

MKT 3340
Principles of Marketing

Credit: 3

Contact Hours: 45

Class Days: Monday to Friday, June 29th, 2020 to July 31st, 2020

Instructor: TBA

Email: TBA

Office Hours:By appointment

Terms of Use

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WTAMU Paul and Virginia Engler College of Business Mission Statement

The mission of the Paul and Virginia Engler College of Business is to provide high quality undergraduate and graduate business education with a global perspective and ethical awareness. We accomplish this through emphasis on excellence in teaching, which is strengthened by faculty scholarship and supported by professional service.

Learning Objectives of the WTAMU Paul and Virginia Engler College of Business Programs

The Engler College of Business (COB) at West Texas A&M University (WTAMU) seeks to prepare students in the Bachelor of Business Administration (BBA), Master of Business Administration (MBA), Master of Professional Accounting (MPA), and the Master of Science, Finance and Economics (MSFE) degree programs for careers in business and to foster their professional growth and advancement via key learning goals and objectives.

The learning objectives of the Paul and Virginia Engler College of Business are as follows:

- Leadership
- Communication
- Critical Thinking
- Business Integration
- Core Business Knowledge
- Global Business Environment
- Business Ethics and Corporate Governance

Course Description

Course focus is to develop a unique set of marketing tools and unique competencies for a firm that, through strategic differentiation, leads to a sustainable competitive advantage in the marketplace. Topic areas include case studies of best practices, internal/external analysis, customer analysis, competitor analysis, market/submarket analysis, and comparative strategy assessment.

Course Objectives

Upon completion of the course, the student should be able to demonstrate a sufficient command of the subject matter such as to meet the following objectives:

1. Comprehends the role of marketing management, planning, research, and strategy in modern organizations.
2. Comprehends product, prices, place, and promotion within domestic and global marketing.
3. Demonstrates knowledge of the stages of the new product development process.
4. Comprehends how the Internet and other emerging technologies have changed marketing practices.
5. Comprehends the ethical responsibilities of marketing professionals.
6. Comprehends the importance of target markets and the bases for segmenting markets.
7. Comprehends the characteristics of consumer and business markets and their related buying behavior.

Students will demonstrate their knowledge and understanding of Marketing by their scores on the various grading elements comprising this course. The end objective is to assist in preparing you for future managerial roles.

Map from COB Learning Objectives to Specific Course Objectives

The Engler College of Business Learning Goals are related to the course objectives for **MKT 3340-01**, as follows:

1. Comprehends the role of marketing management, planning, research, and strategy in modern organizations through exams, chapter work, quizzes, assignments, the marketing plan, and the marketing presentation.
2. Comprehends product, prices, place, and promotion within domestic and global marketing through exams, chapter work, quizzes, assignments, the marketing plan, and the marketing presentation.
3. Demonstrates knowledge of the stages of the new product development process through exams, chapter work, quizzes, assignments, the marketing plan, and the marketing presentation.
4. Comprehends how the Internet and other emerging technologies have changed marketing practices through exams, chapter work, quizzes, assignments, the marketing plan, and the marketing presentation.

5. Comprehends the ethical responsibilities of marketing professionals through exams, chapter work, quizzes, assignments, the marketing plan, and the marketing presentation.
6. Comprehends the importance of target markets and the bases for segmenting markets through exams, chapter work, quizzes, assignments, the marketing plan, and the marketing presentation.
7. Comprehends the characteristics of consumer and business markets and their related buying behavior through exams, chapter work, quizzes, assignments, the marketing plan, and the marketing presentation.

Course Materials (Text, calculator, etc.)

