Principles of Marketing, MKTG 3803
Fall 2013

Instructor: Minna Rollins (D.Sc.)
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Emergency email: mrollins@westga.edu
Classroom: RCOB2213
Class hours: Mondays and Wednesday 10.00 – 10.52am, and Fridays online (via D2L)

Required and recommended course texts
1) Lectures (in-class and/or online)
2) Articles in D2L
3) Textbook: Lamb/Hair/McDaniel, MKTG, 7th edition

Problems with CourseDen
Email distance@westga.edu
Phone: 678-839-6248, M-F 8.00 AM - 5.00 PM
Web site: http://help.view.usg.edu, 24 hrs/ day - 365 days a yr

Pre-requisites
Enrollment in this course requires a GPA of 2.00 or above and College of Business Major/Minor status

Course description

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.

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)

**Course Format**

**Lectures on Mon&Wed:**

- Lectures will cover specific topics in marketing. We will follow the format of our textbook

- There will be material covered in class that cannot be found in your book OR online

**Online Assignments (Fri):**

- Fridays are always online, you will complete the assignments Fri-Sundays (due on Sundays at 11:59pm)

- Assignments may include quizzes, written assignments (2-3 page papers), or discussions (on CourseDen’s discussion board).

- No late assignments will be accepted and no make-ups will be allowed.
Exams:

- Four (4) exams will be given throughout the semester in class or online (see course schedule for dates). For in class exams, 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. 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.

Evaluation/Grading

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<tbody>
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<td>Exams (4)</td>
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<td>Online Assignments (10)</td>
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0-100 scale will be used for all the assignments and assessments.
Expectations & Basic Rules

• Attend all the class meetings and check D2L at least twice a week.

• Read all assigned readings (articles and book chapters) provided in weekly learning modules.

• *Academic honesty:* I will not tolerate any form of academic dishonesty. Ignorance of academic honesty guidelines is not a valid excuse. Therefore, please familiarize you with university’s policies regarding plagiarism, cheating on exams, unauthorized collaboration, falsification, and multiple submissions.

• *Make-up exams or online quizzes:* Make-up exams are given only if you have a valid excuse such as you have been hospitalized during an exam week. Documentation is always required and make up exam is taken at the Department of Marketing and Real Estate. If you miss an exam due to technical difficulties you will not get a chance for make-up exam. Exception to this rule is technical problems at the University’s IT system. Technical difficulties such as your internet connection is down in your apartment complex are not an excuse to miss an exam or not to submit an assignment. You can always use University’s computer labs or Internet cafes. Make sure that you check your browser etc. to confirm that everything is working properly.

• Show an overall level of respect, courtesy, and professionalism toward both classmates and instructor in all communication (in classroom, email, chats, discussion etc.) Use spell check when you write emails.

• If you have any questions about the course material, ask help before the due dates and exams. If you have technical problems with D2L, contact helpdesk.

• There are two extra credit opportunities: 1) Marketing Lecture Series, 1 point/lecture for the final grade, and 2) a BB&T lecture September 12th, 2 points for the final grade.

• *Email and phone policy:* I reply to your emails and answer your phone calls as soon as, within 24 hours I can during regular business hours Monday - Friday 9.00 – 17.00 EST. Please, use D2L email.

• Please, review: *Common Language for Course Syllabi file.*