

**Principles of Marketing**  
**MARK 3000**  
**Course Syllabus**

**TERM**                      Fall 2008  
                                    12:30 – 1:45    SLC 171  
                                    2:00 – 3:15    SLC 171

**INSTRUCTOR**

Name                      ***Dr. Peggy Emmelhainz***  
Office                     Brooks Hall 129  
Phone                    706 542-3775 (office)  
                                 706-769 1446 (home)  
                                 Please do not call my home after 9 pm or on Sunday.  
  
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Course is on WebCT

**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.*

*Interwrite PRS clicker* (see WebCT for a picture)

**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 Any student not meeting prerequisites will be administratively withdrawn from the class.*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>
<b>Total</b>	<b>100%</b>

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). In case of a medical emergency, you must present a written excuse from a doctor **that shows you were excused from school for the day of the exam**. A time stamp showing that you visited the health center the day of the exam is **not** sufficient. For other excused absences, you must present justification and **receive written approval from the instructor in advance of the scheduled exam date**. Make up exams may be all essay. In any other case (minor illness, advising appointment, job interview, etc.) if you miss an exam, that exam will count as a zero. With the exception of preparing for the final exam, if you would like to review an exam, you must do so prior to the next exam.

### **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/quiz 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 and homework will not be accepted after the due date. These assignments may be excused under very specific circumstances (hospitalization, a family funeral, jury duty, or university sponsored mandatory activity). Any concerns about a non-working clicker must be brought to the attention of the instructor immediately after the class involved. No credit will be given for clicker non-responses after the date in question. Grades for activities, clicker quizzes, and homework will be posted on WebCT. If you believe there is an error in a posting of activities, quizzes, or homework please contact me within one week of the posting. No changes to those grades will be made after one week of the posting. Anyone who misses the first three days of class, as evidenced by assignments or attendance checks, will be dropped from the class for non-attendance.

Seats will be randomly assigned on Monday August 25th following the last day of drop/add and seat assignments will be posted to WebCT. If you have any special seating requests such as left handed, near the front, etc, please let me know no later than Friday, August 22nd. Please also let me know if you plan to use a computer in class to take notes. If you plan do so, I will assign you a seat in the front of the class, so that your computer keying does not annoy people sitting in front of you. Use of computers in other areas of the classroom is not permitted.

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 with any other student at anytime.
- removing an exam booklet from the classroom.

- 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
- copying someone else's in-class 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. 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 and you are sitting in one of the first two rows. Anyone violating these rules may be asked to leave the class and the absence will count as unexcused. Anyone given a warning or 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 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.

<b>MARK 3000, Fall 2008</b>		
<b>COURSE ASSIGNMENTS AND DUE DATES</b>		
<i>You are responsible for any changes announced in class or posted to WebCT.</i>		
Aug 19	Introduction to class and the marketing concept	Ch. 1
Aug 21	Environment	Ch. 3, pages 32- 45
Aug 26 Aug 28	Segmentation and TM Segmentation	Ch. 7, skip LO 5 and LO 6
Sept 02 Sept 04	Consumer Decision Making Consumer Decision Making	Ch. 5
Sept 09 Sept 11	Consumer Decision Making Ethics	Ch. 3, pages 29 - 32
Sept 16 Sept 18	<b>EXAM 1</b> Research	Ch. 8
Sept 23 Sept 25	Research continued Product concepts	Ch. 9
Sept 30 Oct 02	Developing Products Products continued	Ch. 10
Oct 07 Oct 09	Marketing Channels and Supply Chain	Ch. 12, skip LO 6
Oct 14 Oct 16	<b>EXAM 2</b> Promotion	Ch. 14 Skip LO 3
Oct 21 Oct 23	Promotion Promotion	Ch. 15 Ch. 16
Oct 28 Oct 30	Promotion Price	Ch. 17
Nov 04 Nov 06	Price <b>EXAM 3</b>	Ch. 18, skip LO 4 and LO 5
Nov 11 Nov 13	Services/CRM Services/CRM continued	Ch. 11, skip LO 8
Nov 18 Nov 20	Global Marketing Global Marketing	Ch. 4
Nov 25 Nov 27	<b>No class – Thanksgiving</b> <b>No class – Thanksgiving</b>	
Dec 02 Dec 04	Marketing Planning Marketing Planning	Ch. 2
Dec 09	<b>This is a Friday class day</b>	
<b>Final Exam</b>	<b>12:30 class Tuesday, Dec 16th 12:00 – 3:00</b> <b>2:00 class Thursday, Dec 11th 3:30 – 6:30</b>	

Please note key changes to the academic calendar. *Drop* ends on Thursday August 21st and *Add* ends on Friday, August 22nd. Fall break (GA/FL) is only Friday Oct 31st. We will have class on Thursday October 30th. Thanksgiving break is a full week.