

Principles of Marketing (Honors)
MARK 3000H
Course Syllabus

TERM Fall 2009
 11:00 – 12:15 pm TR, Journalism 510

INSTRUCTOR

Name *Dr. Kimberly Grantham*
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OFFICE HOURS

Tues./Thurs. 12:30 – 1:45 pm
 And by appointment

REQUIRED TEXT AND COURSE MATERIAL

MKTG 3, Lamb, Hair, and McDaniel, 2009-2010 edition

COURSE DESCRIPTION:

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

PREREQUISITES:

Prerequisites: ACCT 2101 and (MIST 2090 or CSCI 1100-1100L) and permission of Honors. Final class rosters will be reviewed after Drop/Add. Any student not meeting prerequisites will be administratively withdrawn from the class. This course is not open to students who have credit for MARK 3000.

COURSE OBJECTIVES/EXPECTED LEARNING OUTCOMES:

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

- Define and explain the marketing concept and related terminology
- 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 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
- Buyer Behavior
- Target Marketing and Segmentation
- Product issues
- Pricing issues
- Promotional issues
- Place issues
- International Marketing
- Services Marketing
- Marketing planning
- On-line Marketing Issues

PRINCIPAL COURSE ASSIGNMENTS AND GRADING POLICY

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

Exam 1	20%
Exam 2	20%
Exam 3	20%
Team project	20%
Participation and homework	10%
Team application exercise	<u>10%</u>
Total	100%

Final letter grades will be assigned using the following cut-off points, **with no rounding up.**

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

EXAMINATIONS AND EXAM MAKE-UP POLICY

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 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

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.

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.

WITHDRAWAL POLICY

The withdrawal deadline for this semester is October 22nd. 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 prior to that time will be assigned a grade of either WP or WF depending upon your class performance to date. Please note that the university has established a new policy which limits you to a total of four withdrawals during your time at UGA.

ACADEMIC HONESTY POLICY

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

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 or designee during regular office hours or by appointment.

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.

TEAM APPLICATION EXERCISES

You are to form a team 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.

PARTICIPATION

Your final participation and homework grade will be a combination of your verbal participation grades throughout the semester, and your homework/in-class grades.

Active participation (e.g., during chapter discussions / in-class exercises / discussion of current examples) will solidify your participation grade. To obtain a grade for participation, you must attend each class session. Please Email me in advance if you are unable to attend a class session. In a few very unusual circumstances, you may be excused from an in class activity 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.

Class participation is an important component of your grade, and the quality of your contributions (e.g., questions, comments, examples, etc.) will be noted at each class session. A class participation rating of 2, 1 or 0 will be given to each student based on his or her contributions during each class. A 2 rating will be awarded to students who provide excellent contributions to class discussions. A 1 rating will be awarded to students who provide positive contributions to class discussions. A 0 rating will be awarded to students who do not participate in class discussions or provide negative contributions. Class participation is based on my impression of the quality of each student's contribution to the class discussion. In general, ratings for class participation will be based on the following Participation Rating Scale.

Table1. Participation Rating Scale

Participation Domains	Excellent Performance: 2 Rating	Average/Good Performance: 1 Rating	Poor/Unacceptable Performance: 0 Rating
Relevance of Contribution	Initiates information relevant to topics discussed.	Shares relevant information.	Engages in irrelevant conversations and / or disruptive toward others (e.g., sarcastic, rude, or disrespectful).
Accuracy of Knowledge Base	Accurately exhibits thorough knowledge of assignment content.	Demonstrates some knowledge of reading assignments.	Does not demonstrate accurate knowledge of readings.
Quality of Feedback	Exhibits excellent listening skills as demonstrated by insightful comments.	Exhibits good listening skills by providing relevant feedback to classroom group discussions.	Offers occasional input, but often irrelevant or unrelated to topic.
Initiative	Actively participates in classroom exercises.	Willingly participates in classroom exercises.	Fails to participate even when specifically asked.
Depth of Contribution	Demonstrates the ability to analyze/apply, as well as evaluate and synthesize course material.	Demonstrates some ability to analyze/apply course material.	Shows up to class and does nothing, demonstrating no familiarity with course material.
Leadership	Demonstrates willingness to take risks in attempting to answer unpopular questions.	Demonstrates willingness to attempt to answer most questions.	Does not demonstrate willingness to answer questions.

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. 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 18	Introduction to class and the marketing concept	Ch. 1
Aug 20	Ethics	Ch. 3, pages 29 - 32
Aug 25	Ethics and Environment	Ch. 3, pages 32 - 45
Aug 27	Environment	Ch. 3, continued
Sept 01	Consumer Decision Making	Ch. 5 <i>Team App. 1 - Ethics</i>
Sept 03	Consumer Decision Making	Ch. 5
Sept 08	Segmentation	Ch. 7, skip LOs 5 and 6
Sept 10	Segmentation	Ch. 7, continued <i>Team App. 2 - CB</i>
Sept 15	EXAM 1	
Sept 17	Research	Ch. 8
Sept 22	Research continued	<i>Team App. 3 - Research</i>
Sept 24	Product concepts	Ch. 9
Sept 29	Developing Products	Ch. 10
Oct 01	Products continued	
Oct 06	Marketing Channels and	Ch. 12, skip LO 6
Oct 08	Supply Chain	<i>Team App. 4 - Products</i>
Oct 13	EXAM 2	
Oct 15	Promotion	Ch. 14 Skip LO 3
Oct 20	Promotion	Ch. 15
Oct 22	Promotion	Ch. 16 <i>Team App. 5 - Promotion</i>
Oct 27	Promotion	
Oct 29	Price	Ch. 17 <i>Team App. 6 - Promotion</i>
Nov 03	Price	Ch. 18, skip LO 4 and LO 5 <i>Team App. 7 - Price</i>
Nov 05	EXAM 3	
Nov 10	Services/CRM	Ch. 11, skip LO 8
Nov 12	Services/CRM continued	<i>Team App. 8 - Services</i>
Nov 17	Global Marketing	
Nov 19	Global Marketing	Ch. 4 <i>Team App. 9 - Global</i>
Nov 24	No class – Thanksgiving	
Nov 26	No class – Thanksgiving	
Dec 01	Marketing Planning	Ch. 2
Dec 03	Marketing Planning	
Dec 08	This is a Friday class day	
Final	Presentations Friday, December 11 12 noon – 3:00 pm	