

Principles of Marketing, MKT 381, 3 Credit Hours

Fall 2013, Self – Room 202

Section B: 9:00-9:50 a.m.

Section C: 11:00-11:50 a.m.

Instructor Dr. J. Bryan Hayes

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Office Hours: (201B Self Hall)

Monday: 10:00 a.m. – 11:00 a.m.; 1:00 – 4:00 p.m.
Tuesday: 5:30 p.m. – 6:30 p.m.
Wednesday: 10:00 a.m. – 11:00 a.m.
Thursday: 10:45 a.m. – 12:30 p.m.; 1:15 p.m. – 3:00 p.m.
Friday: 10:00 a.m. – 11:00 a.m.

I will be happy to meet with you at another reasonable time by appointment if these times conflict with your schedule. Please do not call me at home after 8:00 p.m. unless it is very important.

Overview:

Marketing Principles is an introductory overview of marketing, including the strategic marketing process, seeking marketing opportunities through environmental analysis, consumer and organizational buying behavior, market segmentation and target market selection, and marketing mix development including introductions to product, pricing, integrated marketing communications and marketing channels. Social responsibility and ethical issues are also addressed. The course is designed to help you learn about and apply the basic concepts and practices of modern marketing as they are used in a variety of business settings. The course makes extensive use of “real world” examples and in-class activities. Regardless of your academic background or career interest, Marketing Principles should help you by providing valuable knowledge and insight about a business function that profoundly affects both organizations and society as whole.

Rationale:

Marketing is all around us and we all need to know something about it. Marketing is used not only by manufacturing companies, wholesalers, and retailers, but by all kinds of individuals and organizations. Lawyers, accountants, and doctors use marketing to manage demand for their services. So do hospitals, churches, museums, and performing arts groups. No politician can get the needed votes and no resort the needed tourists without developing and carrying out marketing plans. This course aims to provide students with the basic knowledge and skills necessary to design and implement effective marketing plans, or to interact effectively with others charged with this responsibility. **Marketing Principles is a required course in the School of Business.**

Objectives:

Upon completion of this course, you should:

1. Be familiar with the language and vocabulary of marketing.
2. Recognize the importance of customer needs and wants as the foundation for marketing decision making.
3. Understand the strategic marketing process and how the marketing environment impacts it.
4. Understand the processes of market segmentation and target market selection.
5. Understand the components of marketing strategy including product and brand management, pricing techniques and strategies, marketing channels management, and integrated marketing communications.
6. Gain experience applying marketing tools and concepts through assignments and in-class exercises.
7. Understand the importance of ethical considerations within the marketing field.

Structure:

This course is organized to flow from the general to the specific. We begin with a general overview of marketing, the strategic marketing process and the marketing environment. We move to a review of consumer behavior and the consumer decision-making process, and then examine how organizations identify and select target markets. We next begin to focus on specific components of marketing strategy such as product and brand management, pricing techniques and strategies, distribution channels, and integrated marketing communications. Additionally, ethics and social responsibility are considered throughout the course as they relate to specific topics covered.

Materials:

You will need the following materials for this course:

This is the text for the course: MKTG – 7th Edition – Lamb, Hair & McDaniel (South-Western Cengage Learning, 2012). **You must purchase the textbook. You should bring it to class with you.**

Moodle – There is a Moodle account for this class. I will place class materials and various resources including PowerPoint slides and Chapter Assignments on this site throughout the semester. To access this account:

1. Go to moodle.mc.ed
2. Enter your username and password and log in.
3. Once you login, you will see your course listings. Select MKT 381.

Academic Integrity:

Mississippi College students are expected to be scrupulously honest. **Dishonesty, such as copying another student's work, working with another student on an individual assignment, cheating on tests, or plagiarism, will be regarded as a serious offense subject to severe penalties including, but not limited to, loss of credit and possible dismissal.** See the *2013-2014 Mississippi College Tomahawk*, or University Policy 2.19 for specific information.

Due to the recent increase in cheating observed throughout the school of business, extra security measures will be taken during exams. These may include (but are not limited to) separating students, requiring the use of cover sheets, multiple versions of exams, etc. **Also, electronic translators, cell phones and programmable calculators may not be used during exams.** Be prepared for these measures. You will not be allowed to take the exam if you choose not to comply.

