**Principles of Marketing Syllabus**

**MARK 3321-001 and -002 – Spring 2014**

**Instructor:** Dr. Michael Richarme

**Office Number:** COBA 618

**Office Hours:** W 2:00-4:00

**Telephone Number:** 817-272-3027

**Email Address:** richarme@uta.edu

**Course Number, Section Number, and Course Title:** MARK 3211-001, 002, ID 28048 and 23470, respectively.

**Time and Place of Class Meetings:** ONLINE SECTIONS.

**Class Website:** Blackboard (elearn.uta.edu)

**Description of Course Content:** Survey of activities involved in marketing. Emphasis is on developing a managerial point of view in planning and evaluating marketing decisions of the firm. Analyzes decisions with respect to products, price, channel, and promotional variables and considers questions relating to cost efficiency, demand, social responsibility and regulations.

**Student Learning Outcomes:**

Based on active learning and participation in this course, students will be able to:

* Understand the fundamental concepts and practices in marketing
* Become knowledgeable of the structure of marketing, its past and probable future
* Recognize the numerous decision areas facing marketing decision makers
* Utilize a reasoned frame of reference for dealing with marketing decisions
* Demonstrate familiarity with the complex environment that affects marketing decisions
* Effectively communicate to diverse audiences in a concise and reasoned manner

**Required Textbooks and Other Course Materials:**

**Textbook**: *Marketing 7* by Lamb, Hair, McDaniel; South-Western Cengage © 2014 ISBN10: 1-285-09186-0, ISBN13: 978-1-285-09186-0

**Companion website for students**: [www.cengagebrain.com](http://www.cengagebrain.com) contains interactive e-book, auto-graded practice quizzes, games, PowerPoints, chapters in review cards, and more.

**COURSE FORMAT:** The class will utilize a variety of pedagogical techniques to foster a positive learning environment. To maximize learning, students **MUST** read the assigned material. The ability to learn the material and grades will significantly depend on your understanding of the assigned readings.

**COURSE ELEMENTS:** The course will consist of readings and discussion questions from texts and articles, four examinations, twelve discussion questions, and an article review. If any exam is missed by a student, the student must provide the instructor with a valid, written reason for missing the exam prior to the exam date – “not being ready” or “forgot” are not valid reasons. Any student who does not have a valid, written reason will receive a score of zero for the exam.

**GRADING POLICY**: Your course grade is determined objectively from a combination of the exams and class participation. Class participation and overall respect for the course are the best options for enhancing your grade.

Each grade element is as follows:

Test 1 (fifty multiple choice questions) 100 points

Test 2 (fifty multiple choice questions) 100 points

Test 3 (fifty multiple choice questions) 100 points

Final Exam (fifty multiple choice questions) 100 points

Discussion Questions (12 at 5 points each) 60 points

Research Experience Program 25 points

Article review 15 points

**Total 500 points**

Each of these elements is described in detail in the syllabus. If the requirements for this class are unclear, it is your responsibility to remedy the situation through an appointment with the instructor. Class time will be devoted to discussion of the critical topics. You are strongly encouraged to monitor your grades regularly to make sure that the scores for your assignments are posted correctly.  **DO NOT WAIT UNTIL THE END OF THE SEMESTER TO MAKE CORRECTIONS.** Tracking your scores should also help you to adjust your effort, if you are expecting a particular grade from this course. Grades will not be “curved.”

|  |  |
| --- | --- |
| Percent of Points | Grade |
| 90-100 | A |
| 80-89 | B |
| 70-79 | C |
| 60-69 | D |
| Below 60 | F |

**Discussion Questions:** These are questions from the chapters to help students get a better understanding of the materials in the chapter and reinforce learning. There is a new discussion question each week, except on test weeks, and students submit their own, original answer to the questions. Typically, a couple of paragraphs are adequate to answer the question, but critical thinking and application of concepts learned in the chapters will be evaluated much more closely than just repetition of course materials. These are individual assignments, not shared between students.

**Marketing Research Experience Program (REP):** The Department of Marketing at the University of Texas-Arlington requires each student enrolled in Principles of Marketing (MARK 3321) to participate in the department’s Research Experience Program (REP). The purpose of the REP is to provide an exposure to the process by which knowledge in marketing is developed, and to enhance students’ appreciation of the nature and role of marketing research topics and methods. Additional information about the REP Program is on the class website and on the UTA Marketing Department website. Completing the REP Program requirements is not difficult, and will have a positive impact on your semester grade.

**Article Review:** Right after Spring Break, the professor will assign an article review. Each student should upload a two-page, professionally written and clearly articulated review of the article, applying information from the text to support the answer. As with Discussion Questions, critical thinking and application of concepts will be most highly evaluated, not just conversational jargon and opinion.

**Professionalism and Due Dates:** Due to the online nature of this class, you have a bit of flexibility in completing the assignments. However, the exercises are due on certain dates as shown in the syllabus. They will appear each Monday at noon, and are due no later than the following Monday at noon. There is **no makeup** on missed exercises. If you don’t upload the materials to Blackboard on time, you cannot earn points for that exercise.

