

Sul Ross State University – Rio Grande College
MKTG 3307: Principles of Marketing – Spring 2015
Eagle Pass - Wednesdays 6:00 p.m. – Room D-113

Instructor: Dr. Edison P. Moura
Office: Del Rio Faculty Building # 203. Office Phone: 830-703-4840
Office Hours: Del Rio: T: 11:00 – 1:00 and 4:00-6:00. Wednesdays: 11:00-1:00
Eagle Pass: Wednesdays – 5:00-6:00
Other hours by appointment
Email: emoura@sulross.edu

Required Textbook: Marketing 12th, Edition, Copyright 2015. Authors: Kerin, Hartley, & Rudelius. Publisher: McGraw Hill-Irwin, ISBN: 978-0-07-786103-5

Course Objectives:

Expose students to marketing strategies used by consumer oriented companies to persuade customers that their products and services have the quality and the value that will provide better, more comfortable and more enjoyable lives. Hopefully this course will help us to be more savvy customers and, as potential marketing professionals, to be more savvy marketers.

Course Competencies (Learning Outcomes):

After successfully completing this course students should:

1. Understand and be able to discuss the impact of marketing in their personal, professional and social lives (LO#1 & 3).
2. Understand and be able to discuss the role of marketing in organizations (LO#1 & 3))
3. Demonstrate the ability to apply marketing tools for analyzing customers and competition, and for assessing the firms' internal strengths and weaknesses as well as opportunities and threats in the external environment.
4. Understand and be able to discuss how marketing contributes to achieving the strategic objectives of the firm (LO#1 & 3)).
5. Be able to explain what marketing segmentation is and when to use it
6. Be able to discuss how social forces such as demographics and culture can have an impact on marketing strategy (LO#1 & 3))
7. Be able to identify and discuss the reasons for conducting marketing research (LO#1)
8. Be able to explain the product life-cycle concept
9. Be able to explain how consumers purchase and evaluate services.

Evaluation Policy

1. Exam 1 (100 points)	35% of total grade
2. Exam 2 (100 points)	35% of total grade
3. Exam 3 (100 points)	30% of total grade
	Total = 100 points

Exams

Questions for the three exams will come from the assigned material in the textbook, Power Points, videos, class discussions and handouts.

Grading Scale:

A=	90-100	D=	60-69
B=	80-89	F=	59 or lower
C=	70-79		

Academic Integrity:

It is expected that students will display the highest standards of academic integrity; which includes but is not limited to not copying the work of others. Receipt of this syllabus serves as notice that no form of plagiarism will be tolerated in this course. Penalties may range from failure on the assignment to failure in the course, at the instructors discretion.

Power Point Presentations - Blackboard

The weekly Power Point Presentation will be posted in the "Power Points" link of the Blackboard after each class. The Power Points, however, are only a summary of each chapter and to be prepared for the tests you have to read and become familiar with all the material in the assigned chapters.

It will be easier to understand the material in the text and be better prepared for the tests if you read the chapter (s) assigned for discussion each night.

E-Mail

Please check your email frequently to avoid missing important information about the course.

Consultation

If you have questions do not hesitate to make an appointment to see me before or after class. I am available at other hours in Del Rio. Check my schedule under office hours to know of my availability.

American With Disabilities Act (ADA)

Sul Ross State University, Rio Grande College is committed to equal access in compliance with the American With Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility service. Students seeking accessibility services must contact Kathy Biddick at 830-279-3003. kbiddick@sulross.edu

Course Outline – MKTG 3307- Principles of Marketing – Wednesdays @ 6:00 p.m.

January

Wednesday 21st Chapter 1: Creating Customer Relationships Through Marketing

Wednesday 28th Chapter 2: Developing Successful Marketing and Organizational Strategies

February

Wednesday 4th Chapter 3: Scanning the Marketing Environment

Wednesday 11th Chapter 5: Understanding Consumer Behavior

Wednesday 18th Exam 1: Chapters 1, 2, 3, & 5 plus ...

Wednesday 25th Chapter 8: Marketing Research – From Consumer Insights to ...

March

Wednesday 4th Chapter 9: Market Segmentation, Targeting and Positioning

Wednesday 11th Chapter 10: Developing New Products and Services & Brands

Wednesday 18th Spring Break – No Class

Wednesday 25th Chapter 11: Managing Successful Products and Brands

April

Wednesday 1st Exam 2: Chapters 8, 9, 10, 11, plus ...

Wednesday 8th Chapter 12: Services Marketing

April 10th Friday Last day to drop a course with a grade of “W.”

Wednesday 15th Chapter 17: Integrated Marketing Communications & Direct ...

Wednesday 22nd. Chapter 18: Advertising, Sales Promotion and Public Relations

Wednesday 29th Chapter 22: Putting it all Together: The Strategic MKTG Process

May

Wednesday 6th TBA

Wednesday 13th Exam 3 (Final): Chapters 12, 17, 18, and 22.

We will do our best to follow this schedule as presented but changes may need to be made at the discretion of the instructor and will be communicated as soon as possible.