

MRKT 3103 Principles of Marketing
Spring 2016

Instructor: Marianna Sviland
Section # and CRN: P02 20351
Office Location: Agriculture/Business Bldg #341
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Office Hours: M: 10-11, 12-1, 3:30-6; W: 10-11, 12-1, 3:30 -5; F: 10-11, 12-1, 2-4
Mode of Instruction: Face to Face

Course Location: Agriculture/ Business Bldg #221
Class Days & Times: MWF 11-11:50 AM

Catalog Description: A study of the importance of marketing in the American economy. An intensive examination of basic marketing variables (product, place, promotion and price) from the viewpoint of management.

Prerequisites: MGMT 1013

Required Texts: Marketing, 2012 Edition. William Pride & O.C. Ferrell. ©2012 • Cengage Learning
 ISBN-10: 0-538-47540-4 • ISBN-13: 978-0-538-47540-2

Student Learning Outcomes:

	Upon successful completion of this course, students will be able to:	Program Learning Outcome # Alignment	Core Curriculum Outcome Alignment
1	Be able to recognize the scope and role of marketing in today's economy.	Goal 1: Mastery of Content	Not a Part of University Core
2	Be able to identify the impact on marketing of various environmental forces, namely social, political, cultural diversity, environmental, technological, legal and global	Goal 1: Mastery of Content Goal 4: Global Perspective	Not a Part of University Core
3	Be able to understand buyer behavior and target market selection.	Goal 1: Mastery of Content	Not a Part of University Core
4	Demonstrate the ability to an understanding of the process of decision-making pertaining to the marketing of products and services.	Goal 1: Mastery of Content	Not a Part of University Core
5	Demonstrate an understanding of the process of decision-making pertaining to distribution.	Goal 1: Mastery of Content	Not a Part of University Core
6	Demonstrate an understanding of the process of decision-making pertaining to promotion.	Goal 1: Mastery of Content	Not a Part of University Core
7	Demonstrate an understanding of the process of decision-making pertaining to pricing	Goal 1: Mastery of Content	Not a Part of University Core
8	To explain the concept of marketing implementation and control.	Goal 1: Mastery of Content	Not a Part of University Core

9	To understand the concept of marketing implementation and control.	Goal 1: Mastery of Content	Not a Part of University Core
10	To demonstrate an ability to integrate and communicate the above mentioned concepts through quantitative analysis,	Goal 1: Mastery of Content Goal 5: Communications	Not a Part of University Core

Major Course Requirements

Method of Determining Final Course Grade

Course Grade Requirement	Value	Total
Exam 1	200 points	200 points / 20% of grade
Exam 2	200 points	200 points / 20% of grade
Chapter quizzes	15x10 points each = 150 points	150 points / 15% of grade
Group presentation w/report	200 points	200 points / 20% of grade
Class grades	100 points	100 points/ 10% of grade
Professional participation	50 points	50 points/ 5% of grade
Final Exam	100 points	100 points / 10% of grade
Total Points:	1000 points	1000 points / 100% of grade

Grading Criteria and Conversion:

A = 900 – 1000pts;

B = 800 – 899pts;

C = 700 – 799pts;

D = 600 – 699pts;

F = 599pts or below

Detailed Description of Major Assignments:

Assignment Title or

Grade Requirement

Description

Exam 1	Multiple choice exam designed to measure knowledge of assigned course material
Exam 2	Multiple choice exam designed to measure knowledge of assigned course material
Chapter quizzes	15 multiple choice quizzes designed to measure knowledge of assigned course material
Group presentation w/report	Group persuasive oral presentation designed to measure ability to apply course material; written group report
Final exam	Multiple choice exam designed to measure knowledge of presented course material
Homework/class grades	Various assignments in and out of class to reinforce course material
Professional participation	Attendance and conduct in class

Ms. Sviland's Course Procedures

Attendance: You are expected to come to class having completed all reading assignments for that day. 3 absences or less (excused or unexcused) = ALTERNATIVE FINAL EXAM. School mandatory activities do not count as absences (note required).

