I. **Suggested Text**


II. **Introduction**

This course serves as an introduction to the fundamental principles of marketing for undergraduate students who have no previous background in 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.

III. **Pre-requisites**

Enrollment in this course requires a GPA of 2.00 or above and College of Business Maj-Minor status.

IV. **Learning Goals**

The primary goal of this course is to introduce students to the field of marketing, and to help them gain an understanding of the analytical techniques required to develop successful marketing strategies. Theoretical and conceptual issues in marketing will be discussed, along with their implications in formulating marketing strategies.

Upon successfully completing the course, the student should be able to:

1. Critically evaluate the role that Marketing plays in the domestic and global economy and in the individual firm. (LG 5)
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. (LG 6)
4. Have basic knowledge of how social, political, legal, economic, and technological environments affect marketing. (LG 4)
5. Recognize how diversity, ethical decision-making and leadership, social responsibility, globalization, and multicultural considerations affect marketing strategies and decisions. (LG 5)
6. Recognize the pervasive application of marketing principles to goods, services, ideas, people and places, as well as to B2B and consumer marketing, and to non-profit organizations. (LG 4)

(V) **Course Format**

**Lecture**: Lectures will cover specific topics in marketing. The course schedule lists specific topics covered on each class date along with referenced textbook pages. **Note: There will be material covered in class that cannot be found in your book OR in your outlines (that you'll print out to bring to class)!**

The door to the classroom will be locked at class time.
CourseDen Assignments: Throughout the semester, in lieu of in-class meetings, you will have assignments to complete in CourseDen. See Course Schedule for dates. Assignments may include quizzes, written assignments (2-3 page papers), or discussions (on CourseDen’s discussion board) over material that was covered in class on a previous day.

The idea is that these assignments TAKE THE PLACE OF CLASS, meaning you complete them on the class day in which they’re due and during the normal class time. The assignments may or may not appear in CourseDen early (before their scheduled dates), however they will always appear by the beginning of class time on the date shown on the Course Schedule, and are due by 10:00 PM that night. The assignments will be located in the “CourseDen Assignments” folder, located under Content Browser on the course home page. No late assignments will be accepted and no make-ups will be allowed; however, the lowest CourseDen assignment will be dropped.

Exams: Four exams will be given throughout the semester (see course schedule for dates). Bring a #2 pencil (with an eraser) and a ScanTron form (#882E) to each exam. You need to purchase your ScanTrons from the bookstore ahead of time. All personal items (including cell phones, music players, bags, drinks/cups/bottles, etc.) will need to be left at home OR placed at the front of the room during the exams.

Optional Comprehensive Final Exam: An optional, comprehensive final exam will be offered at the end of the semester (see Course Schedule for dates). If you decide to take the exam, you must notify the instructor by the date indicated in the Course Schedule, otherwise an exam will not be printed for you. This exam grade will REPLACE your lowest regular exam grade, if and only if you score higher on it than any of the regular exams.

VI. Course Requirements and Conduct

Lecture Time: Please be on time and be prepared to ask and answer questions relating to the material under discussion. You are encouraged to interject at any time with relevant comments or pertinent questions.

Course materials (syllabus, course schedule, outlines for class presentations, etc.) are available in CourseDen. You should print the outlines before class and bring them to class for taking notes.

IMPORTANT NOTE: The outlines that you’ll print from CourseDen only provide a skeleton for topics to be covered in class; my presentations (the ones you’ll see in class) will have more information on them. I will NOT share these with you individually --- Only those who are in class are able to copy down the information. Anything that is covered and/or discussed in class may be on the exams.

Class Participation: During most of our class meetings, we will do some sort of class activity in which you will turn something in that will count toward your class participation/attendance grade.

Announcements: Any important course announcements from your instructor (e.g. changes to the course schedule, class cancellations, etc.) will sent via the “News” tool in CourseDen. It is recommended that you check the course in CourseDen before every class.

Make-up exams: 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 at least one week in advance and documented proof needs to be provided. Missing a scheduled exam without notifying the instructor in advance will result in a zero for that examination.

Note: The comprehensive final exam must be taken on the date and time indicated on the course schedule (there will be no reschedules under any circumstances).

Courtesy: Please be respectful of your instructor and your classmates: do not talk to your neighbor during class; refrain from texting; turn phones off; etc.

Contacting the Instructor: There are several ways to contact me:
Firstly, I welcome you to stop by my office during my office hours (see first page for hours).

Any other time, the most effective way to reach me is via e-mail (use our class e-mail in CourseDen).
Warning: If you ask a question that can be answered by reviewing the syllabus, I will not respond to your question! If you do not receive a reply from me within two business days (M-F), you can assume one of two things: (1) You have asked a question that is on the syllabus, or (2) I did not receive your e-mail and you should re-send your message.

Please free to contact me if you have a problem. Do not wait until the end of the semester to discuss any difficulties that you might be having. I will be happy to schedule a meeting with you at any point during the semester.

**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 grade of zero for the assignment/quiz/exam and could result in dismissal from the College of Business.

### VII. Grading and Policies

Your final grade will be weighted according to the following scheme:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams (4)</td>
<td>60% (15% per exam)</td>
</tr>
<tr>
<td>CourseDen Assignments (lowest dropped)</td>
<td>30%</td>
</tr>
<tr>
<td>Class Participation</td>
<td>10%</td>
</tr>
</tbody>
</table>

- A= 90.0% or more
- B= 80.0% to 89.9%
- C= 70.0% to 79.9%
- D= 60.0% to 69.9%
- F= less than 60.0%

I encourage you to be responsible for yourself and keep a spreadsheet with your grades and what each assignment/quiz/exam is worth so that you’ll know what your grade is – and what you need to make on various assignments to get your desired grade – throughout the semester. I do not keep running averages of each student’s grade throughout the semester, and I am unable to respond to all students asking, for example, what they need to make on Exam Four to get an A in the class.

Professional behavior is expected in the classroom. Comments regarding course difficulty, class dismissal time, etc. are inappropriate. Talk to the instructor privately if you have a concern.

***GOOD LUCK***