**MARK 3321 ONLINE SECTIONS**

**MARKETING PRINCIPLES, SPRING 2014**

|  |  |  |  |
| --- | --- | --- | --- |
| **Date** | **Topics** | **Readings** | **Due** |
| Jan. 13 | Overview of Marketing  Strategic Planning | Chapter 1  Chapter 2 | DQ1 on Jan. 20 **at noon** |
| Jan. 20 | Ethics and Social Responsibility Marketing Environment | Chapter 3 Chapter 4 | ECR Bonus DQ2 on Jan. 27 **at noon** |
| Jan. 27 | Developing a Global Vision | Chapter 5 | DQ3 Feb. 3 |
| Jan. 29 | **CENSUS DAY** |  |  |
| Feb. 3 | **TEST 1** |  | **Test Feb. 10 noon** |
| Feb. 10 | Consumer Decision Making | Chapter 6 | DQ4 Feb. 17 |
| Feb. 17 | Market Segmentation and Targeting Marketing Research | Chapter 8  Chapter 9 | DQ5 Feb. 24 |
| Feb. 24 | Product Concepts  Developing and Managing Products | Chapter 10  Chapter 11 | DQ6 March 3 |
| March 3 | **TEST 2** |  | **Test March 10 noon** |
| March 10  March 14 | **Spring Break – Be Safe!** |  |  |
| March 17 | Business Marketing  Services and Non-Profits | Chapter 7  Chapter 12 | DQ7 March 24 |
| March 24 | Supply Chain ManagementMarketing Channels Retailing | Chapter 13  Chapter 14 | DQ8 March  31 |
| March 28 | **LAST DROP DAY** |  |  |
| March 31 | Marketing Communications | Chapter 15 | Article, DQ9 April 7 |
| April 7 | **TEST 3** |  | **Test April 14 noon** |
| April 14 | Advertising and Public Relations Personal Selling | Chapter 16  Chapter 17 | DQ10 April 21 |
| April 21 | Social Media and Marketing | Chapter 18 | DQ11 April 28 |
| April 28 | Pricing  Setting the Right Price | Chapter 19  Chapter 20 | DQ12 May 5 |
| May 5 | **FINAL EXAM finished by noon** |  | **May 9 noon** |

**COLLEGE/UNIVERSITY GENERAL POLICIES**

**Drop Policy:**

Effective Fall 2006, adds and drops may be made through late registration either on the Web at [MyMav](http://www.uta.edu/mymav/) or in person in the academic department offering the course. Drops may continue in person until a point in time two-thirds of the way through the semester, session, or term. Students are responsible for adhering to the following regulations concerning adds and drops.

* A student may not add a course after the end of the late registration period.
* No grade is posted if a student drops a course before 5:00 p.m. CST on the Census Date of that semester/term.
* A student entering the University for the first time in Fall 2006, or thereafter, may accrue *no more than a total of 15 semester credit-hours of coursework with a grade of W* during his or her enrollment at the University.
* A student may drop a course with a grade of "W" until the two-thirds point of the semester, session, or course offering period. A student may drop a course after that point only upon approval of the appropriate official.
* Exceptions to this policy may be entertained because of extraordinary non-academic circumstances. Under such circumstances, approval must be received from the instructor, department chair, dean, and the Office of the Provost.

**Americans With Disabilities Act:**

The University of Texas at Arlington is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92-112 - The Rehabilitation Act of 1973 as amended. 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.

As a faculty member, I am required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Student responsibility primarily rests with informing faculty of their need for accommodation and in providing 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.   Also, you may visit the Office for Students with Disabilities in room 102 of University Hall or call them at (817) 272-3364.

**Academic Integrity:**   
  
It is the philosophy of The University of Texas at Arlington that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University.   
  
"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)

**Student Support Services Available:**   
  
The University of Texas at Arlington supports a variety of student success programs to help you connect with the University and achieve academic success. These programs include learning assistance, developmental education, advising and mentoring, admission and transition, and federally funded programs. Students requiring assistance academically, personally, or socially should contact the Office of Student Success Programs at 817-272-6107 for more information and appropriate referrals.

**Final Review Week:**   
  
A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week unless specified in the class syllabi. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. Classes are held as scheduled during this week and lectures and presentations may be given.

**E-Culture Policy:**

The University of Texas at Arlington has adopted the University email address as an official means of communication with students. Through the use of email, UT-Arlington is able to provide students with relevant and timely information, designed to facilitate student success. In particular, important information concerning registration, financial aid, payment of bills, and graduation may be sent to students through email.

All students are assigned an email account and information about activating and using it is available at [www.uta.edu/email](http://www.uta.edu/email). New students (first semester at UTA) are able to activate their email account 24 hours after registering for courses. There is no additional charge to students for using this account, and it remains active as long as a student is enrolled at UT-Arlington. Students are responsible for checking their email regularly.

The University requires that all correspondence between faculty, staff and students originate from a **University-assigned e-mail address**.  This policy is in place to protect your academic and personal information from unauthorized access.  If you send me an email from Google, Yahoo, your work account, or some other non-UTA email, it will probably go in my spam folder without me ever seeing it.

**Grade Grievance Policy**:

Refer to the University of Texas at Arlington Undergraduate Catalog.