Course Number: MKTG 3803 Principles of Marketing Section 04

Instructor: Ms. Mary Kay (Mimi) Rickard, MBA

Office: MKTG 164  Office Telephone: (678) 839-5025
Email: mrickard@westga.edu  Web address: www.westga.edu/~mrickard


Prerequisites: The student is required to have successfully completed the Basic Core and Math 1413.

Course Description: This is a study of marketing policies and practices in the flow of goods and services to the customer/consumer. This course serves as an introduction to the fundamental principles of marketing. The topics covered include market analysis, product development, channels of distribution, promotion and pricing. You will study the basic concepts of marketing, the interrelationships of these basic concepts, and how they can be used to facilitate the process of value exchange.

Course Objectives: The main objective of this course is to help the student understand the basics in marketing. Many topics concentrating on the fundamentals of marketing will be covered.

After completion of this course the student should:

1. Critically evaluate the role that Marketing plays in the domestic and global economy, and in the individual firm. (LG5)
2. Have basic knowledge of the marketing concept and the elements of a marketing plan like marketing research, market segmentation, consumer behavior, marketing mix, and positioning. (LG 4)
3. Understand how these effect strategic planning. (LG6)
4. Have basic knowledge of how social, political, legal, economic, and technological environments affect marketing. (LG 4)
5. Recognize how diversity, ethical, global, and multicultural considerations affect marketing decision making. (LG 5)
6. Recognize the pervasive application of marketing principles to goods, services, ideas, people, and places; as well as to business to business and consumer marketing, and to non-profit organizations. (LG 4)

Course Requirements:
1. Attendance and class participation are an important part of facilitating the learning process for you and your classmates. Attendance will be taken occasionally throughout the semester. In class activities will also be utilized to encourage attendance. All in class activities will equal a test grade (100 points). If you are not in class, you are not participating.

The student is responsible for any lecture material missed due to absence. Each member of the class should have read and be prepared to discuss the material on the day on which it is assigned.

In addition to the textbook, information may be distributed in class in the form of handouts, or material might be placed on reserve at the Reserve Desk in the library. For testing purposes, the student is responsible for any information presented in class or made available to them at the Reserve Desk. Brief assignments may be required during the semester to reinforce particular topics.

Students are encouraged to bring magazine or newspaper articles on relevant topics to share with the class.

There will be four (4) exams. Each exam will be worth 100 points. The last exam will be given during exam week. These exams will consist of multiple choice questions.

Make-up exams will be given only if there is a legitimate reason for missing the exam – as judged by the instructor. The instructor needs to be notified in advance and documented proof needs to be provided.

Academic Honesty: Students are expected to recognize and uphold standards of intellectual and academic integrity. UWG, the RCOB and the Department of Marketing and Real Estate assume as a basic and minimum standard of conduct in academic matters that students be honest and that they present for credit only the results of their own efforts. Acts of academic dishonesty will result in a failing grade for the assignment or exam.

2. Each student will be required to prepare a marketing report. The details of this report will be disclosed later in the semester.

3. If, for any reason, the University is officially closed on a scheduled exam day or a day that an assignment or project is due, the scheduled item will take place at the next class meeting.

4. Absolutely no food or drink is allowed in the classroom!
Grading Policy:

Exams and class participation will be weighted according to the following ten point grading scale:

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>100</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100</td>
</tr>
<tr>
<td>Exam 3</td>
<td>100</td>
</tr>
<tr>
<td>Exam 4</td>
<td>100</td>
</tr>
<tr>
<td>Homework</td>
<td>50</td>
</tr>
<tr>
<td>Class Participation &amp; Exercises</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td>550</td>
</tr>
</tbody>
</table>

A = 90% or more
B = 80% to 89%
C = 70% to 79%
D = 60% to 69%
F = less than 60%

Grades will not be curved during the semester. The grades students receive during the semester are intended only to provide honest feedback on their performance. Final grades may be curved at the end of the semester.

The last exam will not be a comprehensive final.

General Guidelines:

Please participate. What you put into the class will determine what you get out of it – and what others get out of it.

Please come on time. Late arrivals disturb everyone. Please do not talk to your neighbor during class. Please turn off your cell phones. This is rude behavior and disturbs not only the instructor, but also your classmates.

Please feel free to call or email me with comments, questions, or concerns.

This is a tentative syllabus and is subject to change at any time during the semester.