

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

**TERM** Spring 2009  
T/Th 2:00 – 3:15, Caldwell 206

**INSTRUCTOR**

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

**OFFICE HOURS**

Monday 10:00 – 12:00 and 1:30 - 4:30  
Tues./Thurs. 11:00 – 12:00 and 3:30 – 4:30  
Friday 10:00 – 1:00  
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 Any student not meeting prerequisites will be administratively withdrawn from the class.***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>
<b>Total</b>	<b>100%</b>

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

A	93 and above
A -	90 – 92.99
B +	87 – 89.99
B	83 – 86.99
B -	80 – 82.99
C +	77 – 79.99
C	73 – 76.99
C -	70 – 72.99
D	60 – 69.99
F	59.99 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. If you miss or are late to 5 classes, regardless of reason, your final course grade will be reduced one grade (for instance from a C to a C-). Absences are recorded at the beginning of class. If you enter the class after your absence has already been recorded, you will be permitted to participate in the class and will get credit for any in class activity; however, your late entrance will still count towards one of your five absences.

### **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 of 3 or 4 people. The same team will be used for the application exercise and for the course project. 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.

## **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) or an organization assigned by the instructor. 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.

## **IN CLASS GRADE**

Your in class grade will be an average of your verbal participation grades, quiz grades, homework grades, and in class activity grades. You will receive 3 grades for verbal participation, each reflecting your participation for approximately one-third of the course meetings. Participation will be graded as discussed on the attached guideline. Missed in class activities may not be made up, but you are permitted two drops. If you miss a class due to illness, an interview, taking a make up in another class, etc, then that missed grade (recorded as a 0) may be counted as one of your two dropped grades. In a few very unusual circumstances, you may be excused from an in class grade. These circumstances include things such as a 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.

## **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 March 24th. Any withdrawals between January 14th and March 24th will be assigned a grade of either WP (passing) or WF (failing) based upon your grade to date in the class. Any withdrawals after March 24th 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.

### **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.**

Jan 8	Introduction to class and the marketing concept	Ch. 1
Jan 13	Ethics	Ch. 3, pages 29 - 32
Jan 15	Environment	Ch. 3, pages 32-45 29 - 32
Jan 20	Environment	
Jan 22	Consumer Decision Making	<b>Ch. 5 Team app. 1 - ethics</b>
Jan 27	Consumer Decision Making	
Jan 29	Segmentation	Ch. 7, skip LO 5 and LO 6
Feb 3	Segmentation continued	<b>Team app. 2 – consumer behavior</b>
Feb 5	Research	Ch. 8
Feb 10	Research	<b>Team app. 3 - research</b>
Feb 12	<b>EXAM 1</b>	
Feb 17	Developing Products	Ch. 9
Feb 19	Products continued	Ch. 10
Feb 24	Product continued	
Feb 26	Marketing Channels and Supply Chain	Ch. 12, skip LO 6 <b>Team app. 4 - products</b>
Mar 3	Promotion	Ch. 14 Skip LO 3
Mar 5	Promotion	Ch. 15, <b>Team app. 5 - promotion</b>
Mar 10	Spring Break	
Mar 12	Spring Break	
Mar 17	Promotion	
Mar 19	Promotion	Ch. 16
Mar 24	Promotion	<b>Team app. 6 - promotion</b>
Mar 26	<b>EXAM 2</b>	

Mar 31	Price	Ch. 17
Apr 2	Price	Ch. 18, skip LO 4 and LO 5
Apr 7	Services/CRM	Ch. 11, skip LO 8, <b>Team app. 7 - price</b>
Apr 9	Services	
Apr 14	Global Marketing	Ch. 4, <b>Team app. 8- Services</b>
Apr 16	Global Marketing	
Apr 21	Marketing Strategy	Ch. 2, <b>Team app. 9 - Global</b>
Apr 23	<b>EXAM 3</b>	
Apr 28	Marketing Project Planning	
Apr 30	<b>This is a Monday class day</b>	
<b>Final</b>	<b>Presentations May 5th, 3:30 – 6:30</b>	
	<b>An alternate time will also be established.</b>	

## **Participation Grading Information**

*In each class when we have discussion, I mark a copy of the seating chart to indicate individual comments. If you are not present you get a 0. Citing a fact from the readings or providing a common example gets a √. A particularly insightful comment such as linking material from 2 readings together or tying an example to the readings gets a +. I make these notations as the class progresses, usually immediately after the comments are made or during the next time that I have put up a new PowerPoint topic and you are writing. I review them immediately following each class.*

*Three times during the semester, I combine the notations onto one seating chart. There is no set number of comments that translates to a particular grade. This is because, from class to class, there are different numbers of opportunities to participate. In assigning a number grade, I consider the quality of comments, the number of comments, and the number of days on which comments are made, relative to the opportunities for comments. Below are **general** guidelines I use in assigning a numerical grade.*

*100 – means active participation, with multiple, well thought out comments, + level comments, in all or nearly all of the sessions. **Very few** students receive a 100.*

*95 – means participation with mainly examples and statement of facts from the readings, with a few + level comments, in all or nearly all of the sessions, and that you were present the rest of the time.*

*85 – **This is the most common grade.** Means you participated at least half of the time, making mostly √ level comments and were present the rest of the time.*

*75 – means you made √ level comments in less than half of the sessions and were present the rest of time.*

*60 - means you were present during the grading period, but did not make any comments.*

*Below 50 – means you missed multiple classes and did not comment during the classes you did attend.*