

Principles of Marketing

MKTG-3803

Fall 2021 Section N01 3 Credits 08/11/2021 to 12/10/2021 Modified 12/09/2021

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

Professor: Minna Rollins

Email: mrollins@westga.edu

Office: Roy Richards Hall, Department of Marketing and Real Estate

Phone: 770-847-8151, leave a message and your phone number

Meeting Times

Course is taught using CourseDen, 100% online course

Materials

M: Marketing

Author: Grewal

Publisher: McGraw Hill

Edition: 7

ISBN: 9781264390830

The MH Connect access code/card IS REQUIRED for this class.

You can purchase the above through Content inside the course in CourseDen.

Outcomes

We will build on the following learning goals throughout the term:

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)

✓ Evaluation

Breakdown

The Smartbook readings in MH	10%
Chapter quizzes in MH*	10%
CourseDen assignments*	60%
Case report	20%
Total	100%

A 0-100 or a 0-10 scales will be used for all the assignments and assessments. * The lowest CourseDen assignment grade and the lowest chapter quiz grade will be dropped.

Remember, you are responsible for yourself and keeping up with your assignments and how what they are worth. I will not respond to the students asking what they need to make on a particular assignment to get an A (or B, C etc.) in the class.

Criteria

☰ Assignments

Syllabus quiz

Syllabus quiz is a mandatory quiz. You have to take it during the first week of classes and you have to receive 10/10 in order to continue in the class. You have two attempts.

MH Connect Assignments: Smartbook and Chapter quizzes

Each week we have a chapter from the smart book and a chapter quiz. These are individual assignments. Each quiz is worth 10 points. You have 30 minutes and one attempt per quiz. Each has 10 questions. You may access the eBook during the quizzes.

The Modules in MH Connect correspond with the Modules in CourseDen. In the MH Connect Modules, you'll need to complete:

A SmartBook activity. In these, you're expected to read through the chapter highlights and then proceed to the "Practice" area where you'll answer questions about the material. You are NOT penalized for wrong answers and you can answer as many questions as it takes until you make a 100%.

Complete the "Pre-Module 1" activities for a MH Connect Orientation, which includes info on using the SmartBook.

CONNECTING WITH MH CONNECT:

You need to register with Connect before you can complete the assignments there.

1. Go to Content and click on Course Modules and Assignments.
2. Click on one of the Modules and then click on any MH Connect assignment link.
3. The assignment (and MH Connect) should launch automatically. If it doesn't, click on Launch to be taken to MH Connect.
4. You'll then be taken to a screen in which you'll have the options to enter the access code that came with your textbook (if you've already purchased it from the bookstore); purchase it now for \$55 with NO printed textbook; purchase a printed textbook and immediate access to MH Connect (and the ebook); or you can choose "courtesy access" (for two weeks) if you

plan to purchase it later.

CourseDen assignments

There are individual assignments (written assignments, discussions, quizzes) in this course weekly. Guidelines are given for each assignment in CourseDen and how the assignment will be graded.

TurnItIn plagiarism checker will be used in all assignments. Always cite any sources used. If you plagiarize the assignment, you will be reported to the University and you will receive a zero for the course. You can expect assignment and discussion grades to be posted within 10 days of their due dates.

Your lowest CourseDen assignment/discussion/quiz grade, lowest MH Connect assignment grade, and lowest chapter quiz (in MH Connect) grade will be dropped. You are allowed to complete any assignments early if you desire to do so. There are 2-3 weeks of material open after first week of classes. Late assignments are not accepted. I understand that serious personal problems occur (deaths in family, storm damage, etc.) and we will work together in those situations.

Case report (groups of two) and evaluation

You will complete a case report in the *randomly* assigned virtual pars. Guidelines are located in CourseDen. You will evaluate one report.

Schedule

See: CourseDen -> Orientation module.

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 visit the [Office of Community Standards](https://www.westga.edu/administration/vpsa/ocs/index.php) (<https://www.westga.edu/administration/vpsa/ocs/index.php>) site.

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)

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>)

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

The health and safety of our students, faculty, and staff remain the University of West Georgia's top priority.

For the most recent information on coronavirus disease (COVID-19) visit:

- [UWG's Guidance on Face Coverings](https://www.westga.edu/coronavirus-info/return-to-campus/faq/what-is-the-guidance-on-the-use-of-face-coverings.php) (<https://www.westga.edu/coronavirus-info/return-to-campus/faq/what-is-the-guidance-on-the-use-of-face-coverings.php>)
- [Centers for Disease Control and Prevention FAQ](https://www.cdc.gov/coronavirus/2019-ncov/faq.html) (<https://www.cdc.gov/coronavirus/2019-ncov/faq.html>)
- [Georgia Department of Public Health](https://dph.georgia.gov/) (<https://dph.georgia.gov/>)

Additional Items
