

MARK 3321: Principles of Marketing
Fall 2016

Instructor Name: Lauren Brewer

Office Number: Department of Marketing, College of Business Administration – Room 618

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Faculty Profile: Please see Professor Brewer for a faculty profile.

Office Hours: Tuesday 11:30 am – 12:15 pm; Thursday 2:00 pm – 3:00 pm & By Appointment

Classroom: Section 007 – COBA 245E

Section 008 – COBA 256

Class Time: 007 – T/TH 12:30 – 1:50 pm

008 – T/TH 5:30 – 6:50 pm

Textbook: MKTG 10th Edition by Charles W. Lamb, Joseph F. Hair, and Carl McDaniel.

Course Description: The marketing function of the firm from the standpoint of the decision-maker. The marketing variables of products, channels, prices, and promotion as related both to the profitability of the firm and to customer satisfaction. The economic, legal, social, and international implications of marketing actions.

Prerequisites: 60 credit hours and ECON 2306. Please talk to an academic advisor if you need any clarifications.

Students are not officially added or dropped from a course section until the drop or add is processed by the Registrar. Students not on the roster will definitely not be allowed to continue in the class, or allocated a course grade.

Student Learning Outcomes: (1) Students become familiar with the terminology commonly used in the field of marketing in order to correctly apply basic marketing concepts in business situations. (2) Students work closely with others in order to gain experience addressing marketing problems in a team environment. (3) 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.

Class Process: It is important that you do the assigned readings in advance of the lecture, since that session will build on the text and other reading materials. Marketing is a practical skill that is learned through study and application in a cumulative fashion. Experience suggests that the value of the course is greatly diminished if students attempt to substitute pre-exam cramming for regular preparation.

E-Mail Communication: I will NOT be accepting ANY email from students unless it is from a UTA e-mail address. I will only send email communication to your UTA email accounts. This course will strictly adhere to the exclusive use of University assigned e-mail addresses for all communications. If you have not activated your university email account, or are not in the habit of checking it at least daily, please make the required changes by the beginning of this semester.

Please consult this link for further help: <http://www.uta.edu/oit/cs/email/index.php>

Direct all UTA Email account related questions to the Office of Information Technology.

Attendance: At The University of Texas at Arlington, taking attendance is not required. Rather, each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance.

As the instructor of this section: 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, cases, etc.) will not be made available by the instructor to students afterwards.

However, while UT Arlington does not require instructors to take attendance in their courses, the U.S. Department of Education requires that the University have a mechanism in place to mark when Federal Student Aid recipients "begin attendance in a course." UT Arlington instructors will report when students begin attendance in a course as part of the final grading process. Specifically, when assigning a student a grade of F, faculty report the last date a student attended their class based on evidence such as a test, participation in a class project or presentation, or an engagement online via Blackboard. This date is reported to the Department of Education for federal financial aid recipients.

Class Etiquette: I will insist on professional behavior in class, which includes coming to class on time, not walking out in the middle of a lecture (without my permission in advance), and not engaging in cross-talking with other students unless it is part of a broader class discussion. I expect to see you prepared for class, ready to participate in discussions, and, otherwise, make full use of the class time.

My Accessibility: I look forward to getting to know as many of you as possible during the semester. Please let me know if I can help. You do not need an appointment to drop by and see me during regular office hours, but you can reserve a specific appointment time in advance. I will also be glad to talk with you before and after classes as our schedules permit. E-mail is an excellent way to get in touch with me – for simple questions, clarifications, or to set up an appointment. You may also contact me by phone (817-272-6741). Instead of leaving a voicemail, please contact me via email.

Grading Policy: In accordance with the policies at the University of Texas at Arlington, I use the following grading system:

| Grade | Total Points Received |
|----------------------------|-----------------------|
| A: Excellent – 90% | 450 - 500 |
| B: Good – 80% | 400 - 449 |
| C: Satisfactory – 70% | 350 - 399 |
| D: Passing – 60% | 300 - 349 |
| F: Failing – 59% and Below | 299 and Below |

I employ the entire range of the grading system in this class. Do not assume that all grades receive a minimum of B. Average (Satisfactory) work is the baseline and receives a grade of C not a B. Average work is what anyone can produce, it is average. Good (B) work and better requires additional effort, initiative, creativity and a good understanding of the subject matter.

No grades will be rounded up for any reason!

**Any conflict in grades must be resolved within 5 working days of posting of grades. **

| <u>Grade Item</u> | <u>Possible Points</u> | <u>Percentage</u> |
|--|------------------------|-------------------|
| Exams (4 @ 90 pts each) | 360 | 72% |
| Case Questions (65 questions @ 1 pt each) | 65 | 13% |
| Assignments (1 @ 40 pts each) | 40 | 8% |
| Research Experience Program (5 @ 5 pts each) | 25 | 5% |
| Guest Speakers (2 @ 5 pts each) | 10 | 2% |
| Total Possible Points | 500 Points | 100% |

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!

