

Sam Houston State University
College of Business Administration
Department of Management & Marketing
Spring 2018

Course Number: Marketing 3310
Course Title Principles of Marketing
Prerequisites: Junior Standing
Credit Hours: 3
Instructor: Roger D. Abshire rabshire@shsu.edu
Office: SHB 236 K
Phone: 294-3883
Office Hours: 11:00-12:15; 2:00-3:30 TT and by appointment
Required Text: Marketing; Real People, Real Choices, 9th ed.; Solomon, Marshall, & Stuart, Pearson 2018.
Classroom: SHB 134 or 338

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.

Course Objectives: The major objectives of this course are for students:

1. to gain an understanding of the fundamental principles, generalizations, and theories of Marketing.
2. to gain factual knowledge (terminology, classifications, methods) of Marketing
3. to examine the marketing environment.
4. to learn the task of the marketing manager.
5. to develop a basic understanding of consumer behavior.
6. to study the elements of the marketing mix.

Course Evaluation Process:

Exams: Four exams will be administered. Exams may consist of objective and subjective questions. Exams are worth 100 points each. NO exam grade will be dropped! Quizzes may be administered over the assigned material.

Dynamic Study Modules (DSM): There are fourteen modules to be completed at different times in the semester. Each module will be available for completion during a 2 week period. Each is worth 10 points and will account for between 20 to 25 percent of the course grade. The DSM are graded on a Pass/Fail basis. Late submissions are allowed but carry a penalty of 5% per day.

Grading Scale: 100%-90% = A;
89%-80% = B;
79%-70% = C;
69%-60% = D;
BELOW 60% = F

Make-up Exams: Students who miss ONE exam are allowed to make it up. If you take an exam, you cannot retake it under this provision. Make-up exams will be administered on May 1, 2018 @ 3:40 p.m.

Extra Credit: Not available. Prepare for your exams and you will not need extra credit.

Class Attendance: Regular and punctual class attendance is encouraged. A record of class attendance will be maintained. No penalty will be assessed for absences.

Academic Progress: Any time you have questions about your academic progress in the course, I encourage you to visit with me. This includes performance on an individual exam or overall course standing.

Policies Germane to Students: **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.** Academic Dishonesty, Americans with Disabilities Act, Absences for Religious Holy Days, and Visitors in the Classroom Policies are available at www.shsu.edu/syllabus

Class Conduct: Smoking, drinking, and eating are prohibited. Please silence all cell phones. These behaviors will be expected in the workplace. Successful managers come to work on-time with a positive attitude, and they pay attention directly to customers, employees, and super-ordinates. They manage technology for the purpose of providing superior service to customers. They are not managed by technology. Please emulate these behaviors in class in preparation for your future success.

During exams, cell phones must be secured in your book pack or purse. If you are seen with a cell phone in your possession during an exam or quiz you will be awarded a zero.

Remember:

Success is not the result of spontaneous combustion; you must set yourself afire!

Chance favors the prepared mind. – *Louis Pasteur*

Student Registration Instructions:

To register for MKTG 3310:

1. Go to www.pearson.com/mylab.
2. Under Register, select Student.
3. Confirm you have the information needed, then select OK! Register now.
4. Enter your instructor's course ID:
 - MKTG 3310.04 course ID: abshire35885, and Continue.
 - MKTG 3310.05 course ID: abshire11012, and Continue.
 - MKTG 3310.07 course ID: abshire50024, and Continue.
5. Enter your existing Pearson account username and password to Sign In. You have an account if you have ever used a MyLab or Mastering product.
 - » If you do not have an account, select Create and complete the required fields.
6. 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.
7. From the You're Done! page, select Go To My Courses .
8. On the My Courses page, select the course name MKTG 3310.0X to start your work.

To sign in later:

1. Go to www.pearson.com/mylab.
2. Select Sign In.
3. Enter your Pearson account username and password, and Sign In.
4. Select the course name MKTG 3310.04, MKTG 3310.05, or MKTG 3310.07, to start your work.

Tentative Schedule:

Week			Chapter
1	01/18	1. Welcome to the world of Marketing Assignments available 01/18-02/08	1
2	01/23	2. Global, Ethical, and Sustainability Marketing Assignments available 01/18-02/08	1, 2
	01/25		2
3	01/30	3. Strategic Marketing Planning Assignments available 01/18-02/08	3
	02/01		3
4	02/06		3
	02/08	EXAM 1, Chapters 1, 2, 3	

5	02/13	4. Market Research Assignments available 02/08-02/22	4
	02/15		4
6	02/20	5. Marketing Analytics Assignments available 02/16-03/02	5
	02/22	6. Understanding Consumer and Business Markets Assignments available 02/21-03/08	6
7	02/27		6
	03/01	7. Segmentation, Target Marketing, and Positioning Assignments available 02/23-03/08	7
8	03/06		7
	03/08	EXAM 2, Chapters 4, 5, 6, 7	
	03/12-16	Spring Recess	
9	03/20	8. Product I: Innovation and New Product Development Assignments available 03/17-04/02	8
	03/22	9. Product II: Product Strategy, Branding, and Product Management 8, 9 Assignments available 03/18-04/02	
10	03/27		9
	03/29	10. Price: What is the Value Proposition Worth? Assignments available 03/23-04/05	10
11	04/03		10
	04/05	EXAM 3, Chapters 8, 9, 10	
12	04/10	11. Deliver the Goods: Determine the Distribution Strategy Assignments available 04/06-04/20	11
	04/12		11
13	04/17	12. Deliver the Goods: Goods and Services via Brocks and Clicks Assignments available 04/11-04/25	12
	04/19		12
14	04/24	13. Promotion I: Advertising and Sales Promotion Assignments available 04/20-05/06	13
	04/26		13

15	05/01	14. Promotion II: Social Media, Direct Marketing, Personal Selling, and Public Relations Assignments available 04/20-05/06	14
	05/03	Last Class Day	14
16	05/08	Final Exam, Chapters 11, 12, 13, 14	
	05/10	Final Exam, Chapters 11, 12, 13, 14	

Final Exam: The final exam is not comprehensive.

MKTG 3310.04: 8:00 class→	8:00-10:00 Tuesday May 8, 2018
MKTG 3310.07: 12:30 class→	1:00-3:00 Tuesday May 8, 2018
MKTG 3310.05: 9:30 class→	9:30-11:30 Thursday May 10, 2018