



THE UNIVERSITY OF TEXAS AT ARLINGTON

<b>Course:</b>	Principles of Marketing
<b>Section:</b>	MARK 3321-010
<b>Term:</b>	Spring 2014
<b>Lecture Hours:</b>	MWF 10:00 – 10:50pm
<b>Class Location:</b>	COBA 256

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### **Instructor's Information**

<b>Instructor:</b>	Ryan Freling
<b>E-mail:</b>	<a href="mailto:rfreling@uta.edu">rfreling@uta.edu</a>
<b>Office:</b>	COBA 217
<b>Office Hours:</b>	Fridays 1:00pm – 3:00pm, or by appointment
<b>Course website:</b>	TBD

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**Pre-Requisites:** 60 hours completed coursework (Junior Standing) and ECON 2306 or 2301

### **Course Description and Objectives**

This course is intended to introduce students to the essentials of marketing: the creation of value for customers and firms and the strategies and methods marketers use to successfully operate in today's dynamic business environment. Upon completion of the course, students will be able to:

1. Define and understand the marketing concept and the marketing process.
2. Describe and implement marketing strategy by applying the STP (Segmentation-Targeting-Positioning) framework.
3. Describe and implement elements of a company's marketing mix (4P's): Product, price, promotion/advertising, place/distribution channels.
4. Describe and implement different pricing methods such as markup pricing and target pricing.
5. Recognize, evaluate and implement ethical constraints when making marketing decisions.
6. Define social media, understand how various forms of social media are integrated into marketing actions and identify different types of measures used by firms to assess performance of social media campaigns.

### **Course Materials**

- **MKTG7**, by Lamb, Hair & McDaniel; South-Western, Cengage Learning, 2014, 2013 (ISBN: 978-1-285-09186-0)
- For taking exams: 882-E Scantron and NO.2 lead pencil.
- A subscription to TOP Hat Monicle (\$20 per semester) – a classroom response system that allows students to participate in class exercises using a laptop, web-enabled smartphone, tablet, or cell-phone. Access this course directly when registering online using the following information:
  - Top Hat course name: **Principles of Marketing (010) - Spring 2014**
  - Direct URL: <https://app.tophat.com/c/645202>
  - 6-digit course code: **645202**

### **E-mail Communication and BlackBoard**

Outside the classroom and office hours, the best way to reach me is via e-mail. *Please note that, in accordance with University policy, I will not accept any e-mails from students that are not from a UTA e-mail address.* This policy is in place to protect your academic and personal information from unauthorized access. I will also use Blackboard extensively to share important class-related announcements and information, including grades. It is *your* responsibility to check BlackBoard daily for important class-related announcements.

### **Class Schedule (Tentative and subject to change)**

<b>Week</b>	<b>Topic</b>	<b>Reading</b>
Jan.13-17	Course Overview, Introduction to Marketing, Strategic Planning	Chapter 1, Chapter 2
<b>Jan. 20</b>	<b>NO Class – MLK Holiday</b>	
Jan. 22-24	Ethics and Social Responsibility	Chapter 3
Jan. 27-31	The Marketing Environment / Super Bowl	Chapter 4
Feb. 3-7	Super Bowl / Consumer Decision Making	Chapter 6
Feb. 10-12	Consumer Decision Making	Chapter 6
Feb 14	Exam 1 Review	
<b>Feb. 17</b>	<b>EXAM 1</b>	
Feb. 19-21	Segmentation and Targeting Markets	Chapter 8
Mar. 3-7	marketing Research	Chapter 9
<b>Mar. 10-14</b>	<b>No Classes 3/10 – 3/14: Spring Break</b>	
Mar. 17-21	Product Decisions	Chapter 10,11
Mar. 24-26	Marketing Channels	Chapter 14
Mar. 28	Exam 2 Review	
<b>Mar. 31</b>	<b>EXAM 2</b>	
Apr. 2-4	Marketing Communications	Chapter 15
Apr. 7-11	Advertising, Public Relations, and Sales Promotions	Chapter 16
Apr. 14-18	Social Media and Marketing	Chapter 18
Apr. 21-25	Pricing Decisions	Chapter 19
Apr. 28	Exam 3 Review	
<b>Apr. 30</b>	<b>EXAM 3</b>	
May 2	Final Exam Review	
<b>May 5</b>	<b>FINAL EXAM 8:00am – 10:30am, COBA 256</b>	