Exams: There are four non-cumulative exams in this course. Each exam is worth 90 points. Exams will include a combination of multiple choice and fill-in the blank questions that cover readings, lectures, assignments, videos, class discussions, cases, guest speakers, and any other information the instructor deems important. Students must provide their own scantron (882-E) for each exam. Fill-in the blank questions will be completed on a separate sheet provided by the instructor. Test questions will focus on your understanding of the marketing concepts and your ability to apply those concepts to real-world problems.

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

Exams must be taken on the dates indicated in the syllabus. **No make-up exams will be given.** If an exam is missed (for any reason), the student will receive a zero for that exam.

Student may take the optional final exam to replace the zero for a missed exam.

Final Exam: An optional cumulative final exam is offered at the end of the semester during the scheduled final exam date and time. Students may choose to take the cumulative final exam to replace their lowest exam score from the four non-cumulative exams during the semester. Taking the final exam cannot harm your grade. Before finals week students will know their point total for all material that has been graded and tentative letter grade. The final exam will consist of 90 multiple choice questions. Students must provide their own scantron (882-E) for the final exam. No review will be offered for the final exam.

* Students who plan to take the final exam **MUST** register for it via Blackboard no later than Sunday December 11th at 10:00 pm. *

Cases: Eleven cases will be assigned over the course of the semester. Cases will be posted in Blackboard before the corresponding chapter is discussed in class and case questions will be posted in Blackboard on the “Group Cases” day. Each case will have between 4 and 7 multiple choice and/or true/false questions. Students will be placed in groups at the instructors choosing and students must be in class on the day of Group Cases to receive credit. Case questions will be submitted via Blackboard by the group at the end of the class period on Group Cases day in class.

NO LATE CASES WILL BE ACCEPTED.

Assignment: One assignment will be completed over the course of the semester and is worth 40 points. Assignment information will be posted in Blackboard and will be discussed in class. The assignment will be submitted via Blackboard and is due on 11/20 at 11:59 pm.

NO LATE ASSIGNMENTS WILL BE ACCEPTED.

Research Experience Program (REP): The Department of Marketing requires that all students taking Principles of Marketing (MARK 3321) complete a five-unit research requirement through participation in the department's Research Experience Program (REP). This involves participation in research sessions conducted by Marketing faculty and doctoral students at the University of Texas at Arlington (UTA). (These projects are approved by the UTA Human Research Review Committee.) 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. Researchers will also benefit from your involvement in the REP, as they will have increased participation in their studies, and better comprehension of important Marketing phenomena and processes.

To satisfy your REP requirements, you need to (1) **register for REP**, and (2) then **complete four REP studies** over the course of the semester.

Registering for REP: To register go to <https://uta-cobsubjectpool.sona-systems.com/Default.aspx?ReturnUrl=/>. It only takes about two minutes! By registering for the program prior to Friday, September 2, 2016, you will receive one percent of your MARK 3321 semester grade.

Completing REP studies: Completing REP studies is easy and fun! A typical research session lasts about thirty minutes and is worth one percent of your MARK 3321 semester grade. One or more studies will be launched each Monday, beginning September 5, 2016.

In lieu of participating in REP studies, you may choose to write reviews of current Marketing articles. Each article review is worth one percent of your MARK 3321 semester grade. You can only write a maximum of two article reviews.

REP credits will be maintained in the Marketing Department's online system by the Subject Pool Administrator. You may register now on this online system and begin signing up for research sessions on Monday, September 5, 2016. **Regardless of how you satisfy your REP requirements, you must register in the Marketing Department's online system by Friday, September 2, 2016.** For additional information about the REP program—including instructions on how to register online, sign up for experiments, or write an article review—please go to <http://web.uta.edu/marketing/> and click on the link for Research Experience Program on the left toolbar. Our online system has an extensive section of FAQs to help answer questions. **Any other questions about the REP program should be directed to the Subject Pool Administrator (COBSubjectPool@uta.edu) and not to your MARK 3321 instructor.**

The deadline for completing REP experiments or submitting article reviews is Friday, December 2, 2016.

Guest Speakers: This course will have a total of two guest speakers over the course of the semester, one guest speaker on Tuesday September 20th and one guest speaker on Tuesday October 18th. Attendance will be taken for a grade during these dates. Students who do not attend one or both of these classes, without a documented university-approved excuse, will not have the opportunity to make-up the missed points. Students with a documented university-approved excuse will have the opportunity to complete an alternative assignment assigned by the instructor, due one week after the speaker presented.

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. DO NOT ask the instructor if/when bonus points will be available.

Expectations for Out-of-Class Study: Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional 9 hours per week of their own time in course-related activities, including reading required materials, completing assignments, preparing for exams, etc.

Cheating: CHEATING AND PLAGIARISM WILL NOT BE TOLERATED.

Any student caught cheating or plagiarizing will receive an 'F' in the course and will be immediately reported to the department chair and the Office of Student Conduct.