Attendance categories:

Present – Present for roll call, stayed for whole class.

Tardy – Arrived after roll call, but before 15 minutes into class. Student MUST ask for tardy after class. 3 tardies = 1 absence.

Absent – Arrived after 15 minutes into class/left room before class was dismissed without clearance from me.

Feel free to talk to me about any attendance issues. Missing class may cause you to miss required assignments or important instructions. You will not be permitted to make up any assignments completed in a class for which you are absent. If you are absent, have one of your classmates bring you up to speed, do NOT ask me what we covered. Get a class mate's number.

No late work is accepted. Make sure that you know the due date AND time for assignments. Any scheduling conflicts that result in missing exams or assignment deadlines must be discussed with me beforehand or the resulting grade is zero. Save my number on your phone for the duration of the semester.

Textbook: The textbook is mandatory for this course. I expect every student to have access to a copy of the required text(s) for this course no later than the end of the second week of instruction. I recommend bringing the book to class. Read the assigned material from the text(s) before coming to class.

eCourses: ALL assignments, homework, special notices, and grades will be in eCourses. Please check your PV email and eCourses regularly. Assignments and exams have a due date AND time. Only Word and Rich Text files are accepted for uploads.

Cell phones/ Laptops: All phones must be turned off and put away out of sight. Laptops must be used for class purposes only.

Academic Misconduct/Cheating: Expect severe penalties for academic misconduct. The minimum penalty is a grade of zero on the assignment. You are responsible for knowing and adhering to PVAMU policies on plagiarizing and academic misconduct. Some examples of cheating are:

- Cooperating with other students on individual assignments;
- Using outside sources without proper acknowledgment (even if you change the words);
- Falsely turning in an assignment as your own;
- Letting someone else take your exam;
- Looking at your phone, notes, or textbook during in-class, closed book exams.

See Student Handbook for further explanations and examples. You are responsible for anything submitted from your eCourses account. Do not allow others to use your account!

Exams: Exams will cover ALL the material in the assigned chapters from the textbook. Class lectures and discussions will be highlights, applications, and expansion of text material. If you want to do well in the class, you MUST study all the assigned chapters. If you miss an exam, your grade is zero.

Written Assignments: In this class you will write reports, not essays. These require different approaches in content and formatting. In general: Use standard document formatting (Word defaults) for all written assignments (1 in margins, 1.15 line spacing). Use block style paragraphs. Use titles and headers in your reports. No cover page necessary. Write your name, date, and class information on the top left on the first page. Left-justify all reports, please (ragged right edge).

Required content for assignments will be thoroughly explained in eCourses and in class. If you have any questions regarding assignments, please check instructions in eCourses before contacting me for assistance.

Assignments submitted in class are due at the beginning of class. In the rare case where you might have an issue printing a paper to be submitted in class, you can email the paper to me before start of class and it will be considered on-time. Text me before class to let me know.

Assignments submitted in eCourses will have a deadline noted – make sure you know the day AND time. I will not reopen closed assignments or exams.

Documents submitted electronically must be in Word or Rich Text only. Mac users are responsible for making the documents compatible with a PC.

Presentations: You will have an assigned presentation day and this is your only chance to give your presentation. Presenters are required to wear business casual dress. This demonstrates a level of preparedness and professionalism. Some presentations require business professional dress and this will be announced in the

assignment directions. Use standard note cards for presentations, not your phone/tablet. NO make-ups for missed presentations. See me if you have issues with your assigned presentation day.

No entry into or exit from classroom during a presentation/interview!

Professional participation: Part of your grade depends on your professional conduct in class. I encourage your respectful comments and questions, and will expect everyone to speak up at some point during the semester. Yes, I will call on you! Be prepared to discuss the day's topic and offer real life examples or thoughts you have about the readings, etc. Be polite, raise your hand, and wait for your turn to speak. So, please participate actively, but be professional!