Title: *Marketing*, 20th Edition,
Authors: William M. Pride and O.C. Ferrell
Publisher: Cengage (www.Cengage.com)
ISBN: 978-1-337-91059-0

Grading Scale

| Letter Grade | Grade Percentage |
|--------------|-------------------|
| A | 90% - 100% |
| B | 80% - 89% |
| C | 70% - 79% |
| D | 60% - 69% |
| F | 59% - 0% |

Course Grading Policies

Your final grade of this course will be a weighted average on the scale listed above. The Weighted Average will be calculated as follows:

| | |
|--|--------------------|
| Exams (4 exams x 100 points each) | 400 points |
| Chapter work (20 quizzes x 10 points each) | 200 points |
| Marketing Plan Proposal | 200 points |
| Marketing Plan Presentation | 200 points |
| Total | 1000 points |

Course Assignment, Examination, and or Project Policies

Exams (40%)

Four major exams will be given during the semester. The exams will cover chapters assigned from the texts, outside reading and the lecture materials. Each exam will receive equal weight in the final grading (100 points per exam). Students are not allowed to wear caps, hats, visors, etc. during exams. The exams will be a mixture of multiple choice, true false, fill-in-the-blank, and essay. Students who miss a regularly scheduled exam for a VALID reason (as determined by the instructor) will be allowed to be make up the exam. Make-up exams will be scheduled during the final examination.

Chapter Work (20%)

For each of the 20 textbook chapters covered in the term, there will be a chapter assignment (10 short True/False questions) worth 10 points per chapter. All chapters count equally for the chapter work. The intent of chapter assignments is to ensure comprehension of chapter terms and concepts and to prepare students for exams. The last 7 days of class work will be intense because you will have to finalize the marketing plan proposal and its presentation along with the chapter work related to Chapters 5-20. So please prepare ahead to avoid any crises.

Marketing Plan Proposal (20%)

You will form groups of 1-5 members to create a marketing plan due at the end of the semester. Due to the amount of time it takes to correctly create a marketing plan, it would be advisable to work on the plan continuously throughout the semester. At the end of the semester, an individual's grade will not only be based on their group's overall plan, but also on the individual's performance on the marketing plan. This performance measure will be assessed by the rating of the individual by the group through a survey administered at the end of the course. Information on the marketing plan and other essential materials will be provided by the instructor. The details of the Marketing Plan are shown in Appendix 1 at the end of the syllabus.

Marketing Plan Proposal Presentation (20%)

The presentations of the marketing plan will be approximately 8-10 minutes in length and will be on the last few class days before the final exam. Your presentation will also be graded based on the clarity of your speech, your professional image, your mastery in the knowledge, etc. Grades will be based on a combination of my personal perception and that of your classmates.

Extra Credit:

While extra credit is generally not available in this course, if opportunities present themselves I will notify the class via a WTClass announcement. Asking for extra credit is strongly discouraged.

Grade Appeals:

If you have a concern about a grade that you receive on any assignment in this class you are invited to submit a written appeal within one week of receiving the grade in question. This appeal should outline your specific concerns with the grade and the evidence you have to support why it should be changed. I will consider your written appeal and schedule time to talk to you regarding the grade. Any discrepancies that are not addressed in a timely manner will not be considered for modification later in the course. I have made the grading formula quite simple and as such you should very easily be able to calculate your own course grade. If you would like to meet in person to discuss any aspect of the course, please email me with your availability and we can schedule a meeting.

Attendance:

Class attendance is required although I may not explicitly take roll. I reserve the right to classify students with more than two absences as “excessively” absent, entitling me the ability to lower individual course grades as per my discretion. Each case and the extenuating circumstances will be reviewed on an individual basis. It is the responsibility of the student to inform and explain reasons for and extenuating circumstances associated with absences or the need to leave class early. Course enrollment implicitly implies a commitment to being a member of a learning environment that will put forth appropriate effort and avoid disruptive behavior (e.g., cell phone activity, unanticipated early departures, etc...). The course instructor reserves the right for the discretion to adjust individual grades up or down one to five percent at the end of the semester based on participation, class decorum, and general effort.

