

Principles of Marketing

MKTG-3803

Spring 2021 Sections 01, 02 3 Credits 01/09/2021 to 05/11/2021 Modified 01/14/2021

Description

Study of marketing policies and practices in the flow of goods and services to the customer/consumer.

Requisites

Prerequisites:

GPA 2.00 or above required 2.00 and Richards Col Upper Division RCUD

Corequisites:

Contact Information

Senior Lecturer: Cheryl O'Meara Brown

Email: cbrown@westga.edu

Office: Miller 2306

Office Hours

Monday & Wednesday, 11:00AM-12:30PM

Miller 2306

Note: office hours above do not pertain to holidays or finals week

Email: **For the fastest reply, use cbrown@westga.edu.** You may also use the course Email within CourseDen, but since these messages do not come to my phone it will take longer to reply. **Most of the time, I will reply within a few hours. Sometimes it may take a day or two (depending on the nature of the question).** I may or may not respond to emails on the weekend.

If you ask a question that can be answered by reviewing the syllabus, I will probably reply with, "See syllabus." I don't mean to be rude; I receive many, many, MANY emails and since the information is here in the syllabus, it saves a great deal of time not to re-type or locate/copy/paste what is already here.

If my office hours don't work for you, I am happy to schedule an appointment with you at another time! Just send me an email and we'll work it out.

Please feel free to contact me if you have a problem! I am here to help you. Please don't wait until the end of the semester (or until final grades have been posted) to discuss any difficulties that you might be having.

Meeting Times

Mondays and Wednesdays

8:00 AM - 9:15 AM (section 01)

9:30 AM - 10:45 AM (section 02)

TLC Building, Room 1303

M: Marketing

Author: Grewal/Levy
Publisher: McGraw Hill
Edition: 7
ISBN: 1264091605

MH Connect access is NOT REQUIRED for my class. Therefore, feel free to buy a used book or to rent a book.

Outcomes

The primary goal of this course is to introduce students to the field of marketing, and to help them gain an understanding of the analytical techniques required to develop successful marketing strategies. Theoretical and conceptual issues in marketing will be discussed, along with their implications in formulating marketing strategies.

Upon successfully completing the course, the student should be able to:

1. Critically evaluate the role that Marketing plays in the domestic and global economy and in the individual firm. (LG 5)
2. Have basic knowledge of the marketing concept and the elements of a marketing plan like marketing research, market segmentation, consumer behavior, marketing mix, and positioning. (LG 4)
3. Understand how these affect strategic planning. (LG 6)
4. Have basic knowledge of how social, political, legal, economic, and technological environments affect marketing. (LG 4)
5. Recognize how diversity, ethical decision-making and leadership, social responsibility, globalization, and multicultural considerations affect marketing strategies and decisions. (LG 5)
6. Recognize the pervasive application of marketing principles to goods, services, ideas, people and places, as well as to B2B and consumer marketing, and to non-profit organizations. (LG 4)

*[BBA Marketing Learning Outcomes](#) (page 11)

Evaluation

- **Lecture Time:** Lectures will cover specific topics in marketing. The course schedule lists the chapters that are to be covered on each class date.
 - Taking pictures of the slides/screen in class is not permitted. You will need to take notes, either by hand (best) or using your laptop/tablet. Student-version slides are available in CourseDen for taking notes.
 - Arrive to class on time and be prepared to ask and answer questions relating to the material under discussion. You are encouraged to interject at any time with relevant comments or pertinent questions! After the first week of class, the door to the classroom will be locked. Do not knock if you are late and the door is locked.
 - Course materials (syllabus, course schedule, outlines for class lectures, etc.) are available in CourseDen. You should print the outlines before class and bring them to class (or have them downloaded and readily available on a laptop/tablet) for taking notes.
 - IMPORTANT NOTE: The outlines that you'll use/print from CourseDen only provide a skeleton for topics to be covered in class; my presentations (the ones you'll see in class) will have more information on them. I will NOT share these with you individually --- only those who are in class are able to copy down the information. Anything that is covered and/or discussed in class may be on the exams.
- **Class Participation:** During our class meetings, we will do some sort of class activity in small groups in which you will turn something in that will make up your class participation/attendance grade. *The more effort you put into these activities, the higher your class participation grade will be.*
 - Studies have shown that for each absence in class, a student's exam grades, and therefore overall grade in the class, drop significantly. It's your education: make the most of it!
- **Exams:** Four regular exams will be given throughout the semester (see Course Schedule for dates). Bring a #2 pencil (with an eraser) to each exam; ScanTrons will be provided for you. All personal items (including cell phones, ear buds, bags, drinks/cups/bottles, etc.) will need to be left at home OR placed at the front of the room (at your own risk) during the exams.

