

**MKTG 3803-03**  
**Principles of Marketing – Spring 2017**

Classroom: Miller 2201

Class Hours: MKTG 3803-03 – **TR: 11:00am** – 12:15pm

**Instructor: Dr. Blaise J. Bergiel**

**Phone: 678-839-5012**

Office: Marketing & Real Estate Dept, Office 2315

**E-mail: [bbergiel@westga.edu](mailto:bbergiel@westga.edu)**

Office Hours\*:

Tue/Thr: 7:30am – 8:00am; 9:30am – 11:00am; 1:45pm – 3:15am; & Wed: 7:30am – 10:30am:

Other times by appointment

\*Note: office hours above do not pertain to holidays or finals week & Because of faculty meetings and meeting with students I may not be in my office it is important to **check** with me first.

**I. Suggested Text**

MKTG 10, Lamb/Hair/McDaniel. ISBN 130563182X . Cengage.

**II. Course Description**

Study of marketing policies and practices in the flow of goods and services to the customer/consumer.

**III. 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.

**IV. Pre-requisites**

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

**V. 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)

[\(Learning Goals\)](#)

**VI. 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!**

**Exams:** Four exams will be given throughout the semester (see course schedule for dates). Bring a #2 pencil (with an eraser). All personal items (including cell phones, music players, bags, etc.) will need to be left at home OR placed at the front of the room during the exams.

## **VII. Course Requirements and Conduct - Student Responsibilities:**

1. **Attend class, prepared to discuss and apply concepts** from assigned readings. This includes having the text, handouts, and other materials readily available and well organized for class.
2. Be responsible for the readings assigned in class and in the course syllabus, whether or not the material is explicitly covered by the instructor during class.
3. Contribute to class discussions.
4. Turn in or meet all assignments on schedule.
5. Any student who misses class (or any portion of a class) is responsible for the content missed. While I am glad to assist students who may need help with a particular concept or assignment, such assistance is not designed to replace class time. Any student who misses class should take steps to get notes, assignments, copies of handouts, class schedule changes, etc. from another student(s). If additional assistance is needed, please see me during office hours. Class time is valuable and will not be used to go over material for students missing class. Class material will only be retaught/reviewed when it is judged appropriate for the class as a whole.
6. **Always Engage in Academic Honesty:** Students are expected to recognize and uphold standards of intellectual and academic integrity. The University assumes 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. Students should be familiar with the University's policy on issues such as:
  - Plagiarism,
  - Cheating on Examinations,
  - Unauthorized Collaboration,
  - Falsification,
  - Multiple Submissions. It will be considered an act of academic dishonesty for a student to submit work done in any other class for credit toward the completion of this course.Failure to comply with these standards will result in a zero for that portion of the grade, as a minimum sanction. Lack of knowledge of this policy is not an acceptable defense to any academic dishonesty charge.
7. **Adhere to University Policies:** It is your responsibility to be aware and follow all guidelines and policies as presented in the University Bulletin.
8. Recognize that in addition to reading from the text and assigned readings, everything presented in class by the instructor, guest speakers or other students will be considered for inclusion on exams.
9. Professional behavior is expected in the classroom. All students are expected to treat each other, the instructor, and guests with courtesy at all times. Side conversations are disruptive and inappropriate whether the instructor or another student is speaking. Comments regarding course difficulty, class dismissal time, etc. are also inappropriate. Talk to the instructor privately if you have a concern.
10. **Being on time: Class starts at 11:00am**, which means that you need to be in your seat by **11:00am**. For security reasons the doors will be locked at **11:00am** (don't worry you can get out but no one can enter from the outside). **Do Not Come To Class Late**

11. **Student Rights and Responsibilities**, Please carefully review the information at the following link: [http://www.westga.edu/assetsDept/vpaa/Common\\_Language\\_for\\_Course\\_Syllabi.pdf](http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf)  
The document at this link contains important information pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.
12. **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.

