IF YOU NEED TO LEAVE THE CLASS FOR SOME REASON, PLEASE INFORM ME PRIOR TO CLASS.**
 - The second time there will be a 5% reduction on your overall average for the semester (i.e., if you have an 83%=B at the end of the semester, you will now have a 78%=C).
 - The third (and all subsequent) time(s) is when you drop a letter grade for each incident.
More specifically:
- * You should be prepared for every class. That is, you are responsible for reading the text **before** coming to class. You are also responsible for knowing what is happening in the global business community. **I may open every class by asking someone to summarize the topic of the day or discuss a current issue.** Also, do not hesitate to ask questions in class, because usually another student has the same question.
- * **PLEASE REFRAIN FROM COMING LATE AND/OR LEAVING EARLY, TALKING TO OTHER STUDENTS DURING CLASS, USING YOUR CELL PHONE, AND READING THE NEWSPAPER**
- * Although every attempt will be made to cover the material thoroughly in class, **you are still responsible for reading the text.** Do not hesitate to ask questions in class, because usually another student has the same question.
- * As per **university policy**, *there will be no smoking, drinking, and eating* allowed in the class (except for bottled water). In addition, no pets or visitors are allowed to attend class.
- * Please refer to the Catalogue, Schedule, and *www.SHSU.Edu* for *important dates* (e.g., holidays, drop date, resignation date, final exam day, thanksgiving break, spring break).
- * Every attempt will be made to make the power point slides available *prior to class* on Blackboard (www.shsu.edu).

☞ **Attendance:** Regular attendance is *strongly recommended and encouraged* to succeed in this course (but not mandatory). Based on personal experience, *success in MKTG 3310 is highly correlated with attendance. Research shows that students who attend class regularly, tend to perform better and spend less time studying for the exam.* A record of class attendance will be maintained (with the assistance of a seating chart). Attendance may be taken *any time* during the lecture period. **It is your responsibility (not the professors) to make sure that you have signed the attendance sheet or given credit for attendance.** Attendance **MAY** be considered for borderline curves at the end of the semester.

☞ **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.

See *Student Syllabus Guidelines*: http://www.shsu.edu/~vaf_www/aps/documents/861001.pdf

☞ **Exams:** Exams will be conducted at the completion of certain sections of the textbook (see course outline). Each of the four *exams* will be “*standalone*”. The **comprehensive final exam is optional**. It can be taken, if you either miss an exam or want to improve your grade on a previous exam. All exams will be closed book and notes. All exams will be some combination of multiple choice, true-false, open-ended questions, etc. If you come *beyond 10 minutes* of the scheduled time, you will NOT be allowed to take the exam. ***Each exam will be maximum 75 minutes long***. A ***CURVE MAY*** be given at the *end of each periodic exam only* if the class average is <70% (to bring the exam average to 70%). **NO EARLY OR LATE EXAMS WILL BE GIVEN. YOU MUST** take each of the scheduled exams at the scheduled time (*official university business is the only exception*). In the interest of saving class time, I will not be able to go over your exams in class. You may come to my office during office hours if you want to go over your exam. **Under rare exceptions (at the instructor’s discretion), a student may take an exam late or early for a 10% (min) to 25% (max) penalty (this policy does not apply to students who miss exams for official university business).**

☞ **Homework and Quizzes:** ***Homework and Quizzes WILL be given at the completion of each chapter***. All Homework’s and Quizzes will have to be completed at the Publishers Website. These grades will be maintained at the Publishers website throughout the semester and not in Blackboard. You will have ***time limits*** (i.e., 30 minutes for each quiz) and limited ***number of attempts*** (three to complete each of the quizzes) for homework/assignment. **If you do not complete the homework/assignment by the due time and date, you will have one additional week to complete it for a 50% penalty.**

☞ **Academic Dishonesty:** Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any type of *scholastic dishonesty* (e.g., *cheating, plagiarism, collusion, etc.*) ***will NOT be tolerated at all***. If any student(s) is/are found involved in any act of academic dishonesty, serious action *will* be taken. Please make sure *not* to “copy” anyone else’s work either intentionally or unintentionally. Plagiarism is defined as *using someone else’s words or ideas without proper attribution*. The proliferation of Web pages and electronic publications makes it easy for plagiarism, accidental or otherwise, to occur. When in doubt, make sure to include a full citation as a reference at the end of the paper.
See: <http://www.shsu.edu/administrative/faculty/sectionb.html#dishonesty>

☞ **Visitors in the Classroom:** Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar’s Office.