- **Optional Comprehensive Final Exam:** An optional, comprehensive final exam will be offered at the end of the semester (see Course Schedule for date - cannot be rescheduled). If you decide to take the exam, you must add yourself to the Optional Final Exam Sign-Up sheet in CourseDen (under the Groups tab) by the date indicated in the Course Schedule, **otherwise an exam will not be printed for you.** This exam grade will REPLACE your lowest regular exam grade, if and only if you score higher on it than any of the regular exams.
 - **Note:** The optional comprehensive final exam must be taken on the date and time indicated on the course schedule (there will be no reschedules under any circumstances).
- **Make-up exams:** Make-up exams will be given only if there is a legitimate reason for missing the exam, as judged by the instructor. The instructor needs to be notified at least one week in advance and documented proof needs to be provided. Make-up days and times are subject to our department assistant's availability. Missing a scheduled exam without notifying the instructor in advance (even if you are sick) **will result in a zero for that exam.** (If this happens, plan to take the optional final.)

Criteria

Type	Weight	Topic	Notes
Exams (4)	80%		
Class Activities/Participation	20%		
Extra Credit / Bonus Assignments, Activities			These will be given whenever possible, often announced only in class.

Breakdown

Grade	Range	Notes
A	90.0% and above	
B	80.0% – 89.9%	
C	70.0% – 79.9%	
D	60.0% – 69.9%	
F	59.9% and below	<p>I encourage you to be responsible for yourself and keep a spreadsheet with your grades and what each assignment/quiz is worth so that you'll know what your grade is – and what you need to make on various assignments to get your desired grade – throughout the semester.</p> <p>(There are also helpful websites and videos that you can use, such as https://www.youtube.com/watch?v=P0oinC6ejFI, http://www.conquercollege.com/gradecalc/ and http://www.youtube.com/watch?v=RaNHV6W1p84.)</p> <p>I'm sorry, but since I'm outnumbered almost 200 to 1 (students to me) most semesters, I am unable to respond to students individually asking what their current grade is or what they need to make on a particular assignment to get an A (or B, etc.) in the class.</p>

Assignments

See above, and the course schedule below

Schedule

January 11: Introduction/Orientation

January 13 - February 1: Chapters 1, 2, 4, 5

{MLK Holiday Jan. 18}

February 3: Exam One, Chapters 1, 2, 4, 5

February 8 & 10: Chapter 6

February 15 & 17: CourseDen Assignments, Chapter 3 (part of class participation grade)

February 22 - March 3: Chapters 8, 9, 10

March 8: Exam Two, Chapters 6, 8, 9, 10

March 10 - April 5: Chapters 11, 12, 15, 16

{Spring Break March 15-19}

{GUEST SPEAKER March 31. Attendance mandatory! Info given in class.}

April 7: Exam Three, Chapters 11, 12, 15, 16

April 12 - 21: Chapters 17-19

April 26: Exam Four, Chapters 17, 18, 19

May 3 by NOON: Deadline to join Optional Final Sign-Up Group in CourseDen

Optional Final Exam (Comprehensive, 80-100 questions):

Wednesday, May 5, 8:00 AM - 10:00 AM. This is the official UWG final exam day & time for all Monday/Wednesday 9:30 AM classes.

Monday, May 10, 8:00 AM - 10:00 AM. This is the official UWG final exam day & time for all Monday/Wednesday 8:00 AM classes.

You may choose either option above, BUT, before you select one of the options, **make sure that you do not have a conflict with another class!!**

I cannot individually reschedule the final exam; it must be taken on the date and time above.

The instructor reserves the right to make changes to this schedule. Any changes will be announced in class and/or via the Announcements tool in CourseDen.

College/School Policies

Wolf Pact

Having read the Honor Code for the University of West Georgia, I understand and accept my responsibility to uphold the values described therein and to conduct myself in a manner that will reflect the values of UWG and the Richards College of Business so as to respect the rights of all UWG community members. As a UWG student, I will represent myself truthfully and complete all academic assignments honestly and within the parameters set by my instructor.

I understand and accept that if I am found guilty of violations (through processes due me as a UWG student and outlined in the UWG Student Handbook), penalties will be imposed.

I also recognize that my responsibility includes a willingness to confront members of the UWG community if I feel there has been a violation of the Honor Code.