### VIII. Course Evaluation:

1. **Exams**: There will be three (3) exams (**February 9; March 16 & April 25**) and a comprehensive final (**Final: April 27, Thursday - 11:00am**). The three (3) exams will be 50 multiple-choice questions. Each exam is worth 100 points. The final will be comprehensive, worth 100 points and will be 50 multiple-choice questions. If a student takes all four (4) exams only the top three (3) grades will be counted in the final grade.
2. **Quizzes**: There will be unannounced quizzes. The quizzes cannot be made up.
3. **Grading**: Your grade will be based on class quizzes, and three (3) exams (100 points each), total 300 points. **NOTE**: If you miss more than 4 classes your final grade will be lowered by one letter grade.

A = 270 pts. or better;                      B = 240-269 pts;                      C = 210-239 pts.;  
D = 180-209 pts.;                              F = Below 180 pts.

### IX. Exam and Assignment Due Date Policies:

**Make-up exams will not be given except under highly extenuating, nonacademic circumstances and with prior approval by the instructor.** In the rare situation of a student who cannot take an exam at the time scheduled, a makeup exam will be arranged only if two conditions are met:

- (1) there is an emergency which the student discusses with me before missing the exam and
- (2) documentation of the emergency situation is provided. **These same two conditions must be met for any late assignments to be accepted.** Students not abiding by these policies will receive a zero.

**Unexcused absence**: Students missing more than 3 classes **may** be administratively withdrawn from the course by the instructor for excess absences. Administrative withdrawals follow the same grading guidelines outlined in the registration bulletin. **In this class you can miss 4 classes. If you have 5 or more unexcused absences your final grade will be lowered by 1 letter grade.** Any documentation for absences must be provided to me the next class you attend after the absence.

### Notes:

All class communications with me should be through your MyUWG account ([bbergiel@westga.edu](mailto:bbergiel@westga.edu)) [University Policy]. The course syllabus provides a general plan for the course. However, deviations may be necessary. It is your responsibility to stay informed of any changes that are made.

The PowerPoint Slides are provided as an aid not a substitute for the text or class attendance. Please be aware that the PowerPoint Slides online will not cover all of the material or exercises covered in class.

Please come to class on time and turn off all electronic devices that emit sounds and noises that may interrupt the class (e.g., cell phones, pagers, watch alarms, etc.). Text messaging or other forms of using cell phones for entertainment during class are not professional and will not be tolerated.

**MKTG 3803-03 – Principles of Marketing – Spring 2017 - Dr. Blaise J. Bergiel**  
**Tentative Class Schedule** *\*The instructor reserves the right to make changes to this schedule*

Date	Assignment	Chapt.
1/10	Introduction	
1/12	An Overview of Marketing	1
1/17	Strategic Planning for Competitive Advantage	2
1/19	Ethics and Social Responsibility	3
1/24	The Marketing Environment	4
1/26 & 1/31	Developing a global Vision	5
2/2 & 2/7	Consumer Decision Making	6
<b>2/9</b>	<b>Test 1</b>	<b>1-6</b>
2/14	Business Marketing	7
2/16	Segmenting and Targeting Markets	8
2/21	Marketing Research	9
2/23	Product Concepts	10
2/28	Developing and Managing Products	11
3/2 & 3/7	Services and Nonprofit Organization Marketing	12
3/9 & 3/14	Supply Chain Management	13
<b>3/16</b>	<b>Test 2</b>	<b>7-13</b>
<b>3/21 &amp; 3/23</b>	<b>Spring Break</b>	
3/28 & 30	Marketing Channels and Retailing	14
4/4	Marketing Communication	15
4/6	Advertising, Public Relations, and Sales Promotion	16
4/11	Personal Selling and Sales Management	17
4/13	Social Media and Marketing	18
4/18	Price Concepts	19
4/20	Setting the Right Price	20
<b>4/25</b>	<b>Test 3</b>	<b>14-20</b>
<b>4/27</b>	<b>Final - MKTG 3803-03 - April 27 – Thursday – 11:00am</b>	<b>1-20</b>

I am here to help you, if you have any questions or problems, please come by and see me. If I am not in my office please leave a note, with a phone number or email me ([bbergiel@westga.edu](mailto:bbergiel@westga.edu)) and I will get back to you.

Have a great Semester  
 Dr. Blaise J. Bergiel – [bbergiel@westga.edu](mailto:bbergiel@westga.edu)

Remember [bbergiel@westga.edu](mailto:bbergiel@westga.edu) is the only email I use.