

Marketing 3310 Spring 2018 TR Face-to-Face Course

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Office Hours TR 12:30 – 2:00 pm SHB
W 5:30 – 6:00 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.

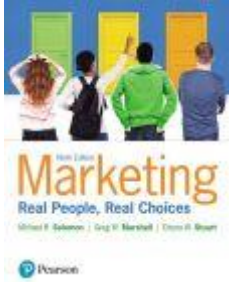
Marketing Major Learning Objectives Students will be able to:

- 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

Marketing Core Concepts

- | | |
|-----------------------------------------------|-------------------------------------------------------------|
| 1. Components of the Marketing Strategy | 8. Consumer Products Classification |
| 2. Characteristics of the Global Market Place | 9. Characteristics that Distinguish Goods from Services |
| 3. Consumer Decision Making Process | 10. Supply Chain Functions |
| 4. Business-to-Business Markets | 11. Distribution Strategies—Intensive, Selective, Exclusive |
| 5. Segmentation and its Benefits | 12. Task Performed by Promotion Strategy |
| 6. Targeting and Positioning | 13. Price Elasticity of Demand |
| 7. Marketing Research Process | 14. Pricing Strategies |

Textbook



Students only need the access code for MyMarketingLab with Etext. They can purchase the access code from the campus bookstore.

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

First, enter your Blackboard course

- Sign in to Blackboard and enter your Blackboard course.
- Select **Getting Started with Pearson** under Pearson MyLab Tools in the course Blackboard index.

Next, get access to your Pearson course content

- Enter your Pearson account **username** and **password** to **Link Accounts**. You have an account if you have ever used a MyLab or Mastering product.
 - If you don't have a Pearson account, select **Create** and follow the instructions.
- Select an access option:
 - Enter the access code that came with your textbook or that you purchased separately from the bookstore.
 - If available for your course, Buy access using a credit card or PayPal.
 - Get temporary access.

Note: We recommend you always enter your MyLab Mastering course through Blackboard. Access the Pearson Content by selecting **Course Learning Modules** under the Course Content section of the Blackboard index.

Students are much more successful using Chrome or Firefox as their browser when accessing the online content. DO NOT use Internet Explorer!

Get your computer ready

For the best experience, check the system requirements for your product at <https://www.pearsonmylabandmastering.com/system-requirements/>

Need help?

For help with MyLab Marketing for Blackboard, go to <https://help.pearsoncmg.com/mylabmastering/bbi/student/en/index.html>

Important Dates & Reminders

- 01/15 University Holiday—Martin Luther King Day
- 01/17 Classes Begin
- 02/01 12th Class Day—Last day to drop without a “Q” and Receive full refund

- 02/06 First three chapters assignments are due
- 03/12 Spring Recess through March 16
- 03/30 Good Friday—Holiday
- 04/06 Last Day Drop with a “Q”
- 05/07 Final Examinations through May 10
- 05/14 12:00 Noon—Deadline for filing grades

Student Evaluation Process

PEARSON MYLAB ASSIGNMENTS ARE TO BE ACCESSED THROUGH BLACKBOARD.

Dynamic Study Modules (DSM) 20 points each

This is where the learning takes place. For an introduction, watch the Introduction to Pearson Dynamic Study Modules video located under the Pearson MyLab Tools section in Blackboard.

“DSMs work by assessing student performance and then using data and analytics to provide personalized content that target each student’s strengths and weaknesses. Based on brain science research, DSM’s customize the learning experience for each student to maximize study efficiencies and improve long term retention of material.”

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: 3

Printing is not allowed

Pop Quizzes 10 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 250 points each

50 multiple-choice questions

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	Approximate % of grade
DSMs	20	14	280	20%
Pop Quizzes	10	Approx. 5-6**	50	
Homework	20	3	60	
Exams	250	4	1000	72%
Videos and Mini Sims	5 each for extra credit			

**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**

Spring Term 2018 01/17 - 05/10 TuTh Lecture Schedule					Chapter
Week					
1	01/17 - 20				
	01/18	Th	First Class Day		
			PART 1 Understand the Value Proposition		
			1. Welcome to the World of Marketing: Create and Deliver Value		1
			Assignments Available 01/17 - 02/06		
2	01/21 -27				
	01/23	Tu	2. Global, Ethical, and Sustainable Marketing		1,2
			Assignments Available 01/17 - 02/06		
	01/24	W	Last Day to Add Classes		
	01/25	Th			2
3	01/28-02/03				
	01/30	Tu	3. Strategic Market Planning		2,3
			Assignments Available 01/17 - 02/06		
	02/01	Th	12th Class Day		3
4	02/04 - 10				
	02/06	Tu	Exam Part 1 Chapters 1,2,3		EX 1
			PART 2 Determine the Value Propositions Different Customers Want		
	02/08	Th	4. Market Research		4
			Assignments Available 02/04 - 02/18		
5	02/11 - 17				
	02/13	Tu			4,5
	02/15	Th	5. Marketing Analytics: Welcome to the Era of Big Data!		5
			Assignments Available 02/11 - 02/25		

6	02/18 - 24				
	02/20	Tu	6. Understand Consumer and Business Markets Assignments Available 02/18 - 03/04	6	
	02/22	Th		6	
7	02/25 - 03/03				
	02/27	Tu		6	
	03/01	Th	7. Segmentation, Target Marketing, and Positioning Assignments Available 02/25 - 03/08	7	
8	03/04 - 10				
	03/06	Tu		7	
	03/08	Th	Exam Part 2 Chapters 4,5,6,7	EX 2	
9	03/11 - 17		Spring Break		
10	03/18- 24		PART 3 Develop the Value Proposition for the Customer		
	03/20	Tu	8. Product I: Innovation and New Product Development Assignments Available 03/18 - 04/01	8	
	03/22	Th	9. Product II: Product Strategy, Branding, and Product Management Assignments Available 03/18 - 04/01	8,9	
11	03/25 - 31				
	03/27	Tu		9	
	03/29	Th	10. Price: What is the Value Proposition Worth? Assignments Available 03/25 - 04/05	10	
	03/30	Fri	University Holiday/ Good Friday		
12	04/01 - 7				
	04/03	Tu		10	
	04/05	Th	Exam Part 3 Chapters 8,9,10	EX 3	
13	04/08 - 14		PART 4 Deliver and Communicate the Value Proposition		
	04/10	Tu	11. Deliver the Goods: Determine the Distribution Strategy Assignments Available 04/08 - 04/22	11	
	04/12	Th		11	
14	04/15 - 21				

	04/17	Tu	12. Deliver the Customer Experience: Goods and Services via Bricks and Clicks Assignments Available 04/15 - 04/29	12
	04/19	Th		
15	04/22 - 28			
	04/24	Tu	13. Promotion I: Advertising and Sales Promotion Assignments Available 04/22 - 05/06	13
	04/26	Th		13
	04/30 - 05/05			
16				
	05/01	Tu	14. Promotion II: Social Media Marketing, Direct/Database Marketing, Personal Selling, and Public Relations Assignments Available 04/29 - 05/06	14
	05/03	Th	Last Class Day	14
17	05/06 - 12		Final Exams Week Exam Part 4 Chapters 11,12,13,14	EX 4
	05/14	Mon	Noon Deadline for Filing Grades	

Acknowledgment

I acknowledge receipt of a copy of the syllabus for Spring Semester 2018

Course

Print Name

Signature

Date