Attendance:

Attendance is required and accurate records will be kept. Mississippi College policy states that, whether the absences are excused or unexcused, any student who misses more than 11 class meetings will receive a grade of F in the course. You do have a right of appeal. Students with excessive unexcused absences (more than 7 class meetings) are also subject to losing extra credit points earned throughout the semester. **Be on time for class. If you are not present when roll is called, you will be counted absent for the day. You must then notify me at the end of the class period in order to receive attendance credit.**

Course Evaluation:

Exams – Four exams will be given through the semester. Each exam may consist of any combination of multiple choice, matching, true/false, short answer, or short essay questions. The individual exams grades will be averaged to calculate the overall exam grade, which is worth 400 points (100% of total course grade).

Do Not Miss Exams! You are expected to take exams when scheduled. Look at the course schedule and plan accordingly.

Exams		400 points (100% of total)
<i>Grading Scale:</i>		
90 - 100%	360 – 400 points	A
80 – 89%	320 – 359 points	B
70 – 79%	280 – 319 points	C
60 – 69%	240 – 279 points	D
Below 60%	Below 240 points	F

In addition, you have the opportunity to improve your score by nearly a full letter grade by earning extra credit points as described below.

Assignments	10 points
“Clicker” Points	10 points
Quiz Bowls	10 points

Extra Credit Opportunities:

Quizbowls:

You will be responsible for knowing the material covered in the course well enough to answer exam questions pertaining to it and quizzes are a good way to help you prepare. However, rather than individual quizzes, the quizzes will be administered in the form of Quizbowls. You will be assigned to one of four teams. Each member of a team that wins a Quizbowl will earn the extra credit points associated with it. The Quizbowls are worth a maximum of 10 extra credit points. **Example:** If 10 Quizbowls are administered during the semester, they will be worth 1 point each. If your team wins 4 of the quizbowls, each member of your team will receive 4 extra credit points. The Quizbowls will be administered in-class and will cover material from the textbook (including material that we are not able to cover in class). You must be present on the day of a Quizbowl in order to receive credit.

“Clicker” points:

Each student will be assigned a remote clicker device which you will pick up before class and keep at your desk. Review questions are embedded in the PowerPoint slides for each chapter. When a review question appears on the screen, I will start a timer and you will have a designated amount of time to enter your answer. After the time has passed, a bar graph will appear on the screen indicating the correct answer and the percentage of students who answered it correctly. You will earn extra credit for each correct answer, up to a maximum of 10 points. The number of extra credit points you earn is based on the percentage of questions you answer correctly throughout the semester. For example, if 20 questions are presented throughout the semester and you answer 10 of them correctly, your extra credit points will be calculated as follows:

$$10/20 = 50\%$$
$$50\% * 10 = 5 \text{ points}$$

You must be present to earn the clicker points. If you are absent, you will be credited with incorrect answers for all questions that are presented that day.

Assignments – Homework assignments are designed to reinforce your understanding of important marketing concepts and/or to help you see their relevance. You can earn up to 10 extra credit points by completing the assignments and doing them correctly. The assignment grades are averaged to determine the amount of extra credit you earn. Failure to complete an assignment for any reason will result in a percentage grade of zero for that assignment. For example, if there are 5 assignments given during the semester and you complete 3 of them, earning grades of 100, 80 and 75, respectively, your extra credit points will be calculated as follows:

$$100 + 80 + 75 + 0 + 0 = 255/5 = 51\%$$
$$51\% * 10 = 5.10 \text{ extra credit points}$$

Since they are for extra credit, late assignments will not be accepted. **Here are the rules for assignments:**

- Unless I tell you otherwise, all assignments must be typed.
 - Use double line spacing and 12 point Times New Roman font (this is the standard font for Microsoft Word and most other word processing programs).
 - Use “1” margins top and bottom and 1.25” margins left and right (these are the standard margins in Microsoft Word and similar programs).

Failure to follow the formatting rules will result in a significant deduction to the score you would otherwise receive for a completed assignment.

- Make two copies of each assignment, one to turn in to me for grading and one for you to keep for discussion purposes.
- This is not an English class. I assume that you know and expect you to use appropriate grammar, spelling, sentence and paragraph construction, and punctuation. Failure to do so will result in a significant deduction to the extra credit percentage you would have received otherwise.
- Do not cheat. Evidence of collaboration with another student on an individual assignment will result in (at minimum) loss of credit for the assignment, loss of all professionalism points and possible loss of exam points.
- Do not plagiarize. Any copying of another’s work without appropriate citation, quotation, and referencing will result in (at minimum) loss of credit for the assignment and possibly more severe penalties.

