**Syllabus:** Principles of Marketing, MKTG 3803

**Online Class:** Fall 2013

**Text Book:** MKTG 7 (with CourseMate with Career Transitions Printed Access Card), 7th Edition Charles W. Lamb; Joe F. Hair; Carl McDaniel; ISBN: 9781285714370

**Instructor:** Richard Burton, MBA, rburton@westga.edu
Benefits of Marketing:
Einstein said: “Strive not to be a success, rather to be of Value.” Success in business requires filling people’s needs and wants. This adds value. However, when you work for a company or start your own company, how will you choose what products to make? How will you know if people will buy your products? How much profit will you make? How will you communicate to prospective customers so they buy your products? How will you grow your success? In the real world, these are difficult questions to answer. Finding and applying the answers is Marketing. In this class, you will explore the principles of marketing that strive to answer these questions. Get what you want out of this class: effective Marketing leads to business success.
Frequently Asked Questions (FAQs):

• **How will I be graded in this class?** You will be graded in class as follows.
  - **20% Weekly Quizzes**, taken online, covering chapters in the textbook. The required chapters each week are shown in the CourseDen calendar. You must take the quiz within the week. Otherwise you will receive a zero score for that week. For each chapter, you will take a quiz. Most weeks, more than one chapter is required, so you will need to take more than one quiz. You can take a quiz for the same chapter up to three (3) times. You will receive the highest score. Questions are randomized and will be different for each quiz.
  - **20% Three (3) Section Tests**, these tests will be longer than the weekly quizzes. They will cover the same material. You must take the test during the week identified on the CourseDen calendar. Like the quizzes, you get three tries. Your highest score will be used.
  - **20% Final Exam.** This is a comprehensive test covering all the textbook material. Like the quizzes and tests, you get three tries to take the exam. Your highest score will be used.
  - **20% Marketing Project.** You are required to choose some something you want to market (a new product, an event, a new service, a product for someone else, a club, a sorority or fraternity, a class, anything). Every week, take a couple pictures, post them and some text that describe your actions to a new Facebook account just for this class. You will grade your class peers on how well you think they are marketing and how well they are applying marketing principles from the textbook and how much helpful feedback they give you on your marketing Facebook page. I’ll distribute a survey during the week of the three tests to collect your scores. This is learning by “doing”. The more you put into it, the more you will get out of it.
  - **20% Takeaway Journal.** The goal of this class is that you learn principles of marketing that will increase your future success. To that aim, right down one or two points each week in a journal. These are points that you believe will be important for your success in the future that you learned from the textbook and/or from what you learned from taking actions through your marketing project. This journal will be for your future reference when you ask yourself what you should do to market a new product or service or yourself. At the end of the class, you will submit your Takeaway Journal to me for review. Don’t write what you think I want to see, write what you truly think will be helpful for you. This if for you.
  - **Grades: A: 90 to 100%, B: 80% to 90%, C: 70% to 80%, D: 60% to 70%, F: below 60%.

• **How do I setup a new Facebook account and get everyone on this class to join?**
• **What do I need to do for my Marketing Project?**
• Can I make up a quiz, test, or final exam if I miss it for some reason?  No. No make-up quizzes, tests, final exams, assignments, or projects are allowed. Please plan ahead and take them on time.
• What are my rights and responsibilities as a student in this class as per University of West Georgia?  Student Rights and Responsibilities: http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf
• How much of my time do I need to devote to this class?  Credit Hour Policy (3 credit hours): For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.
• Where can I get help?
  o Online Course Information:
    ▪ Distance Education at UWG: http://uwgonline.westga.edu/
    ▪ UWG Online Connection (includes links to online orientation, basic software/hardware requirements, online student guide, and all student services) - http://www.westga.edu/~online/
    ▪ Link to the UWG Library's distance learning services - http://www.westga.edu/~library/
  o Technical Problems:
    ▪ Problems with CourseDen:
    ▪ Should you encounter problems using CourseDen, please contact UWG|Online. All of their contact info can be found on the Course Home page at the bottom, left of the page (under "CourseDen (D2L) Resources").
    ▪ PAY ATTENTION to the scheduled maintenance days/times that are performed on a regular basis. (For example, CourseDen undergoes scheduled maintenance every other Friday starting at 10:00pm.) You need to avoid taking quizzes, turning in assignments, etc. during scheduled maintenance or else your work will be lost! This is the reason assignments are due by 10pm on Fridays (rather than midnight).
    ▪ The scheduled maintenance calendar can be found by clicking "Maintenance Schedule" at the VERY TOP, left of your screen.
    ▪ CourseDen can be accessed directly (via https://westga.view.usg.edu) in the case that the MyUWG portal is down. (Save it to your favorites/bookmarks.)
Problems with Computers or Internet on Campus:

- Should you encounter problems using any of the computers on campus and are unable to locate a lab assistant, please contact the ITS Helpdesk. Their contact information can be found on the Course Home page at the bottom, left of the page (under "CourseDen (D2L) Resources").

Can I cheat? No.

Academic Honesty and ADA Statement

- 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. You are expected to work on ALL assignments individually; an act of academic dishonesty will result in a grade of zero for the assignment/assessment and is grounds for dismissal from the College of Business.

- Note: Instructors check start/stop times on quizzes and exams, checking IP addresses for computers on which assessments are taken, comparing students' answers to questions, comparing written assignments, etc. looking for signs of cheating.

What can I do if I have a disability?

- Americans with Disabilities Act

- The Office of Disability Services will help you understand your rights and responsibilities under the Americans with Disabilities Act and provide you further assistance with requesting and arranging accommodations.

- If you need course adaptations or accommodations because of a disability or chronic illness, or if you need to make special arrangements in case the building must be evacuated, please notify your instructor using the course email system by the end of the second full week of class and attach a PDF copy of your SAR (Available from the Office of Disability Services). [http://www.westga.edu/~dserve/](http://www.westga.edu/~dserve/)

Where can I get my textbook? UWG Bookstore: [http://www.bookstore.westga.edu/](http://www.bookstore.westga.edu/)

Note: if you choose to order your book online (e.g. from half.com or another site), you are still expected complete quizzes on time (regardless of whether you have received your book). No make-up work will be allowed.
Next Steps:

1. Review the class requirements for each week in CourseDen content.
2. Start reading the designated chapters in the textbook, watch the online lectures, and begin taking the weekly quizzes.
3. Setup a new email address. You can use Google gmail or yahoo for free. Then setup a new Facebook account with this new email address. Then, post your new email address to the class through the discussion section so people in this class can “Friend” you.
4. Brainstorm what you really want next in your life. Then choose something to Market in order to get something you want. Then, start marketing it and post your actions on Facebook. Make it real, and make it fun. This leads to rich learning.
5. If you have questions, post your questions in the class discussion portal. Class members should be able to answer your questions. Help each other. If there is a question left unanswered by classmates, I’ll answer the question in the discussion portal so everyone can see the answer to common questions. Otherwise, contact me via email at rburton@westga.edu.