

Principles of Marketing
MARK 3000
Course Syllabus

TERM Spring 2008
 12:20 – 1:10 pm Brooks 145

INSTRUCTOR

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OFFICE HOURS

Mon./Wed./Fri. 11:10 am – 12:10 pm
 And by appointment

REQUIRED TEXT AND COURSE MATERIAL

MKTG, Lamb, Hair, and McDaniel, 2007-2008 edition.

This is a new text. There are used editions available. However, buying a used version will not give you access to the online resources. Price = \$50.00

COURSE DESCRIPTION

This survey course examines the ways organizations satisfy consumer and organizational needs and wants for product and services. Emphasis is placed on how the elements of the marketing mix are used to provide the customer satisfaction in the marketing of goods and services, both domestically and internationally.

PREREQUISITES

Prerequisites: ACCT 2101 and MIST 2090 or CSCI 1100.

Final class rosters will be reviewed after Drop/Add. Any student not meeting prerequisites will be administratively withdrawn from the class.

COURSE OBJECTIVES/EXPECTED LEARNING OUTCOMES

Upon completion of this course, the student should be able to:

- Define and explain the marketing concept and related technology
- Explain the importance of target markets and understand segmentation and positioning
- Understand and be able to apply the elements of the marketing mix
- Explain the importance of and the basic methodologies of marketing research
- Know the differences between domestic and international marketing environments and understand how strategies need to be adjusted
- Identify and appropriately respond to ethical issues faced by the marketing managers

TOPICAL OUTLINE

- Definition of Marketing and the Marketing Concept
- Marketing Environment including current demographic and economic data
- Marketing ethics including AMA code of ethics
- Introduction to marketing research
- Consumer Buyer Behavior
- Organizational Buyer Behavior
- Target Marketing and Segmentation
- Product issues
- Pricing issues
- Promotional issues
- Place issues including channels and distribution strategies
- International Marketing
- Services Marketing
- Marketing planning
- Internet Marketing

EVALUATION METHODS

Final course grades will be based upon your performance on the following:

Exam 1	20%
Exam 2	20%
Exam 3	20%
Comprehensive final	20%
In class activities/homework	<u>20%</u>
Total	100%

Final letter grades will be assigned using the following cut-off points.

A	93 and above
A -	90 – 92.9
B +	87 – 89.9
B	83 – 86.9
B -	80 – 82.9
C +	77 – 79.9
C	73 – 76.9
C -	70 – 72.9
D	60 – 69.9
F	59.9 or below

EXAMS AND MAKE-UP POLICY

Exams will be closed book and will cover the text, assigned readings, and all material covered in class including lectures, cases, and guest presentations. Exams, except for the final, may include both objective (multiple choice, true/false) and open-ended (short answer and essay) questions. Make-up exams will be given only for very unusual and serious absences (hospitalization, major illness, family funeral, university sponsored mandatory activity, jury duty).

CLASS CANCELLATION POLICY

If the university is closed on the day of a scheduled exam, the exam will be held on the next class day. If classes are cancelled the class day before an exam is scheduled, the exam will be rescheduled with the new date announced during the next class meeting.

STUDENTS WITH DISABILITIES

Students with disabilities who require reasonable accommodations in order to participate in course activities or meet course requirements should contact the instructor during regular office hours or by appointment.

ATTENDANCE POLICY

The course will be conducted on a lecture/discussion basis. The lecture will cover the assigned topic, but will not necessarily cover the material as presented in the text. **You are expected to attend all classes. Numerous exercises, mini-cases and quizzes will be assigned in class and will be collected and graded on a random basis. You must be present for the entire class period to receive credit for any in-class activity. In addition, homework may be assigned.** The three lowest of these activity/homework grades will be dropped and the remainder will be averaged to count as your in-class grade. Quizzes and in-class activities can not be made up. For unusual circumstances such as hospitalization, a family funeral, jury duty, or an official university activity, the missed activity will be excused if proper documentation is provided to the instructor within one week of the absence. Any other absence, for example for advising appointments, make up exams in other classes, interviews, illness, etc., will be counted as a 0 and may be used as one of your three drops.

All seats will be assigned. This seating chart will be created on January 14th. **Anyone who has no graded assignments by the end of class on January 18th will be dropped from the class for non-attendance.**

Course notes, announcements, and other postings will be available in WebCT (<https://webct.uga.edu>). Please check the course postings and instructions in WebCT before coming to each class.

ACADEMIC INTEGRITY

All academic work must meet the standards contained in “A Culture of Honesty.” All students are responsible to inform themselves about those standards before performing any academic work. Please review the policy at <http://www.uga.edu/honesty>.

Specifically for this class, all exams, quizzes, and homework assignments are to be individual work. For each in-class exercise, the exercise instructions will clearly indicate whether the assignment is to be individual or group work. Each of the following activities is considered to be a violation of test taking and exercise taking procedures in this course. I will automatically institute academic dishonesty procedures if any of these activities occur.