☞ **Student Syllabus Guidelines:** You may find a more detailed description of the policies online. These guidelines will also provide you with a link to the specific university policy or procedure.
See: <http://www.shsu.edu/syllabus/>

☞ **Students with Disabilities Policy:** It is the policy of SHSU 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. Students with disabilities that might affect their academic performance should visit with the Office of Services for Students with Disabilities located in the Counseling Center.
See *Student Syllabus Guidelines*. http://www.shsu.edu/~vaf_www/aps/811006.html

☞ **Learning Outcomes:** Students will demonstrate knowledge of the fundamental concepts of marketing. Students will be required to *apply* the basic concepts to current, real-world situations. Students will be given latitude to engage in self-directed learning in order to expand their understanding beyond class concepts.

☞ **Overview of Learning Methods:** The course uses the following tools/methods to assist us in achieving the above outcomes:

- **Exams:** Preparations for exams helps you to internalize key terms and concepts.
- **Reading:** Timely and consistent reading of the text will prove to be invaluable in better understanding the concepts of the course.
- **Lectures:** lectures will be designed to provide an overview and framework to make the self-guided learning more effective. In addition, the lectures will be designed to help spark an interest in marketing. Finally, lectures will be used to help build upon the text and other materials to augment the students' understanding of the key concepts.

☞ **Tips to succeed in this course:** **READ THE TEXT, DO THE QUIZZES AND HOMEWORKS/ASSIGNMENTS, STAY CURRENT WITH THE CLASS, MAKE USE OF THE PUBLISHER WEBSITE, UTILIZE BLACKBOARD, DON'T MISS CLASS, PARTICIPATE IN CLASS, TAKE NOTES, ASK QUESTIONS, DON'T ENGAGE YOUR CELL PHONE OR YOUR LAPTOP (UNLESS IT IS TO TAKE NOTES), STUDY WITH OTHER PEOPLE (IF POSSIBLE).**

☞ **Professional Behavior:** Inasmuch as this is a business course, and students who take this course are very likely preparing for a business career, they are required to behave in a professional manner. Here are some things expected of each and every student: **arrive at class on time, do not leave in the middle of class, if absent from class, make arrangements with a “study buddy” to obtain notes and lecture material, set your cell phone to “vibrate” and keep it in your backpack/purse/pocket.**

☞ **Exam Day:** National statistics indicate that more than 40% of business students cheat on exams. The following policies and guidelines apply particularly to test days: Students must maintain a clean desktop, except for a pencil, a scantron, and the test itself. No food or drink of any kind is allowed. Leave an empty seat between you and the next person, **NO HATS OR HEADGEAR, NO CELL PHONES, AND NO BATHROOM BREAKS.**

☆ **Extra Credit/Bonus** – Every exam will have a few bonus questions. Additionally, you may earn extra credit by attending **ANY ONE** of the COBA events. To receive extra credit you must type a **two-page (double spaced) summary of the event** (i.e., what you learn from the event). To receive credit, you must save your summary as a pdf and upload it in Blackboard. A percentage will be added to your overall average at the end of the semester. **No extra credit will be given for attending any of the social events organized by COBA** (e.g., graduation reception). Below is a list of acceptable COBA events for extra credit:

☞ **Weight** - Grades for the semester will be assigned on the following basis: **Exams** - 70%. **Quizzes** (10%), **Videos** (10%), and **Simulations** (10%). The two optional assignments (warm-up and DSM) will not be used to calculate your final grade. Everything will be graded on a 100-point scale.