Tentative Course Schedule

This is a tentative course schedule, the instructor reserve the right to make changes on it to make it better for the student’s development. Notice will be given should any changes take place.

| Date | Required Readings | Assignment Due Dates |
|---------|---|----------------------|
| June 29 | Chapter 1 An Overview of Strategic Marketing | |
| June 30 | Chapter 2 Planning, Implementing, and Evaluating Marketing Strategies | Chapter 1 Quiz Due |

| | | |
|---------|--|----------------------------|
| July 1 | Chapter 3 The Marketing Environment | Chapter 2 Quiz Due |
| July 2 | Chapter 4 Social Responsibility and Ethics in Marketing | Chapter 3 Quiz Due |
| July 3 | Chapter 5 Marketing Research and Information Systems | Chapter 4 Quiz Due |
| July 6 | Chapter 6 Target Markets: Segmentation and Evaluation | Chapters 5-6 Quizzes Due |
| July 7 | Exam 1 (Chapters 1 -6) | |
| July 8 | Chapter 7 Consumer Buying Behavior | |
| July 9 | Chapter 8 Business Markets and Buying Behavior | Chapter 7 Quiz Due |
| July 10 | Chapter 9 Reaching Global Markets | Chapter 8 Quiz Due |
| July 13 | Chapter 10 Digital Marketing and Social Networking | Chapters 9-10 Quizzes Due |
| July 14 | Exam 2 (Chapters 7 -10) | |
| July 15 | Chapter 11 Product Concepts, Branding and Packaging | |
| July 16 | Chapter 12 Developing and Managing Products | Chapter 11 Quiz Due |
| July 17 | Chapter 13 Service Marketing | Chapter 12 Quiz Due |
| July 20 | Chapter 14 Marketing Channels and Supply-Chain Management | Chapters 13-14 Quizzes Due |
| July 21 | Exam 3 (Chapters 11 -14) | |
| July 22 | Chapter 15 Retailing, Direct Marketing, and Wholesaling | |
| July 23 | Chapter 16 Integrated Marketing Communications | Chapters 15-16 Quizzes Due |
| July 24 | Chapter 17 Advertising and Public Relations Chapter 18 Personal Selling and Sales Promotion | Chapters 17-18 Quizzes Due |
| July 27 | Chapter 19 Pricing Concepts | Market Plan Due |
| July 28 | Chapter 20 Setting Prices | Chapters 19-20 Quizzes Due |
| July 29 | Presentation | |
| July 30 | Presentation | |
| July 31 | Exam 4 (Chapters 15 -20) | |

WTAMU Paul and Virginia Engler COB Student Code of Ethics

Each student enrolled in COB courses accepts personal responsibility to uphold and defend academic integrity and to promote an atmosphere in which all individuals may flourish. The COB Student Code of Ethics strives to set a standard of honest behavior that reflects well on students, the COB and West Texas A&M University. All students enrolled in business courses are expected to follow the explicit behaviors detailed in the Student Code of Ethics.

Code of Ethics

- Do not use notes, texts, solution manuals, or other aids for a quiz or exam without instructor authorization.
- Do not copy the work of others and/or allow others to view your answers or copy your work during a quiz, exam, or on homework assignments.
- Do not allow other parties to assist in the completion of your quiz, exam, homework, paper, or project when not permitted.
- Do not work with other students on projects or assignments without authorization from the course instructor.
- Properly cite and specifically credit the source of text, graphic, and web materials in papers, projects, or other assignments.
- Do not forge the signature of an instructor, advisor, dean, or another student.
- Provide truthful information for class absences when asking faculty for excused absences or for a make-up for a quiz, exam, or homework.
- Provide truthful information on your resume including work history, academic performance, leadership activities, and membership in student organizations.
- Respect the property, personal rights, and learning environment of all members of the academic community.
- Live up to the highest ethical standards in all academic and professional endeavors.

Students violating the Student Code of Ethics will be reported to the Dean's office and are subject to penalties described in the West Texas A&M University Code of Student Life, which may include suspension from the University. In addition, a violator of the Student Code of Ethics may become ineligible for participation in student organizations sponsored by the COB and for recognition for College academic honors, awards, and scholarships.

Scholastic Dishonesty

It is the responsibility of students and instructors to help maintain scholastic integrity at the University by refusing to participate in or tolerate scholastic dishonesty. Commission of any of the following acts shall constitute scholastic dishonesty. This listing is not exclusive of any other acts that may reasonably be said to constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination

from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the examination is given in subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project that is substantially the same for two courses unless expressly authorized by the instructor to do so; submission of a paper or project prepared by another student as your own. You are responsible for being familiar with the University's Academic Integrity Code, as well as the COB Student Code of Ethics listed in this document.

