**PRINCIPLES OF MARKETING**

MARK 3321 Section 007

Spring 2016 – COBA 255

Tuesday & Thursday – 9:30am to 10:50am

**Instructor:** Elten D. Briggs, Ph.D.

**Faculty Profile:** <http://www.uta.edu/mentis/profile/?3212>

**Office:** COBA 220

**Office Hours:** Tuesdays and Thursdays 2:00pm-3:00pm (or by appointment)

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**Course Page:** <https://elearn.uta.edu/>

*Note: Feel free to ask questions regarding the governance of this course. By choosing not to withdraw, you will be accepting the policies outlined in the rest of this document.*

**Course Description:** This course introduces students to the marketing function of the firm from the standpoint of the decision maker. We will discuss marketing variables and relate them to how firms are operating in today’s environments. Consideration is given to the firm and societal implications of marketing actions. Prerequisites are junior standing and ECON 2306.

**Student Learning Outcomes:**

* Students become familiar with the terminology commonly used in the field of marketing in order to correctly apply basic marketing concepts in business situations.
* Students work closely with others in order to gain experience addressing marketing problems in a team environment.
* Students develop an understanding of the role of marketing in an organization’s strategic management plan and in our broader society in order to determine whether to pursue academic or employment opportunities in the field.

**Course Materials:**

*Textbook:* MKTG 9 by Charles W. Lamb, Joseph F. Hair, and Carl McDaniel.

For taking exams:

* Scantron forms [form number 882-E].
* A No. 2 lead pencil.
* A basic or financial calculator (optional).

**Accommodations:**  Make plans to meet with me during the first week of the semester if you have a disability that you believe may hamper your performance in this course. We will need to discuss making the necessary arrangements to ensure that you will be able to fully participate in this course and have the chance to accurately demonstrate your abilities.

**Classroom Etiquette:**

1) If you have to leave class early, please inform the instructor prior to class.

2) Turn off cell phones (set to vibrate if facing an emergency situation).

3) Laptops and related devices should only be used during class for activities related to the class.

4) Laptops and related devices are not allowed during presentations by guest speakers.

5) Keep side communication to a minimum during class discussions.

**Attendance:** Attendance does not directly factor into students’ final grades, but regular attendance is important for you to perform to the best of your ability in this course. Some activities taking place in class (e.g. videos, exercises, etc.) will not be made available by the instructor to students afterwards.

**Communication:** Messages will occasionally be sent to students’ UTA e-mail addresses. Students that would like to communicate with me via e-mail are strongly encouraged to send the message from a UTA email address to ensure the message does not get classified a ‘junk’ message. Also, per university policy, I can only communicate sensitive information to students via email when using a UTA e-mail address.

**Descriptions of Graded Assignments:**

*Marketing Research Experience 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.

*Group Exercises:* There will be five in-class group exercises during the semester worth 15 points each. Each student will be assigned to a group of 3-4 people. Only one completed assignment will be turned in per group. These assignments are open book and open note, but communicating with individuals on other teams during these exercises is considered a violation of the UTA Honor code. Further, the instructor will answer questions that relate to clarifying expectations or instructions during these exercises, but will NOT address questions relating to course concepts. It is expected that team members will work with each other to foster mutual understanding during these exercises. Each student will be allowed to drop his/her lowest grade on these exercises. Otherwise, there are no make-ups for missed group exercises. *This means that only four (4) group exercises may count towards your final grade.*

# *Exams:* There will be four exams given during the semester worth 80 points each. The exam format will be discussed in more detail on the class day immediately preceding an exam, but each exam is certain to contain a number of multiple-choice questions. Exams will focus on topics discussed in class during lectures and group exercises. Students are encouraged to use the PowerPoint slides provided by the instructor as a study aid on exams. However, the PowerPoint slides are most effective when supplemented by notes that you take during lecture, textbook reading, and utilization of the online study aides that come with your textbook.

Some other important exam notes are as follows:

# Be prepared to show a valid photo ID when turning in your exam.

* Some of the exams will have problems involving math. A basic or financial calculator may be used on these exams if desired. Absolutely *no graphing calculators or other electronic devices are allowed on exams*. You will not be allowed to borrow a calculator from someone else during their exam!
* If you have a legitimate, verifiable excuse for missing an exam, please discuss your situation with me and provide documentation within one week of the exam. *Work conflicts are not considered to be excusable absences.*

*Final Exam:* There will be a comprehensive final exam given during finals week worth 80 points. Any student that misses a regularly scheduled exam during the semester will need to use the final as their make-up exam. The final is optional for students who take each of the four regularly scheduled exams during the semester. These students may use the final exam to replace their lowest test score during the semester. Taking the final exam cannot hurt your grade. If your score on the final is your worst exam score, your grade on the final will be dropped. Only four (4) tests may count towards your final grade. *Note:* *There are no make-ups for the final exam.*