### Performance Evaluation Components

<b>REP Participation</b>	<b>5%</b>
<b>Exam 1</b>	<b>30%</b>
<b>Exam 2</b>	<b>30%</b>
<b>Exam 3</b>	<b>30%</b>
<b>Class Participation</b>	<b>5%</b>
	<b>100%</b>
<b>MIME Bonus</b>	<b>2% write-up / 3% Presentation</b>

### Letter Grades

Your letter grade will be determined based on the points accrued by completing the above course components. There will be NO predetermined grade distribution and NO grading curve in this class. *I will not round number grades up due to the number of absolute points available through class participation, REP and the MIME Bonus.*

<b>Points</b>	<b>Letter Grade</b>
>100 – 90	A
89 – 80	B
79 – 70	C
69 – 60	D
< 60	F

### Grade Component Descriptions

#### *Exams*

There will be four (4) exams offered during the course of the semester. **MAKEUP EXAMS WILL ONLY BE SCHEDULED FOR UNIVERSITY APPROVED EXCUSES AND ONLY IF THE INSTRUCTOR IS NOTIFIED AHEAD OF EXAM DATE. FURTHERMORE, THE MAKEUP EXAM FORMAT WILL BE DETERMINED AT THE DISCRETION OF THE INSTRUCTOR!**

The first three exams are MANDATORY; each exam is expected to contain a mixture of multiple choice questions, true/false questions and short answer questions. Exams will NOT be cumulative. All three exam scores will count towards your final grade.

The Final Exam is scheduled for **Monday, May 5 at 8:00am – 10:30am**. Students are NOT required to sit for the final exam unless:

1. The student missed one of the first three exams for some reason other than a university approved absence.
2. The student wishes to attempt to replace a lower exam score on one of the first three exams with their score on the final exam.

If you wish to challenge your exam grade for any reason, you must do so *in person* within one week of the Exam in question.

### ***Marketing Research Program (REP)***

The Department of Marketing at the University of Texas at Arlington requires each student enrolled in the Principles of Marketing (MARK 3321) class to participate in the department's Research Experience Program (REP). Students will register for the program and complete four brief studies during the semester, which will count as 5% of the total semester grade for the course. The program will be discussed by the REP coordinator during the first week of class. Additional information is available on the UTA Marketing Department website.

### ***Class Participation***

Regular class attendance gives you the opportunity to ask questions and contribute to the class. In addition, participation in class discussions is an important part of your learning. There will be daily class exercises or assignments designed to encourage the application of concepts covered in class and the assigned readings. Most the class participation exercises will be conducted via the Top Hat Monocle Application during class to reward attendance and participation, however, some exercises will involve research outside the classroom. If you arrive late to class and miss a class participation exercise, you will not be allowed to complete the exercise and turn it in late. *You will only be allowed to make-up missed exercises with a documentable, university-approved excuse.*

### ***Marketing In My Environment (MIME) Bonus***

To encourage active and critical observation of current marketing issues and the concepts discussed in class each student is allowed to submit one MIME Assignment. The MIME assignment consists of two parts:

- a. (Maximum 2 points) Write-up (2 pages max double spaced): The note should recognize, illustrate, and / or criticize any element of marketing either discussed in the media or encountered in the environment in which you live. Bonus points will be awarded based on the quality / organization of the write-up, in addition to how well the subject of the write-up is connected to class.
  - b. (Maximum 3 points) Class Presentation: In conjunction with the write-up, students can make a brief presentation of their "MIME" topic during class. Supporting media, e.g., URL's, photos, and / or slides are encouraged. Bonus points will be awarded based on the quality, organization, and thoroughness of the presentation.
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- In lieu of a MIME topic, students can instead write about and make a presentation regarding any ***university recognized*** activity or student group.
  - MIME presentations must be scheduled ahead of time with me and will only be scheduled after the write-up on the topic has been turned in.
  - Students are permitted to turn in a MIME write-up without doing a presentation.
  - Examples of MIME write-ups will be posted on BlackBoard.
  - **The last day to turn in MIME write-ups is Friday, April, 25<sup>th</sup>.**