☞ **Final Grade: No grades will be given over the telephone.** Final grades will be posted on Sam-Info *between 24-48 hours after the scheduled final exam.* Final grades will be based on the following grading system (%): 90.00-100.00=A; 80.00-89.99=B; 70.00-79.99=C; 60.00-69.99=D; <60.00=F

☞ **Syllabus:** This syllabus is a tentative outline for the semester. It is meant to be a guide. Several items are subject to change (e.g., exams may be moved up in time, certain topics may be stressed more or less than indicated, etc.).

☞ **E-book Access :**

- Go to www.pearsonmylabandmastering.com.
- Under Register, select **Student**
- Confirm you have the information needed, then select **OK! Register now.**
- Enter your instructor's **course ID: mehta95434**, and **Continue.**
- Enter your existing Pearson account **username** and **password** to **Sign In.**
(*You have an account if you have ever used a Pearson MyLab & Mastering product, such as MyMathLab, MyITLab, MySpanishLab, MasteringBiology or MasteringPhysics*)
- If you don't have an account, select **Create** and complete the required fields (*please make sure you enter your SHSU email address*).
- From the You're Done! page, select **Go To My Courses.**
- On the My Courses page, select the course name **Principles of Marketing Spring 2018** to start your work.

For Technical Support please call 1-800-677-6337 or 1-855-875-1797

COURSE OUTLINE

DAY	DATE	TOPIC	CHAPTER
M	1/22	Introduction Welcome to the World of Marketing <i>Definition of Marketing, Marketing Mix, Exchange, Need vs Want, Types of Utilities, Social Responsibility, The Evolution of Marketing, Sustainability and Ethics</i>	N/A 1A
W	1/24	Create and Deliver Value <i>The Value of Marketing, Value Creating, Value Chain, Marketing as a Process</i> Global Marketing <i>Global Trade Issues, Marketing Environment, Global Marketing Strategy</i>	1B 2A
M	1/29	Ethical, and Sustainable Marketing <i>Marketing Ethics, Sustainability</i>	2B
W	1/31	Strategic Market Planning <i>Strategic Planning, Market Planning, Operational Planning, SWOT Analysis, Growth Strategy</i>	3A
M	2/5	Executing Marketing Strategy <i>Situation Analysis, Marketing Objectives, STP Strategies, Implementation and Control</i>	3B
W	2/7	<i>Review and Catch-up</i>	N/A
M	2/12	My Marketing Lab Homework/Assignment Due @ 9:00 am Exam 1	1-3
W	2/14	Market Research <i>Research Problem, Research Design, Primary and Secondary Data, Sampling, Data Collection, Data Analysis, Report Writing</i>	4
M	2/19	Customer Relationship Management and Big Data <i>CRM, LVC, Big Data, Sources of Big Data</i> Data Mining and Marketing Metrics <i>Data Warehousing, Marketing Analytics, Digital Marketing</i>	5A 5B
W	2/21	Consumer Decision Making Process <i>Problem Recognition, Information Search, Evaluation of Alternatives, Product Choice, Post purchase Evaluation</i> Influence on Consumer Decisions <i>Perception, Motivation, Learning, Attitude, Personality, Age, Lifestyle, Situation, Social</i>	6A 6B
M	2/26	Understanding Business Markets <i>NAICS, Drivers of Demand, Business Decision-making Process, E-commerce</i> Segmentation <i>Consumer and Business Segmentation</i>	6C 7A

