

**MARK 3321
PRINCIPLES OF MARKETING
WINTERMESTER 2017**

PROFESSOR: Dr. Traci Freling

CLASS SCHEDULE: December 18, 2016 - January 11, 2017

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COURSE OVERVIEW

Course description

This is a survey course that introduces the activities involved in marketing. Emphasis is placed on developing a managerial point of view in planning and evaluating marketing decisions of an organization. We will discuss marketing variables and analyze decisions with respect to products, prices, channels of distribution, and promotions. We will also consider questions relating to cost efficiency, demand, social responsibility, and regulations.

Learning objectives

Based on active learning and participation in MARK 3321, students will be able to:

- understand fundamental concepts and practices in marketing;
- become knowledgeable about 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 affecting marketing decisions;
- and,
- effectively communicate with diverse audiences in a concise, reasoned manner.

Required materials

MKTG¹⁰ by Charles W. Lamb, Joseph F. Hair, Jr., & Carl McDaniel (ISBN: 978-1-305-63179-3)

CLASS POLICIES & PROCEDURES

Electronic communication

The University of Texas at Arlington (UTA) 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>.

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 communicate important class-related information, to post online lectures and grades, and to administer quizzes and exams. It is your responsibility to check Blackboard regularly for important class-related announcements. I will respond to student emails within 48 hours of receipt.

Lectures

Beginning on the first day of class, I will post online lectures on ten topics, along with a corresponding quiz. Below are the assigned textbook readings for each topic area, which I strongly encourage you to read prior to viewing the accompanying online lecture(s), and taking the associated quiz.

Unit	Topic	Assigned readings
1	Introduction to Marketing	Chapter 1
2	Strategic Planning	Chapter 2
3	The Marketing Environment	Chapter 4
4	Consumer Decision Making	Chapter 6
5	STP Marketing	Chapter 8
6	Marketing Research	Chapter 9
7	Product Decisions	Chapters 10 & 11
8	Place Decisions	Chapter 14
9	Pricing Decisions	Chapter 19
10	Promotion Decisions	Chapters 15 & 16

Please note that—while you may pace yourself in reading the assigned chapters and reviewing the associated online lectures—you must complete the quizzes for units 1-6 by 10:00pm on Wed., Jan.3, 2018 and the quizzes for units 7-10 by 10:00pm on Wed., Jan.10, 2018. I will endeavor to cover the major areas from the assigned readings in the online lectures, but ultimately it is *your* responsibility to read the material. Online lectures will also cover information that is supplemental to that found in the text. Any material covered in assigned readings or online lectures may be included on exams. I am happy to clarify concepts or answer questions about lecture or text topics via e-mail.

Academic integrity

It is the philosophy of UTA 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). Any student involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University.

Accommodations for students with disabilities

UTA 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.

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. If you feel you are entitled to special accommodations because of a disability, please contact me immediately 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. Also, you may visit the Office for Students with Disabilities in room 102 of University Hall or call (817) 272-3364.

Student support services

UTA 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 at 817-272-6107 for more information and appropriate referrals.

Academic integrity

Students enrolled in UTA courses are expected to adhere to UTA's 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.

UTA faculty members may employ the Honor Code as they see fit in their courses. 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.

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/>).

Student feedback survey

At the end of this term, you will be asked to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to you through MavMail. Your feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UTA's effort to solicit, gather, tabulate, and publish student feedback is required by state law; you are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

PERFORMANCE EVALUATION

Grading scheme

Your performance on the below grading components will determine your grade in MARK 3321.

Grading Component	Points
Exam I on Thursday, January 4	45 points
Exam II on Thursday, January 11	45 points
Quizzes	10 points
Total	100 points

Grading policy

I will post grades on Blackboard for each grading component within 24 hours of submission deadlines. Final letter grades will be based on the following distribution: A = 90-100%; B = 80-89%; C = 70-79%; D = 60-69%; and, F = below 60%. You must work hard to ensure that you finish MARK 3321 within the range you desire. *I do not curve, nor do I round up when calculating grades.* If you are having difficulty in achieving your grade objectives, we can schedule a Skype call so that I can help you to identify your strengths and weaknesses in the course, and ways to improve your achievement level. Please consult me as early as possible—the final days of the semester are not a prudent time to solicit help!

Exams

There will be two non-cumulative exams in MARK 3321, Exam I on Thurs., Jan.4 and Exam II on Thurs., Jan.11. The exams will be comprised of multiple-choice questions, based on the online lectures, relevant textbook material, and any additional assigned readings. Exam questions are designed to assess your ability to integrate and apply the concepts we cover—not your memorization skills.

Quizzes

After reading the assigned materials and reviewing the online lecture for each unit, you will take a quiz designed to assess your mastery of the material covered and to encourage the application of concepts covered in that unit of material. You may use your textbook and notes when taking the quizzes; however, keep in mind that these are timed, individual exercises, and that your score on this grading component will be based on the accuracy of your responses (not mere completion).