Professional participation grade: Everyone starts with 50 points in this category. Students who follow all the rules can expect the full 50 points. Points will be deducted for the following etiquette breeches (at my discretion depending on the severity and/or frequency of breach):

- Having a cell phone visible or using a cell phone in class (visible or not)
- Noticeable entrance when tardy
- Walking in front of a speaker (including me)
- Entering the room when a student is presenting
- Disruptive behavior while waiting to enter the class room
- Inappropriate side conversations
- Inappropriate outbursts in class
- Sleeping in class
- Leaving the class in the middle or early
- Working on non-class items on laptop
- Inappropriate dress unsuitable for the professional environment of PVAMU College of Business.

Expect to be asked to leave if the class room rules are ignored.

Student grades and responsibilities: All grades will be posted in eCourses, including a running average/total of your grades. Please keep up with your grades! Be aware of the weights of different assignment. A 90 on a 200 point assignment is not a good grade! You should keep all your graded assignments until final grades are posted. If you have any problems or you need advice on how to improve your grade, please come talk to me. It is also your responsibility to know the content of this syllabus so please check it often. I follow the daily schedule very closely and expect you to know what we are doing in class each day.

Contacting your instructor: Texting me is the quickest way to get a response. Make sure you let me know who you are. If you send me an email or leave a message on my phone, you can expect a response within 24 hours (M-F) or 48 hours (weekend). Please contact me again if you do not receive a response within this time. Make sure you state your name and class so I know who I'm communicating with.

PLEASE CONTACT ME IF YOU ARE HAVING ANY DIFFICULTIES OR ISSUES THAT MAY AFFECT YOUR PERFORMANCE IN THIS CLASS!

Extra Credit Opportunities: Throughout the semester there may be opportunities to earn extra credit. You should come and talk to me if this is something you are interested in.

MRKT 3103 TENTATIVE SCHEDULE:

	Dates	Topics	Assignment(s) Read/complete before class
Week 1	1/20	Welcome and introductions	
	1/22	Overview of strategic marketing	Chapter 1
Week 2	1/25	Overview of strategic marketing, cont.	Chapter 1, cont.
	1/27	Planning, implementing and controlling marketing strategies <i>*Discuss chapter quizzes</i>	Chapter 2
	1/29	Planning, implementing and controlling marketing strategies, cont.	Chapter 2, cont.
Week 3	2/1	The marketing environment	Chapter 3
	2/3	The marketing environment, cont.	Chapter 3, cont. <i>*Chapter quizzes 1-3 due in eCourses by 9PM</i>
	2/5	Social responsibility and ethics in marketing	Chapter 4
Week 4	2/8	Social responsibility and ethics in marketing, cont.	Chapter 4, cont.
	2/10	Marketing research and information systems	Chapter 5
	2/12	Marketing research and information systems, cont. <i>*Discuss Exam 1</i>	Chapter 5, cont. <i>*Chapter quizzes 4-5 due in eCourses by 9PM</i>
Week 5	2/15	Exam 1: Chapters 1-5	<i>Study chapters 1 – 5 Bring scantron & pencil</i>
	2/17	Target markets: Segmentation, evaluation, and positioning	Chapter 6
	2/19	Target markets: Segmentation, evaluation, and positioning <i>*Discuss group project, select groups, and sign up for presentation days</i>	Chapter 6, cont.
Week 6	2/22	Consumer buying behavior	Chapter 7
	2/24	Consumer buying behavior, cont.	Chapter 7, cont. <i>*Chapter quizzes 6-7 due in eCourses by 9PM</i>
	2/26	Reaching global markets	Chapter 9