No student shall distribute course notes / materials (or other information deemed as unacceptable by the instructor) for free or for sale in this course. Distributing such information is considered cheating, and will be handled as such. If a student is caught distributing any of the above information the student will receive an "F" in the course.

Tentative Course Schedule – This schedule may change at any time with notice to students.

| Week | Date | Topic | Reading / Deliverable |
|------|-------|---|-----------------------|
| 1 | 8/23 | | |
| | 8/25 | Introduction / Course Overview / Decision Day | |
| 2 | 8/30 | Marketing Concept / Orientation | Ch. 1 |
| | 9/1 | Marketing Planning / Strategy | Ch. 2 |
| 3 | 9/6 | Ethics | Ch. 3 |
| | 9/8 | Group Cases | |
| 4 | 9/13 | Catch-up / Recap | Ch. 1, 2, 3 |
| | 9/15 | Exam 1: Chapters 1, 2, 3 | |
| 5 | 9/20 | <i>Guest Speaker</i> | |
| | 9/22 | External Marketing Environment | Ch. 4 |
| 6 | 9/27 | Consumer Buying Behavior | Ch. 6 |
| | 9/29 | Market Segmentation / Targeting / Positioning | Ch. 8 |
| 7 | 10/4 | Marketing Research / Information Systems | Ch. 9 |
| | 10/6 | Group Cases | |
| 8 | 10/11 | Catch-up / Recap | Ch. 4, 6, 8, 9 |
| | 10/13 | Exam 2: Chapters 4, 6, 8, 9 | |
| 9 | 10/18 | <i>Guest Speaker</i> | |
| | 10/20 | Product Concepts | Ch. 10 |
| 10 | 10/25 | Pricing Concepts | Ch. 19 |
| | 10/27 | Marketing Channels / Supply Chain Mgmt. | Ch. 13 |
| 11 | 11/1 | Promotion Strategy / IMC | Ch. 15 |
| | 11/3 | Group Cases | |
| 12 | 11/8 | Catch-up / Recap | Ch. 10, 19, 13, 15 |
| | 11/10 | Exam 3: Chapters 10, 19, 13, 15 | |
| 13 | 11/15 | Services Marketing | Ch. 12 |
| | 11/17 | Retailing | Ch. 14 |
| 14 | 11/22 | Social Media Marketing | Ch. 18 |
| | 11/24 | Thanksgiving Holiday | |
| 15 | 11/29 | Catch-up / Recap | Ch. 12, 14, 18 |
| | 12/1 | Exam 4: Chapters 12, 14, 18 | |
| 16 | 12/6 | The Last Class | |
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“As the instructor for this course, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course. – Lauren M Brewer”

Final Exam: Section 007 – Thursday December 15, 2016

11:00 am – 1:30 pm

Section 008 – Tuesday December 13, 2016

5:30 pm – 8:00 pm

UNIVERSITY POLICIES AND PROCEDURES

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

Counseling and Psychological Services, (CAPS) www.uta.edu/caps/ or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

Non-Discrimination Policy: *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 uta.edu/eos.*

Title IX Policy: The University of Texas at Arlington (“University”) is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. *For information regarding Title IX, visit www.uta.edu/titleIX or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or jmhood@uta.edu.*

Academic Integrity: Students enrolled all UT Arlington courses 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 in their courses by 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. Additional information is available at <https://www.uta.edu/conduct/>.

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>.

Campus Carry: Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited.

Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit

<http://www.uta.edu/news/info/campus-carry/>

Student Feedback Survey: At the end of each term, students enrolled in face-to-face and online classes categorized as “lecture,” “seminar,” or “laboratory” are directed to complete an online 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 via the SFS database is aggregated with that of other students enrolled in the course. Students’ anonymity will be protected to the extent that the law allows. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law and aggregate results are posted online. Data from SFS is also used for faculty and program evaluations. For more information, visit <http://www.uta.edu/sfs>.

Final Review Week: for semester-long courses, 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.

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 individuals with disabilities.

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 <http://www.uta.edu/universitycollege/resources/index.php>.

The IDEAS Center (2nd Floor of Central Library) offers **free** tutoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. To schedule an appointment with a peer tutor or mentor email IDEAS@uta.edu or call (817) 272-6593.

The English Writing Center (411LIBR): The Writing Center Offers free tutoring in 20-, 40-, or 60-minute face-to-face and online sessions to all UTA students on any phase of their UTA coursework. Our hours are 9 am to 8 pm Mon.-Thurs., 9 am-3 pm Fri. and Noon-6 pm Sat. and Sun. Register and make appointments online at <http://uta.mywconline.com>. Classroom Visits, workshops, and specialized services for graduate students are also available. Please see www.uta.edu/ow for detailed information on all our programs and services.

The Library’s 2nd floor Academic Plaza offers students a central hub of support services, including IDEAS Center, University Advising Services, Transfer UTA and various college/school advising hours. Services are available during the library’s hours of operation. <http://library.uta.edu/academic-plaza>

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| <p>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. Non-emergency number 817-272-3381</p> |
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