

Principles of Marketing
MARK 3000 - Honors
Course Syllabus

TERM Fall 2008
T/Th 9:30 – 10:45, Caldwell 203

INSTRUCTOR

Name ***Dr. Peggy Emmelhainz***
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This class is on WebCT. – Please check daily.

OFFICE HOURS

Monday and Friday 11:00 – 2:00
Tues./Thurs. 11:00 – 12:00 and 3:30 – 4:00
 And by appointment

REQUIRED TEXT AND COURSE MATERIAL

MKTG- 2, Lamb, Hair, and McDaniel, 2008 - 2009 edition.

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 Any student not meeting prerequisites will be administratively withdrawn from the class.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%
Team project	20%
In class and homework	10%
Team application exercise	<u>10%</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

COURSE FORMAT AND ATTENDANCE POLICY

The course will be conducted on a lecture/discussion/case basis. **You are expected to attend all classes and be prepared to discuss all assigned material in class.**

EXAMS

Exams will be closed book and will cover all assigned readings and all material covered in class including lectures, cases, and guest presentations. Exams will be primarily case based and will require you to apply the concepts learned in class. For instance, one question may ask you to design a research study, while another might require you to develop an advertising campaign. Make-up exams will be given only for legitimate absences (i.e.: verifiable medical emergency, family funeral, official university activity). In case of a medical emergency, you must present a written excuse from a doctor that states that **you were unable to attend school on the exam day**. A time stamp from the health center is **not** sufficient. In any other situation, you must present justification and receive written approval from me in advance of the scheduled exam date. Except in cases of medical emergencies, anyone who does not take an exam as scheduled without prior written approval will receive a zero (0) on the exam

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.

TEAM APPLICATION EXERCISES

You are to form a team with one other person. Your team will be assigned one of the exercises listed on the syllabus. For that exercise, your team is to prepare a 30 minute presentation/activity for the class. Your activity can be a summary of additional readings relating to the topic, a case analysis for which you provide a copy of the case to students in advance and then lead a discussion of the case in class, or an in class activity of some kind. I will work with your team in developing your application exercise, as long as you meet with me at least two weeks prior to your scheduled session.

IN CLASS GRADE

Your in class grade will be an average of your quiz grades, homework grades, and in class activity grades. Your lowest of these grades will be dropped. Missed in class activities may not be made up. If you miss a class due to a brief illness, an interview, taking a make up in another class, etc, then that missed grade (recorded as a 0) may be counted as your dropped grade. In a few very unusual circumstances, you may be excused from an in class grade. These circumstances include things such as an extended illness, family funeral, a court appearance, hospitalization, and participation in an official university sponsored activity. To have an assignment excused, please provide me written documentation within one week of the missed assignment.

COURSE PROJECT

The primary objective of this course is for you to develop an understanding of marketing and to be able to prepare and analyze a marketing plan. Your team is to select an existing public firm which manufactures a product (rather than a service). You are to then develop a new product concept for that firm. You will be required to submit a complete marketing plan and to present your plan during the final exam period. Specific details on a marketing plan and the project requirements will be provided later.

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.

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, in-class activities, and homework assignments are to be individual work, unless explicitly directed otherwise by the instructor. Each of the following activities is considered to 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 with any other student, at any time.
- removing an exam booklet from the classroom unless exam is returned to you after grading
- 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
- 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

WITHDRAWAL POLICY

The withdrawal deadline for this semester is October 23rd. Any withdrawals between August 22nd and October 23rd will be assigned a grade of either WP (passing) or WF (failing) based upon your grade to date in the class. Any withdrawals after October 23rd are automatically assigned a grade of WF by the university, regardless of your performance to date in the class. Please note that the university has established a new policy which limits you to a total of four withdrawals during your time at UGA.

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. 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 given a warning and/or asked to leave the class. If asked to leave the class, the absence will count as unexcused. Anyone given a warning/asked to leave the class more than twice during the semester will be administratively withdrawn from the class.

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 am in my office most days in addition to my stated office hours. 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. Homework assignments may be announced in class. You are responsible for submitting homework when it is due, even if you were excused from the class when the homework was assigned.

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COURSE ASSIGNMENTS AND DUE DATES**

You are responsible for any changes announced in class or posted to WebCT.

Aug 19	Introduction to class and the marketing concept	Ch. 1
Aug 21	Ethics	Ch. 3, pages 29 - 32
Aug 26	Environment	Ch. 3, pages 32-45 29 - 32
Aug 28	Segmentation	Ch. 7, skip LO 5 and LO 6
Sept 02	Segmentation continued	
Sept 04	Consumer Decision Making	Ch. 5 Team app. 1 - ethics
Sept 09	Consumer Decision Making	
Sept 11	Research	Ch. 8
Sept 16	Research	Team app. 2 - research
Sept 18	EXAM 1	
Sept 23	Product concepts	Ch. 9
Sept 25	Developing Products	Ch. 10
Sept 30	Products continued	Ch. 12, skip LO 6 Team app. 3 - products
Oct 02	Marketing Channels and Supply Chain	
Oct 07	Promotion	Ch. 14 Skip LO 3
Oct 09	Promotion	Team app. 4 - promotion
Oct 14	Promotion	Ch. 15
Oct 16	Promotion	
Oct 21	Promotion	Ch. 16 Team app. 5 - promotion
Oct 23	Promotion	
Oct 28	EXAM 3	
Oct 30	Price	Ch. 17
Nov 04	Price	Ch. 18, skip LO 4 and LO 5
Nov 06	Price	Team app. 6 - price
Nov 11	Services/CRM	Ch. 11, skip LO 8
Nov 13	Global Marketing	Team app. 7 Services Ch. 4.
Nov 18	Global Marketing	Team app. 8 - Global
Nov 20	Marketing Strategy	Ch. 2
Nov 25	No class – Thanksgiving	
Nov 27	No class – Thanksgiving	
Dec 02	EXAM 3	
Dec 04	Marketing Project Planning	
Dec 09	This is a Friday class day	
Final	Presentations Tuesday, December 16th, 8:00 – 11:00 An alternate time will also be established.	