# *Bonus:* There may be a few bonus point opportunities during the semester. These opportunities may or may not be announced beforehand. If you are not in class on the days on which bonus points are given, you cannot make these points up later. *Note: Bonus points may be forfeited if you leave class unexcused on a day when points are given.*

**Allocation of Grade Weights:**

|  |  |  |
| --- | --- | --- |
| Item | Points | *Percentage of Total Grade* |
|  REP Participation | 20 | 5% |
|  Group Exercises | 60 | 15% |
|  Exams | 320 | 80% |
| **Total** | **400** | **100%** |

# Total Points Earned Course Grade

# 360 or more A

# From 320 to 359.9 B

# From 280 to 319.9 C

From 240 to 279.9 D

239.9 or less F

*Note: Grades are given based on points-earned, not based on percentage.*

**Additional Policies Regarding Grading:** In order to uphold the standards of fairness for all students in the class, I insist that you refrain from engaging in the following acts. Do not:

1. Tell the instructor that you need a certain grade.
2. Ask for extra assignments for the purpose of raising a grade.
3. Ask for the grade to be raised because it is very close to the next higher grade.
4. Ask for the grade to be raised because you did better in some component(s) of the course than other components.
5. Ask for a higher grade because you don’t like the grading scheme.
6. Ask to be treated better than other students by asking that an exception be made to these rules.
7. Ask for any other unfair advantage in grading.

I will refer any violators back to this section of the syllabus as necessary!

**Academic Integrity:** All students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

*I pledge, on my honor, to uphold UT Arlington’s tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.*

*I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.*

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents’ Rule* 50101, §2.2, suspected violations of university’s standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student’s suspension or expulsion from the University.

### University General Policies

**Drop Policy:** Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance**. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://wweb.uta.edu/aao/fao/>).

**Disability Accommodations:** UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including *The Americans with Disabilities Act (ADA), The Americans with Disabilities Amendments Act (ADAAA),* and *Section 504 of the Rehabilitation Act.* All instructors at UT Arlington are required by law to provide “reasonable accommodations” to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the **Office for Students with Disabilities.** Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

The Office for Students with Disabilities (OSD**)**; [www.uta.edu/disability](http://www.uta.edu/disability) or calling 817-272-3364

Counseling and Psychological Services (CAPS**)**; [www.uta.edu/caps/](http://www.uta.edu/caps/) or calling 817-272-3671

Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability) or by calling the Office for Students with Disabilities at (817) 272-3364.

**Title IX:** The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit [www.uta.edu/eos](http://www.uta.edu/eos). For information regarding Title IX, visit [www.uta.edu/titleIX](http://www.uta.edu/titleIX).

**Finals 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 syllabus*. 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. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

**Student Support Services**:UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at [www.uta.edu/resources](http://www.uta.edu/resources).

**Electronic Communication:** UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

**Student Feedback Survey:** At the end of each term, students enrolled in classes categorized as “lecture”, “seminar,” or “laboratory” shall be directed to complete a Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student’s feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

**Emergency Exit Procedures:** Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist handicapped individuals.

**Writing Center:** The Writing Center, 411 Central Library, offers individual 40 minute sessions to review assignments, *Quick Hits* (5-10 minute quick answers to questions), and workshops on grammar and specific writing projects. Visit [https://uta.mywconline.com/](https://owa.uta.edu/owa/luket%40exchange.uta.edu/redir.aspx?C=jqplelmmw0KcvkWv1pRv_rHS8ofUUtFIXl_CWZTLffEmCPyZf3x4ncUbBmD9p3gSPROCbhSJj7U.&URL=https%3a%2f%2futa.mywconline.com%2f) to register and make appointments. For hours, information about the writing workshops we offer, scheduling a classroom visit, and descriptions of the services we offer undergraduates, graduate students, and faculty members, please visit our website at [www.uta.edu/owl/](http://www.uta.edu/owl/).

**Useful Links from UT Arlington Library:**

Library Home Page <http://www.uta.edu/library>

Subject Guides <http://libguides.uta.edu>

Subject Librarians <http://www.uta.edu/library/help/subject-librarians.php>

Database List <http://www.uta.edu/library/databases/index.php>

Course Reserves <http://pulse.uta.edu/vwebv/enterCourseReserve.do>

Library Tutorials <http://www.uta.edu/library/help/tutorials.php>

Connecting from Off- Campus <http://libguides.uta.edu/offcampus>

Ask A Librarian [http://ask.uta.edu](http://ask.uta.edu/)

**Emergency Phone Numbers**: In case of an on-campus emergency, call the UT Arlington Police Department at **817-272-3003** (non-campus phone), **2-3003** (campus phone). You may also dial 911.