

**Principles of Marketing**  
**MARK 3000**

**TERM**                      Fall 2009  
8:00 – 9:15 am and 9:30 – 10:45 am TR, Brooks 145

**INSTRUCTOR**

Name                      *Dr. Kimberly Grantham*  
Office                     Brooks Hall 128  
Phone                    706-542-3766 (office)  
                              706-850-0407 (home)  
                              Please do not call my home after 9 pm or on Sunday.  
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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).  
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 Any student not meeting prerequisites will be administratively withdrawn from the class.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 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	25%
Exam 3	25%
Comprehensive Final	<u>30%</u>
<b>Total</b>	<b>100%</b>

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 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 stamped form 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.

## **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 done in class, and homework may be assigned.** Some of these assignments will be collected and graded. For graded assignments, if your grade is at least an 80, you will receive 1 extra credit point added to your grade on the exam following the assignment. There are no make-ups available on extra credit points. Extra credit points will be posted on WebCt. If you believe there is an error in posting extra credit points, contact me within one week of the posting.

Seats will be assigned on Tuesday, August 25th, following the last day of drop/add. On that day, please plan to sit in a seat where you will feel comfortable for the remainder of the semester. **If you plan to use a computer in class, you must sit in one of the first 3 rows in the middle section of the classroom.** Computer usage will not be permitted in any other part of the classroom.

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

## **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**

As a University of Georgia student, you have agreed to abide by the University's academic honesty policy, "A Culture of Honesty," and the Student Honor Code. All academic work must meet the standards described in "A Culture of Honesty" found at: [www.uga.edu/honesty](http://www.uga.edu/honesty). Lack of knowledge of the academic honesty policy is not a reasonable explanation for a violation. Questions related to course assignments and the academic honesty policy should be directed to the instructor.

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
- either attending class for someone else or having someone else attend class for you.

## **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 puzzles, 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 three rows. Anyone violating these rules may be either given a warning or asked to leave the class, in which case 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. 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.

<b>MARK 3000, Fall 2009</b>		
<b>COURSE ASSIGNMENTS AND DUE DATES</b>		
<i>You are responsible for any changes announced in class or posted to WebCT.</i>		
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
Sept 03	Consumer Decision Making	Ch. 5
Sept 08	Segmentation	Ch. 7, skip LOs 5 and 6
Sept 10	Segmentation	Ch. 7, continued
Sept 15	<b>EXAM 1</b>	
Sept 17	Research	Ch. 8
Sept 22	Research continued	
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	
Oct 13	<b>EXAM 2</b>	
Oct 15	Promotion	Ch. 14 Skip LO 3
Oct 20	Promotion	Ch. 15
Oct 22	Promotion	Ch. 16
Oct 27	Promotion	
Oct 29	Price	Ch. 17
Nov 03	Price	Ch. 18, skip LO 4 and LO 5
Nov 05	<b>EXAM 3</b>	
Nov 10	Services/CRM	Ch. 11, skip LO 8
Nov 12	Services/CRM continued	
Nov 17	Global Marketing	Ch. 4
Nov 19	Global Marketing	
Nov 24	<b>No class – Thanksgiving</b>	
Nov 26	<b>No class – Thanksgiving</b>	
Dec 01	Marketing Planning	Ch. 2
Dec 03	Marketing Planning	
Dec 08	<b>This is a Friday class day</b>	
<b>Final Exam</b>	<b>8:00 Section – Friday, December 11 8:00 am</b> <b>9:30 Section – Tuesday, December 15 8:00 am</b>	