Week 7	2/29	Reaching global markets, cont.	Chapter 9, cont.
	3/2	Product concepts	Chapter 11
	3/4	Product concepts, cont.	Chapter 11, cont.
Week 8	3/7	Developing and managing products	Chapter 12
	3/9	Developing and managing products, cont. <i>*Discuss Exam 2</i>	Chapter 12, cont. Chapter quizzes 9,11,12 due in eCourses by 9PM
	3/11	Exam 2: Chapters 6, 7, 9, 11, 12	Study chapters 6, 7, 9, 11, 12 Bring scantron & pencil
Week 9	3/14 – 3/18	SPRING BREAK	No classes
Week 10	3/21	Marketing channels and supply-chain management	Chapter 15
	3/23	Marketing channels and supply-chain management, cont.	Chapter 15, cont.
	3/25	Good Friday	No classes
Week 11	3/28	Integrated marketing communications	Chapter 17
	3/30	Founders Day/ Honors Convocation	*Chapter quizzes 15,17 due in eCourses by 9PM
	4/1	Advertising and public relations	Chapter 18
Week 12	4/4	Advertising and public relations, cont.	Chapter 18, cont.
	4/6	Personal selling & sales promotion	Chapter 19
	4/8	Personal selling & sales promotion, cont.	Chapter 19, cont.
Week 13	4/11	Pricing concepts	Chapter 20
	4/13	Pricing concepts, cont.	Chapter 20, cont. *Chapter quizzes 18,19,20 due in eCourses by 9PM
	4/15	Prepare for presentations; presentation and PowerPoint basics	

Week 14	4/18	Group Presentations	<i>Presenters must have all required documents</i>
	4/20	Group Presentations	<i>Presenters must have all required documents</i>
	4/22	Group Presentations	<i>Presenters must have all required documents</i>
Week 15	4/25	Group Presentations	<i>Presenters must have all required documents</i>
	4/27	Group Presentations	<i>Presenters must have all required documents</i>
	4/29	Presentation feedback and review	
Week 16	5/2	Course review day; prepare for final exam	
	5/4 – 5/10	Final Exam: Chapters 15, 17, 18, 19, 20 Exact time to be announced	

Student Support and Success

John B. Coleman Library

The library and its partners have as their mission to provide resources and instructional material in support of the evolving curriculum, as a partner in Prairie View A&M University's mission of teaching, research, and service and to support the University's core values of access and quality, diversity, leadership, relevance, and social responsibility through emphasis on ten key areas of service. It maintains library collections and access both on campus, online, and through local agreements to further the educational goals of students and faculty. <https://www.pvamu.edu/library/> Phone: 936-261-1500

The Learning Curve (Center for Academic Support)

The Learning Curve offers Tutoring via peer tutoring. The services include workshops (i.e., Save My Semester, Recalculate Your Route), seminars (i.e., Tools You Can Use: TI-84), group review sessions (i.e., College Algebra Topic Reviews, GRE Preparation), group study opportunities (i.e., TSIA, HESI, Study Break, Exam Cram), and test-taking strategies (How to take Notes, Study Buddy, 5 Day Study Guide). The Learning Curve is a nationally certified tutoring program through the National Tutoring Association. The peer tutors are trained and certified by the coordinator each semester. Location: J.B. Coleman Library Rm. 207F. Phone: 936-261-1561

The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS)

The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS) is designed to help Prairie View students in their second year and beyond navigate towards graduation by providing the following services: Academic Advisement, Targeted Tutorials for Personalized Learning, Campus-Wide Referrals, and Academic & Social Workshops. Location: J.B. Coleman Library Rm. 306. Phone: 936-261-1040

Writing Center

The Writing Center provides student consultants on all aspects of the writing process and a variety of writing assignments. Writing Center consultations assist students in such areas as prewriting, brainstorming, audience awareness, organization, research, and citation. Students taking on-line courses or courses at the Northwest Houston Center or College of Nursing may consult remotely or by email. Location: Hilliard Hall Rm. 121. Phone: 936-261-3724.