W	2/28	Targeting and Positioning <i>Targeting, Target Marketing Strategies, Positioning, Repositioning, Perceptual Map</i> Review and Catch-up	7B N/A
M	3/5	My Marketing Lab Homework/Assignment Due @ 9:00 am Exam 2	4-7
W	3/7	Professional Engagement (Instructor)	N/A
M/W	3/12-3/16	Spring Recess	N/A
M	3/19	Product IA: Types of Products and Innovations <i>Types of Consumer and Business Products, Types of Innovations</i> Product IB: New Product Development & Adoption/Diffusion <i>New Product Development Process, Adoption and Diffusion Model</i>	8A 8B
W	3/21	Product IIA: Product Strategy and Product Life Cycle <i>Developing a Product Strategy, Product Line, Product Mix, Product Quality, Product Life Cycle</i> Product IIB: Branding and Product Management <i>Branding Strategy, Packaging, Managing Products</i>	9A 9B
M	3/26	Price IA: Pricing Objectives, Demand, Costs <i>Price Planning, Cost vs Demand Based Pricing, Break-even Analysis, Environmental Impact on Pricing, Pricing Strategies</i>	10A
W	3/28	Price IB: Pricing Environment, Strategy, and Tactics <i>New Product Pricing, Psychological Pricing, Legal and Ethical Issues in Pricing</i>	10B
M	4/2	Review and Catch-up	N/A
W	4/4	My Marketing Lab Homework/Assignment Due @ 9:00 am Exam 3	8-10
M	4/9	Channels of Distribution <i>Types of Distribution Channels, Distribution Channel Function, Distribution Planning</i> Distribution Strategy <i>Horizontal vs Vertical Marketing System, Intensive vs Exclusive Distribution, Logistics, Channel Management, Logistical functions</i>	11A 11B
W	4/11	Retailing <i>Wheel of Retailing, Evolution of Retailing</i> Types of Retailers <i>Types of Brick-and-mortar Retailers, E-Commerce, Non-store Retailing,</i>	12A 12B
M	4/16	Services Marketing <i>Characteristics of Services, Service Quality, Future of Services</i>	12C
W	4/18	Promotion IA: Marketing Communication <i>IMC, Marketing Communication Models, Communication Process</i> Promotion IB: Developing the promotional Plan <i>Promotional Plan, Promotional Mix Elements</i>	13A 13B
M	4/23	Promotion IC: Advertising <i>Types of Advertising, Advertising Campaign</i> Promotion ID: Sales Promotion <i>Consumer and Trade Sales Promotion</i>	13B 13D

W	4/25	Promotion IIA: Social Media Marketing <i>Social Media, Social Media Networks</i>	14A
		Promotion IIB: Direct/Database Marketing, Personal Selling <i>Forms of Direct Marketing, Personal Selling, Approaches of Personal Selling,</i>	14B
		Promotion IIC: Public Relations <i>Public Relations, Publicity, Crisis Management, Guerrilla Marketing, Buzz Marketing, Viral Marketing</i>	14C
M	4/30	Review and Catch-up	N/A
W	5/2	My Marketing Lab Homework/Assignment Due @ 9:00 am Exam 4	11-14
M/W	5/7 & 5/9	Optional Comprehensive Final Exam Section 2: 9:30 am – 11:30 am on 5/9 Section 3: 1:00 pm – 3:00 pm on 5/7	1-14
Please check the SHSU Website for additional important dates (e.g., drop, graduation, etc.)			
Parameters for the Assignments			
<ul style="list-style-type: none"> • Assignments will open at 9:00 am on the day we start the material for the next exam and close at 9:00 am on the day of the exam (e.g., Exam 1 assignments will open at 9:00 am on January 22, 2018 and close at 9:00 am on February 12, 2018) • Each assignment must be completed in one session (if interruptions occur, you must begin the assignment again) • Late (quiz, video, simulation) assignments will be graded up to one week after the due date at 50% penalty • Each chapter has five assignments (2 are optional and will not be used to compute your final grade and 3 are required and will be used to compute your final grade) <ul style="list-style-type: none"> ➤ The two optional assignments are warm-up and Dynamic Study Module (DSM). You can take these two optional assignments up to four times each. ➤ The three required assignments (i.e., quiz, video, and simulation) are each weighted 10% of your final grade ➤ Quiz: You can take each chapter quiz up to <i>three times</i>. You are required to complete 25 questions in 30 minutes. Your highest grade will be maintained in My Marketing Lab Gradebook. ➤ Video: You can listen to each video multiple times, but will be limited to <i>two attempts</i> to complete the questions associated with each video. ➤ Simulation: You will get <i>one attempt</i> to complete the simulation. 			
THE INSTRUCTOR RESERVES THE RIGHT TO MAKE CHANGES TO THE SCHEDULE			