Professionalism and Class Participation:

Your behavior in class will account for at portion of your final grade. A student who behaves in an unprofessional manner in the class will receive a deduction to their extra credit points of an amount to be determined by me. A student who continues to behave unprofessionally despite deductions to their extra credit points will be subject to loss of exam credit (points) and/or dismissal from class. Exactly what constitutes unprofessional behavior will be determined by me, but may include: talking or otherwise causing disruptions, use of cell phones or other electronic devices without my permission, eating, sleeping, reading, studying or doing work for other classes, acting in a disrespectful manner to me or to classmates, etc. Excessive unexcused absences (more than 7) will result in the loss of at least 5 extra credit points.

Disability:

In order for a student to receive disability accommodations under Section 504 of the Americans with Disabilities Act, he or she must contact Student Counseling Services (SCS). SCS will assist with information regarding the appropriate policy and procedure for disability accommodations before each semester or upon immediate recognition of the disability. Student Counseling Services is located in Alumni Hall Room #4 or you may contact them by phone at 601-925-7790. The Program Coordinator, Holly Reeves, can be reached via email at hreeves@mc.edu and the Director of Student Counseling Services, Morgan Bryant at mbryant@mc.edu.

Odds and Ends:

- No headwear that in any way obscures your eyes is permitted during exams.
- Turn off and put away cell phones and other electronic devices (including computers) when you enter the class room.
- Computers may not be used in class without my approval.
- Cell phones, electronic translators or programmable calculators may not be used during exams.
- Refrain from side conversations during lecture or discussion.
- Do not work on homework or study for another class during our class time.
- If you miss class, please do not e-mail me or phone me to ask what we covered. Ask a friend that you trust to brief you on what was covered or borrow someone's notes.
- I do not give out grades by telephone or e-mail.

Class Schedule

Note: The following are approximate topics and dates. I reserve the right to make changes as necessary.

Date	Topic	Reading Assignment
Week 1		
8/28	Introduction and Course Overview	
8/30	An Overview of Marketing	Chapter 1
Week 2		
9/2	Labor Day Holiday	
9/4	An Overview of Marketing (Last day to drop a class with 100% tuition refund)	
9/6	An Overview of Marketing	
Week 3		
9/9	Strategic Planning for Competitive Advantage	Chapter 2
9/11	Strategic Planning for Competitive Advantage	
9/13	Ethics & Social Responsibility	Chapter 3
Week 4		
9/16	The Marketing Environment	Chapter 4
9/18	The Marketing Environment	
9/20	The Marketing Environment	
Week 5		
9/23	Consumer Decision Making	Chapter 6
9/25	Exam 1 – Chapters 1, 2, 3 & 4	
9/27	Consumer Decision Making	

Week 6

9/30	Consumer Decision Making	
10/2	Consumer Decision Making (Writing Proficiency Exam)	
10/4	Business Marketing	Chapter 7

Week 7

10/7	Fall Break!	
10/9	Segmenting & Targeting Markets	Chapter 8
10/11	Segmenting & Targeting Markets	

Week 8

10/14	Segmenting & Targeting Markets	
10/16	Segmenting & Targeting Markets (Midterm)	
10/18	Exam 2 (Chapters 6, 7 & 8)	

Week 9

10/21	Product Concepts	Chapter 10
10/23	Product Concepts	
10/25	Developing & Managing Products (Homecoming)	Chapter 11

Week 10

10/28	Developing & Managing Products	
10/30	Developing & Managing Products	
11/1	Developing & Managing Products	

Week 11

11/4	Marketing Communications	Chapter 15
11/6	Marketing Communications	
11/8	Advertising, Public Relations & Sales Promotion	Chapter 16

Week 12

11/11	Advertising, Public Relations & Sales Promotion	
11/13	Advertising, Public Relations & Sales Promotion	
11/15	Personal Selling & Sales Management	Chapter 17

Week 13

11/18	Supply Chain Management, Marketing Channels & Retailing	Chapters 13-14
11/20	Exam 3 (Chapters 10, 11, 15, 16 & 17)	
11/22	Supply Chain Management, Marketing Channels & Retailing	

Week 14

11/25	Supply Chain Management, Marketing Channels & Retailing	
11/27	Thanksgiving Holiday!	
11/29	Thanksgiving Holiday!	

Week 15

12/1	Pricing Concepts & Setting the Right Price	Chapters 19&20
12/4	Pricing Concepts & Setting the Right Price	
12/6	Pricing Concepts & Setting the Right Price	

Week 16-17

12/9	Services & Nonprofit Organization Marketing	Chapter 12
12/11	Social Media and Marketing	Chapter 18

12/7 Final Exam (Chapters 13-14, 19-20, 12, 18)

9:00 a.m. MWF classes, Friday, December 13 8:00 - 11:00 a.m.

11:00 a.m. MWF classes, Wednesday, December 18 12:00 - 3:00 p.m.