Student Counseling Services

The Student Counseling Services unit offers a range of services and programs to assist students in maximizing their potential for success: short-term individual, couples, and group counseling, as well as crisis intervention,

outreach, consultation, and referral services. The staff is licensed by the State of Texas and provides assistance to students who are dealing with academic skills concerns, situational crises, adjustment problems, and emotional difficulties. Information shared with the staff is treated confidentially and in accordance with Texas State Law. Location: Owens-Franklin Health Center Rm. 226. Phone: 936-261-3564

Testing

The Department of Testing administers College Board CLEP examinations, the HESI A2 for pre-nursing majors, LSAT for law school applicants and MPRE for second-year law students, the Experiential Learning Portfolio option, the Texas Success Initiative (TSI) Assessment, which determines college readiness in the state, and exam proctoring, among other service such as SAT and ACT for high school students. Location: Delco Rm. 141. Phone: 936-261-4286

Office of Diagnostic Testing and Disability Services

As a federally-mandated educational support unit, the Office of Disability Services serves as the repository for confidential disability files for faculty, staff, and students. For persons with a disability, the Office develops individualized ADA letters of request for accommodations. Other services include: learning style inventories, awareness workshops, accessibility pathways, webinars, computer laboratory with adapted hard and software, adapted furniture, proctoring of non-standardized test administrations, ASL interpreters, ALDs, digital recorders, livescribe, Kurtzweil, and a comprehensive referral network across campus and the broader community. Location: Evans Hall Rm. 317. Phone: 936-261-3585

Veteran Affairs

Veterans Services works with student veterans, current military and military dependents to support their transition to the college environment and continued persistence to graduation. The Office coordinates and certifies benefits for both the G.I. Bill and the Texas Hazlewood Act. Location: Evans Hall Rm. 323. Phone: 936-261-3563

Office for Student Engagement

The Office for Student Engagement delivers comprehensive programs and services designed to meet the co-curricular needs of students. The Office implements inclusive and accessible programs and services that enhance student development through exposure to and participation in diverse and relevant social, cultural, intellectual, recreational, community service, leadership development and campus governance. Location: Memorial Student Center Rm. 221. Phone: 936-261-1340

Career Services

Career Services supports students through professional development, career readiness, and placement and employment assistance. The Office provides one-on-one career coaching, interview preparation, resume and letter writing, and career exploration workshops and seminars. Services are provided for students at the Northwest Houston Center and College of Nursing in the Medical Center twice a month or on a requested basis. Distance Learning students are encouraged to visit the Career Services website for information regarding services provided. Location: Evans Hall Rm. 217. Phone: 936-261-3570

University Rules and Procedures

Disability Statement (Also See Student Handbook):

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, in Evans Hall, Room 317, or call 936-261-3585/3.

Academic Misconduct (See Student Handbook):

You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with your Student Handbook, especially the section on academic misconduct. Students who engage in academic misconduct are subject to university disciplinary procedures.

Forms of Academic Dishonesty:

1. Cheating: deception in which a student misrepresents that he/she has mastered information on an academic exercise that he/she has not mastered; giving or receiving aid unauthorized by the instructor

on assignments or examinations.

2. Academic misconduct: tampering with grades or taking part in obtaining or distributing any part of a scheduled test.
3. Fabrication: use of invented information or falsified research.
4. Plagiarism: unacknowledged quotation and/or paraphrase of someone else's words, ideas, or data as one's own in work submitted for credit. Failure to identify information or essays from the Internet and submitting them as one's own work also constitutes plagiarism.

Nonacademic Misconduct (See Student Handbook)

The university respects the rights of instructors to teach and students to learn. Maintenance of these rights requires campus conditions that do not impede their exercise. Campus behavior that interferes with either (1) the instructor's ability to conduct the class, (2) the inability of other students to profit from the instructional program, or (3) campus behavior that interferes with the rights of others will not be tolerated. An individual engaging in such disruptive behavior may be subject to disciplinary action. Such incidents will be adjudicated by the Dean of Students under nonacademic procedures.