- reading another student’s exam booklet or scantron during an exam
- allowing another student to read your exam booklet or scantron during an exam
- sharing information about exam questions on an exam which you have taken with any other student, prior to the time graded exams are returned.
- removing an exam booklet for exams 1, 2, and 3 from the classroom prior to the time that the exam has been returned after grading
- removing the exam booklet for the final from the classroom at any point in time
- recording, in any format, questions from any exam during the exam period
- ***having a cell phone visible during an exam period***
- having notes, review sheets, or textbook content visible during an exam period
- wearing headphones of any kind
- using any physical materials or any source other than your own knowledge during an exam

ACADEMIC INTEGRITY (continued)

- including the name of a person who is not present on a submitted group activity
- collaborating (discussing approaches, possible answers) on homework assignments
- copying someone else's homework assignment
- making false statements of any kind

WITHDRAWAL POLICY

The midpoint withdrawal date this semester is March 4th. Any withdrawals after that time are automatically assigned a grade of WF by the university, regardless of your performance to date in the class. Withdrawals made before that time will reflect your grade in the class up to the point of withdrawal.

CLASS CONDUCT

This is a business course and I will conduct it in a professional manner. Class will start and end on time. *Please do not arrive late or leave early.* Do not read the newspaper, work the crossword puzzle, or do assignments for other classes while in the classroom. Because of the size of the class, "side discussions" are particularly disruptive. In order to learn, all of you must be able to hear what is going on. Therefore, please do not talk with your neighbors during class. *Please turn off all cell phones upon entering the classroom and no cell phone should be visible* during class time. All Ipods™ and other similar devices must be turned off and put away. Do not use a computer during class, unless it is used solely to take notes. Anyone violating these rules may be asked to leave the class and the absence will count as unexcused.

OPEN DOOR POLICY

I am available to discuss, in a one-on-one setting, your course performance, career advice, future course selections or any other issue. I respond to emails and return phone calls. Feel free to either make an appointment or come by and see me if you have something you want to discuss. I regularly review resumes and write letters of recommendations for students. Please let me know how I can help.

CHANGES TO THIS SYLLABUS

The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.

MARK 3000, Spring 2008		
COURSE ASSIGNMENTS AND DUE DATES		
<i>You are responsible for any changes announced in class.</i>		
Jan 7	Intro to class and marketing	Ch. 1
Jan 9	The marketing concept	Ch. 1
Jan 11	The marketing concept	Ch. 1
Jan 14	Ethics	Ch. 3, through page 32
Jan 16	Environment	Remaining pages of Ch. 3
Jan 18	Environment	Ch. 3 continued
Jan 21	<i>Martin Luther King, Jr.</i>	<i>Holiday</i>
Jan 23	Consumer Decision Making	Ch. 5
Jan 25	Consumer Decision Making	Ch. 5
Jan 28	Segmentation and TM	Ch. 7, skip LO 5 and LO 6
Jan 30	Segmentation and TM	Ch. 7 continued (skip LO 5 and LO 6)
Feb 1	Segmentation and TM	Ch. 7 continued (skip LO 5 and LO 6)
Feb 4	EXAM 1	
Feb 6	Business Marketing	Ch. 6
Feb 8	Research	Ch. 8
Feb 11	Research	Ch.8 continued
Feb 13	Research	Ch. 8 continued
Feb 15	Research	Ch. 8 continued
Feb 18	Product concepts	Ch. 9
Feb 20	Developing Products	Ch. 10
Feb 22	Products continued	Ch. 9 and Ch. 10
Feb 25	Marketing Channels	Ch. 12, skip LO 6
Feb 27	Marketing Channels	
Feb 29	Marketing Channels	
Mar 3	Logistics	
Mar 5	EXAM 2	
Mar 7	Promotion	Ch. 14, skip LO 3
Mar 10 – 14	<i>Spring Break</i>	
Mar 17	Promotion	Ch. 14, skip LO 3
Mar 19	Promotion	Ch. 15
Mar 21	Promotion	Ch. 16
Mar 24	Promotion	Ch. 14, 15 and 16 continued
Mar 26	Price	Ch. 17
Mar 28	Price	Ch. 18, skip LO 5
Mar 31	Price	Ch. 17 and Ch. 18 continued
Apr 2	Price	Ch. 17 and Ch. 18 continued
Apr 4	Price	Ch. 17 and Ch. 18 continued
Apr 7	EXAM 3	
Apr 9	Services	Ch. 11, skip LO 8
Apr 11	Services	Ch. 11, skip LO 8 continued

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You are responsible for any changes announced in class.

Apr 14	CRM	Ch. 19
Apr 16	CRM	Ch. 19
Apr 18	Global Marketing	Ch. 4
Apr 21	Global Marketing	Ch. 4 continued
Apr 23	Global continued	Ch. 4 continued
Apr 25	Marketing Planning	Ch. 2
Apr 28	Marketing Planning	Ch. 2
May 5	Final Exam 12 – 2 pm	