## Classroom & Instructor Policies

- *Wireless Phones:* Phone ringers should be set to silent prior to the beginning of class. Answering calls or sending text messages during class time will result in subtraction of one point from the student's participation score.
- *Laptops:* While there is no policy against laptop computers in class, sending emails or searching non-course content during class lectures will result in subtraction of one point from the student's participation score.
- *Be on time!* An integral part of class attendance is punctuality. As the instructor, I will make every effort to begin lectures at the listed start time. Please make every effort to be present for the beginning of class. Students who arrive late and / or leave early may miss the class participation exercises and will not be given the opportunity to make them up.
- *Be respectful!* An integral part of class participation is the respectful treatment of the instructor and fellow students during class discussions. Please be respectful and courteous of others during class discussions. Side conversations and disrespectful comments during class discussions will result in the subtraction of one point from student's participation score and may result in dismissal from the class.
- ***Attendance for any scheduled guest lecture is mandatory.*** Absence during a guest lecture will result in deduction from a student's participation score.
- There will be NO MAKE-UP EXAMS given EXCEPT IN THE CASE OF A PRE-APPROVED UNIVERSITY ABSENCE.
- Assignments turned in late will NOT be accepted.
- If you are absent from class for any reason, it is your responsibility to consult fellow students and / or the class website on BlackBoard for the material that you missed. I will not give private lectures on course material already recovered.
- Phones, hats, backpacks, bags, and purses are not permitted on your person during exams. Only pencils, Scantron forms, exam booklets, and calculators (if necessary) are permitted. Using the calculator function on your phones is NOT permitted.

My objective is to make this class an enriching and worthwhile learning experience for you. In addition it is my hope that the course, its materials, your classmates, and my instruction are catalysts for your further exploration of the field of marketing. Should you have any questions regarding the course, the field of marketing, or your academic or career pursuits please feel free to ask and I will endeavor to provide you with the best answers / advice / wisdom that I am able. Further, should you experience any of the following during this course *please see me immediately*:

- Personal conflict with a classmate or group member
- Dissatisfaction or lack of understanding regarding assignment or exam grade
- Difficulties with a particular concept covered in class

Waiting until the end of the semester to address any problems you may be having during the course of the semester is TOO LATE and is much less likely to yield a satisfactory solution / understanding to the problem.

## **UTA Syllabus Policies & Procedures**

### **Academic Integrity**

The philosophy of the University of Texas at Arlington is that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. "Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts." (Regents' Rules and Regulations, Series 50101, Section 2.2) Students involved in academic dishonesty will be disciplined in accordance with University regulations and procedures, and may be suspended or expelled from the University.

### **Accommodations for Students with Disabilities**

The University of Texas at Arlington is committed to both the spirit and letter of federal equal opportunity legislation (reference Public Law 92-112 - The Rehabilitation Act of 1973). With the passage of federal legislation entitled Americans with Disabilities Act (ADA), pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.

Faculty members are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. If you feel you are entitled to special accommodations because of a disability, please see me within the first two weeks of class so that I can make whatever arrangements are necessary and appropriate. It is also your responsibility to provide authorized documentation through designated administrative channels. Information regarding specific diagnostic criteria and policies for obtaining academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability). Also, you may visit the Office for Students with Disabilities in room 102 of University Hall or call them at (817) 272-3364.

### **Student Support Services**

The University of Texas at Arlington supports a variety of student programs that help you connect with the University and achieve academic success. These programs include learning assistance, developmental education, advising and mentoring, admission and transition, and other federally funded programs. Students requiring academic, personal, or social assistance should contact the Office of Student Success Programs (817-272-6107) for more information and appropriate referrals.