

PRINCIPLES OF MARKETING

MARK 3321 Section 009
Spring 2017 – COBA 348
Saturday – 1:00PM - 4:00PM

Instructor: Ghazal (Azam) Ghahghaei, Ph.D. Candidate

Faculty Profile: <https://mentis.uta.edu/explore/profile/azam-ghahghaei>

Office: COBA, Room 223

Office Hours: By appointment

Office Telephone Number: 817-272-2876 (Email is preferred)

E-mail: azamg@uta.edu

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.

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 10 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) Set your cell phones on silent or vibrate.

- 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. **On most of the sessions we have class activities that will contribute to your final grade.** 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 and other general announcement will be made via the course page. 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:

1. Marketing 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, January 27, 2017**, 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 January 30, 2017.

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, January 30, 2017. **Regardless of how you satisfy your REP requirements, you must register in the Marketing Department's online system by Friday, January 27, 2017.** 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, April 28, 2017.**

2. Class Participation:

Students are expected to attend each required class meeting and arrive on time. Further, students are expected to read any assigned materials prior to class and consistently engage in discussion of this material and other topics during class. Active participation in class discussions, lectures and news stories shared by other students can be in different forms such as asking relevant questions and sharing your understanding. The goal of grading participation is to create a more fruitful learning experience for all students. The questions raised in the classroom can spark a creative idea, or help you gain a deeper understanding of the subject.

I will evaluate your level of participation over the course of the semester and assign a grade of up to 20 points. For this portion of your grade, I will consider several aspects of participation, including but not limited to: 1) how well you contribute to class discussions [i.e. quality not quantity] 2) how often do you participate throughout the semester 3) your level of involvement in and preparation for classroom activities/exercises, and 4) your overall classroom demeanor, including courtesy and attentiveness.

3. Class Activities:

Class activities will be in form of **group exercises, role-playing, case-study**, etc. The goal of class activities is to create a real world situation for **team work, idea generation and application of your marketing knowledge**.

There will be *eleven (11)* in-class activities during the semester worth 8 points each. For some activities each student will be assigned to a group of 3-4 people. Each group will work together on the task at hand and only one completed assignment will be turned in per group. All group members are expected to actively contribute to the group work and discussions.

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.

4. Quizzes:

Quizzes will be given **at the start of each class session** (except the first session and the guest speaker session) to ascertain your level of preparedness. There will be *eleven (11)* quizzes throughout the semester worth 8 points each. To prepare for the quizzes read the chapter(s) assigned for each session and familiarize yourself with key definitions, concepts and frameworks. Please be **on time** to class as coming in late can distract other students taking the quiz and you will not get additional time to answer the quiz.

5. Exams:

There will be two exams given during the semester worth 100 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 activities. 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.*

6. Business News and More (Bonus):

You are encouraged to regularly follow business and technology news, changes in consumer trends and latest marketing research. Come to each session with some **recent** and **relevant** information (news, trends, and research findings) to topic of the day. Share your information with the class and get 1 bonus point each time. Your information can start a conversation, so be prepared to provide additional information if needed and engage in the conversation.

Note: Preferably **bring the hard copy** of the news you would like to share and give a copy of it to the instructor in the beginning of the class.

Allocation of Grade Weights:

Item	Points	Percentage of Total Grade
REP	20	5%
Class Participation	20	5%
Class Activities	80	20%
Quizzes	80	20%
Mid-term	100	25%
Final Exam	100	25%
Business News and More	20	5% (Bonus)
Total	420	105%

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.



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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.

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/>.

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.

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.*

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/>).

Finals 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.

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>.

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.

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/>

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.

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 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>.

Academic Help:

Academic Plaza Consultation Services library.uta.edu/academic-plaza

Ask Us ask.uta.edu/

Library Tutorials library.uta.edu/how-to

Subject and Course Research Guides libguides.uta.edu

Subject Librarians library.uta.edu/subject-librarians



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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. The non-emergency police number is 817-272-3381.