

Marketing 3310 Online Spring 2018

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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).

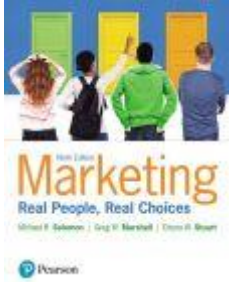
Marketing Major Learning Objectives Students will be able to:

- 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

ALL ASSIGNMENTS FOR THIS COURSE 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

Videos 10 points each

Typically 5 questions

Number of times students can work each question: 1

Students are allowed to work on the assignment after the due date with 5% per day penalty

Students are not allowed to print

Mini Simulation (Sim) 20 points each

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

Students are allowed to work on the assignment after the due date with a 5% per day penalty

Printing is not allowed

Chapter Quizzes 25 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

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

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	20	14	280	
Videos	10	14	140	
Quizzes	25	14	350	
Mini Sims	20	13	260	
Exams	500	4	2000	Approx. 66%

**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

Spring Term 2018 01/17 - 05/10 Online Schedule				Chapter
Week				
1	01/17 - 20			
	01/17	W	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			
			2. Global, Ethical, and Sustainable Marketing	2
			Assignments Available 01/17 - 02/06	
			Last Day to Add Classes	
3	01/28-02/03			
			3. Strategic Market Planning	3
			Assignments Available 01/17 - 02/06	
	02/01	Th	12th Class Day	
4	02/04 - 10			
			Exam Part 1 Chapters 1,2,3	EX 1
			Exam Available 02/04 - 02/18	
			PART 2 Determine the Value Propositions Different Customers Want	
			4. Market Research	4
			Assignments Available 02/04 - 02/18	
5	02/11 - 17			
			5. Marketing Analytics: Welcome to the Era of Big Data!	5
			Assignments Available 02/11 - 02/25	
6	02/18 - 24			
			6. Understand Consumer and Business Markets	6

Assignments Available 02/18 - 03/04				
7	02/25 - 03/03	W	7. Segmentation, Target Marketing, and Positioning Assignments Available 02/25 - 03/08	7
8	03/04 - 10		Exam Part 2 Chapters 4,5,6,7 Exam Available 03/04 - 03/18	EX 2
9	03/11 - 17		Spring Break	
10	03/18- 24		PART 3 Develop the Value Proposition for the Customer	
			8. Product I: Innovation and New Product Development Assignments Available 03/18 - 04/01	8
			9. Product II: Product Strategy, Branding, and Product Management Assignments Available 03/18 - 04/01	9
11	03/25 - 31		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		Exam Part 3 Chapters 8,9,10 Exam Available 04/01 - 04/15	EX 3
13	04/08 - 14		PART 4 Deliver and Communicate the Value Proposition	
			11. Deliver the Goods: Determine the Distribution Strategy Assignments Available 04/08 - 04/22	11
14	04/15 - 21		12. Deliver the Customer Experience: Goods and Services via Bricks and Clicks Assignments Available 04/15 - 04/29	12
15	04/22 - 28		13. Promotion I: Advertising and Sales Promotion	13

Assignments Available 04/22 - 05/06

16	04/30 - 05/05	14. Promotion II: Social Media Marketing, Direct/Database Marketing, Personal Selling, and Public Relations Assignments Available 04/29 - 05/06 Last Class Day	14
17	05/06 - 12	Final Exams Week Exam Part 4 Chapters 11,12,13,14 Exam Available 04/29 - 05/09	EX 4
	05/14	Mon Noon Deadline for Filing Grades	