Ultimately, I will conduct myself in a manner that promotes UWG as the best place to work, learn, and succeed for my generation, and those to come!

About the Richards College of Business

Vision

To become a globally recognized college of business preparing forward-thinking, responsible leaders.

Mission

We are in the business of transforming lives through education, engagement, and experiences.

Strategic Goals and Values

Student Success

Admit quality students and provide them with an education that is rich in experiences and engagement opportunities to prepare them to be effective and ethical professionals.

Academic Success

Recruit, retain and develop faculty and staff by providing sufficient resources to support dynamic and up-to-date bachelor and master-level curricula, to conduct research and other professional activities, and to support engagement with all stakeholders.

Operational Success

Recruit, retain and develop administrative management and staff personnel to manage, develop and support infrastructure and those activities that build internal and external partnerships while working in an ever-changing environment.

Ethical Values

The Richards College of Business community (administrators, faculty, staff, students, and business partners) share a commitment to the principles of honesty and integrity in interactions and undertakings, accountability for personal behavior, and respect for the rights, differences, and dignity of others. In addition, we strive to continuously improve our abilities to recognize unethical behavior and to make ethical and moral decisions.

Institutional Policies

Academic Support

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact [Accessibility Services \(https://www.westga.edu/student-services/counseling/accessibility-services.php\)](https://www.westga.edu/student-services/counseling/accessibility-services.php).

Center for Academic Success: The [Center for Academic Success \(http://www.westga.edu/cas/\)](http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu.

University Writing Center: The [University Writing Center \(https://www.westga.edu/writing/\)](https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu.

Online Courses

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the [UWG Online \(https://uwgonline.westga.edu/\)](https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide \(http://uwgonline.westga.edu/online-student-guide.php\)](http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares \(http://www.westga.edu/UWGCares/\)](http://www.westga.edu/UWGCares/) site. [Online counseling \(https://www.westga.edu/student-services/counseling/index.php\)](https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the [Student Handbook \(https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php\)](https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: [http://www.usg.edu/hb280/additional_information# \(http://www.usg.edu/hb280/additional_information\)](http://www.usg.edu/hb280/additional_information#)

You may also visit our website for help with USG Guidance: [https://www.westga.edu/police/campus-carry.php \(https://www.westga.edu/police/campus-carry.php\)](https://www.westga.edu/police/campus-carry.php)

Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the [Counseling Center](#). Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in [Health Services](#). To report a concern anonymously, please go to [UWGCares](#).

ELL Resources

If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the [E.L.L. resource page](#) for more information.

COVID-19

Proctored Exams/Online Instruction: Students should be aware and plan ahead for the possibility of having to complete all courses and/or exams online or in a proctored environment. This means talking with your instructors about what minimum technical requirements (software and hardware) will be required should your class move online or a student's personal needs dictate. This also includes making plans for internet access at whatever location participation may occur.

Virtual or in-person proctored exams, if your instructor should require them, may result in an additional cost to the student. Please discuss these details with your instructor or see the information provided here.

Face Coverings: Effective July 15, 2020, University System of Georgia institutions, including the University of West Georgia, will require all faculty, staff, students, and visitors to wear an appropriate face covering while inside campus facilities/buildings where six feet social distancing may not always be possible. Face covering use will be in addition to and is not a substitute for social distancing.

Face coverings are not required in campus outdoor settings where social distancing requirements are met. Anyone not using a face covering when required will be asked to wear one or must leave the area.

Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons.

Student FAQs: For more information about UWG COVID-19 guidance for students visit the [Student FAQ webpage](#) (<https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php>).

Additional Items

Class Announcements

Announcements: Any important course announcements from your instructor (e.g. changes to the course schedule, project info, etc.) will be sent via the "Announcements" tool in CourseDen. **IMPORTANT: Make sure that your notifications in CourseDen are set to send you INSTANT NOTIFICATIONS via text (SMS) when Announcements are posted and/or updated.**

It is your responsibility to ensure you don't miss any announcements.

Email Courtesy

Email Courtesy and General Netiquette: Remember that emailing is not texting, and the use of *good manners and proper grammar/punctuation* are important, to me AND your future boss and co-workers! Also, when corresponding with anyone in the course, it's expected that we will all be respectful and professional at all times.

I strongly encourage you to use Grammarly, a free online grammar and spelling checker. It's a great resource for papers and even e-mails. <https://www.grammarly.com/>. *UWG students have access to the Premium version of Grammarly using your westga credentials.*