Academic Integrity

All work must be completed individually unless otherwise stated. Commission of any of the following acts shall constitute scholastic dishonesty: acquiring or providing information for any assigned work or examination from any unauthorized source; informing any person or persons of the contents of any examination prior to the time the exam is given in any subsequent sections of the course or as a makeup; plagiarism; submission of a paper or project that is substantially the same for two courses unless expressly authorized by the instructor to do so. For more information, see the Code of Student Life.

Acceptable Student Behavior

Classroom behavior should not interfere with the instructor's ability to conduct the class or the ability of other students to learn from the instructional program (Code of Student Life). Unacceptable or disruptive behavior will not be tolerated. Students engaging in unacceptable behavior may be instructed to leave the classroom. Inappropriate behavior may result in disciplinary action or referral to the University's Behavioral Intervention Team. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc.

Attendance Policy

For the purposes of learning assessment and strategic planning, all students enrolled in Core Curriculum or developmental courses at West Texas A&M University must attend each class/lab meeting. Any students with more than three unexcused absences will automatically fail the course.

Copyright

All original content in this document, all web-based course materials (be they text, audio, and/or video), and/or classroom presentations are subject to copyright provisions. No distribution without the express written consent of the author. Students are prohibited from selling (or being paid for taking) notes during this course to or by any person or commercial firm without the express written permission of the professor.

Appendix to the Syllabus (Marketing Plan Proposal)

The Marketing Plan Proposal is a team effort focused on the development of a marketing plan AND a presentation of it. Both the plan and its presentation will account for 200 points each. You will work with 1-5 other classmates to finish the task. Your group can select a company based on your own interest or use a company assigned by the instructor. In your marketing plan, you will follow the instructions below and receive points accordingly.

OPENING (10%)

Please list your project title, table of contents, date, team members on the front page Your opening of presentation must include an introduction of the company selected, purpose of the marketing plan, products type and related regulations.

SITUATION ANALYSIS (35%)

Industry and Market

Conduct an environmental scan for the market of your company and identify EACH of the five environmental forces (social, economic, technological, competitive, and regulatory) faced by the company. Analyze how the trend of each of the forces could influence your company in the near future. You will need to separate your analysis based on the forces.

Market Segmentation

You will segment the market by following the next steps

Step 1: group potential buyers into segments

Step 2: group products into categories

Step 3: develop a market-product grid and estimate the size of each market segment

Select Target Market

Focus on a strategic business unit (SBU) of the company, which targets on a segment of the market. If there is no such SBU, you can choose a company brand that interests you and focus on the market of that brand. You must (a) describe the customer behaviors, needs, wants, and decisions in the market segment, (b) analyze the trends and drivers of the target market (c) conduct a SWOT analysis for the company in the target market.

OPPORTUNITY (20%)

Explore the area (s) of opportunity. You will need to address the need of the target market, the rationale in this market, the growth and potential of market. Locate the **unmet** customer needs in the target market. In particular, define those needs in details, explore the consequences if the needs are satisfied, and demonstrate business growth potentials.

RESEARCH PLAN (25%)

Define the knowledge gap based on the limitation of information. Design a research plan to investigate the unknown areas or factors in the target market. You should

- a) clearly set a research objective (e.g., consumers' attitude toward a newly designed product)
- b) determine the data you need (e.g., secondary data? / primary data?)
- c) design sample questions for a survey on potential customers
- d) decide which type of survey (e.g., mail, online, telephone, individual interview, mall intercept survey) will you use and why?

STRATEGIC IMPLICATIONS AND RECOMMENDATIONS (10%)

An Overview/Executive Summary must follow the previous analyses. Make the ultimate recommendation of whether the company should invest in the target market.

Please note that the above outline and grading scheme is for the Marketing Plan Proposal.

The presentations of marketing plan proposal will be approximately 8-10 minutes in length and will be on the last few class days before the final exam. Your presentation will also be graded based on the clarity of your speech, your professional image, your mastery in the knowledge, etc. Grades will be based on a combination of my personal perception and that of your classmates.