Sexual Misconduct (See Student Handbook):

Sexual harassment of students and employers at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating this policy will be subject to disciplinary action.

Title IX Statement

Prairie View A&M University (PVAMU) is committed to supporting students and complying with the Texas A&M University System non-discrimination policy. It seeks to establish an environment that is free of bias, discrimination, and harassment. If you experience an incident of sex- or gender-based discrimination, including sexual harassment, sexual assault or attempted sexual assault, we encourage you to report it. While you may talk to a faculty member about an incident of misconduct, the faculty member must report the basic facts of your experience to Ms. Alexia Taylor, PVAMU's Title IX Coordinator. If you would like to speak with someone who may be able to afford you privacy or confidentiality, there are individuals who can meet with you. The Title IX Coordinator is designated to handle inquiries regarding non-discrimination policies and can assist you with understanding your options and connect you with on- and off-campus resources. The Title IX Coordinator can be reached by phone at 936-261-2123 or in Suite 013 in the A.I. Thomas Administration Building.

Class Attendance Policy (See Catalog for Full Attendance Policy)

Prairie View A&M University requires regular class attendance. Attending all classes supports full academic development of each learner whether classes are taught with the instructor physically present or via distance learning technologies such as interactive video and/or internet.

Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in assignment of a grade of "F". Absences are accumulated beginning with the first day of class during regular semesters and summer terms. Each faculty member will include the University's attendance policy in each course syllabus.

Student Academic Appeals Process

Authority and responsibility for assigning grades to students rests with the faculty. However, in those instances where students believe that miscommunication, errors, or unfairness of any kind may have adversely affected the instructor's assessment of their academic performance, the student has a right to appeal by the procedure listed in the Undergraduate Catalog and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.

TECHNICAL CONSIDERATIONS

Minimum Recommended Hardware and Software:

- Intel PC or Laptop with Windows 7; Mac with OS X; Smartphone or iPad/Tablet with Wi-Fi
- High speed Internet access
- 8 GB Memory

- Hard drive with 320 GB storage space
- 15" monitor, 800x600, color or 16 bit
- Sound card w/speakers
- Microphone and recording software
- Keyboard & mouse
- Most current version of Google Chrome, Safari, Internet Explorer or Firefox

Note: Be sure to enable Java & pop-ups in the Web browser preferences

Participants should have a basic proficiency of the following computer skills:

- Sending and receiving email
- A working knowledge of the Internet
- Proficiency in Microsoft Word (or a program convertible to Word)
- Proficiency in the Acrobat PDF Reader
- Basic knowledge of Windows or Mac O.S.

Netiquette (online etiquette):

Students are expected to participate in all discussions and virtual classroom chats as directed. Students are to be respectful and courteous to others on discussions boards. Foul or abusive language will not be tolerated.

Technical Support:

Students should go to <https://mypassword.pvamu.edu/> if they have password issues. The page will provide instructions for resetting passwords and contact information if login issues persist. For other technical questions regarding eCourses, call the Office of Distance Learning at 936-261-3283

Communication Expectations and Standards:

Emails or discussion postings will receive a response from the instructor, usually in less than 48 hours. Urgent emails should be marked as such. Check regularly for responses.

Discussion Requirement:

Online courses often require minimal to no face-to-face meetings. However, conversations about the readings, lectures, materials, and other aspects of the course can take place in a seminar fashion. This will be accomplished by the use of the discussion board. The exact use of discussion will be determined by the instructor.

It is strongly suggested that students type their discussion postings in a word processing application and save it to their PC or a removable drive before posting to the discussion board. This is important for two reasons: 1) If for some reason your discussion responses are lost in your online course, you will have another copy; 2) Grammatical errors can be greatly minimized by the use of the spell-and-grammar check functions in word processing applications. Once the post(s) have been typed and corrected in the word processing application, it/they should be copied and pasted to the discussion board.