

*Sul Ross State University*  
*Department of Business Administration*

**Principles of Marketing**

MKT 3370  
Spring 2017  
Section 1: T 6 - 8:50PM  
BAB 317  
[wcgreen@sulross.edu](mailto:wcgreen@sulross.edu)

Professor: Dr. William C. Green  
Office: BAB 316  
Office Phone: 837-8067; 8066 (sect.)  
Office Hours: By appointment and;  
MW 11:00 - 12:00; 3:15 - 4:15PM  
T 8:30 - 10:30; 5:00 - 6:00PM  
TH 8:30 - 10:30

**Course Description:**

Study of the Marketing discipline. Includes an overview of Marketing's partially uncontrollable environment and an introduction to the development of Marketing programs and the formulation of Marketing strategies from product policy, pricing, promotion and distribution decisions.

**Prerequisite(s):**

Junior Standing

**Course Material(s):**

Kerin, et al; Marketing – The Core 5th ed.; New York: McGraw-Hill; 2013 ISBN: 978-0-07-802892-2.

**Student Learning Outcomes:**

- SLO1 Analyze and solve business problems across major business functions, using fundamental business principles and strategies
- SLO 2 Communicate business information through written, oral and other delivery processes
- SLO 3 Identify and discuss the impact of ethical and social responsibility issues in business

**Student Learning Objectives - Students will achieve:**

A basic understanding of pertinent areas of marketing, their function, objectives, and interrelationships.

An appreciation of the complex and dynamic nature of the business environment.

The development of a basic vocabulary of marketing terminology.

An appreciation of how the Marketing function fits with other functional areas within the firm.

An understanding of the application of marketing principles to their career goals.

A fundamental and practical working knowledge of marketing as an aid in further study and vocational pursuits.

**Course Grades:**

Grades in this course will be determined on a percentage/points basis. Points for course requirements follow:

Class Participation	100	(10%)
Paper	150	(15%)
Quizzes	100	(10%)
Exam #1	200	(20%)
Exam #2	200	(20%)
Final Exam	<u>250</u>	<u>(25%)</u>
TOTAL	1000	100%

Grades in the course will be assigned as follows:

- A = 90 - 100%
- B = 80 - 89%
- C = 70 - 79%
- D = 60 - 69%
- F = Below 60

**Class Participation:**

It should be noted that this class is conducted on a lecture and discussion format and you are urged to participate at your own initiative. Determination of participation grades will be based upon both quantity and quality of comments. Thus, your attendance is at a premium and is a necessary but not sufficient condition for you to be able to participate. If you decide you do not want to come to class, that is fine but that will not enable you to receive the full point total allowed. If you must miss class, try to let me know in advance and the penalty will not be as great. In other words, repeated absences can only hurt your class standing and not enable you to fully satisfy the course requirements.

And, it should be pointed out that the reading assignment is relatively heavy. I know that it is easy to "blow-it-off" and shoot from the hip in case I happen to call on you in class for your assistance and I will overlook one or two instances of this, but repeated lack of preparation can only diminish the experience for us all. In other words, prepare and show up for class. Remember what this experience (college) is all about in terms of individual initiative, etc.

Finally, if you are having difficulty with any aspect of the course, please let me know as early as possible. I will work with you on fixing whatever may be broken but I have no way of knowing this unless you tell me. This goes for testing, assignments, or anything which we might improve upon. **Remember:** 10% is a significant portion of your grade and is very directly under your control. While it may not seem too important right now, please avoid ending up at the end of the semester only to find that you are so close yet so far away from the grade you feel you deserve.

**Paper: - "Marketing Yourself"**

The thrust of this paper is primarily for your benefit. It should include (but not be limited to) such things as how you envision your career and where you want it to go. What is your environmental assessment (threats and opportunities) as it pertains to your career? What is your personal assessment (strengths and weaknesses) and how will you fix any issues? How do you plan to achieve your career objective? What contingencies plan should you have in place? A personal data sheet (resume) and any other support

materials, which you deem appropriate, should be included. ***The paper should not exceed two (2) typed single spaced pages excluding exhibits and/or appendices.*** Further discussion of the requirements and grading criteria for this paper will be considered in class. It is my hope that this assignment proves both useful and fun if you approach it with a positive attitude.

**Quizzes:**

The purpose of having quizzes is to help insure that everyone stays up with the objectives of the course and to eliminate the need to devote a full class period for an exam. The format for the quizzes may be either objective or subjective type questions. We will have either two or three quizzes over the semester. No two quizzes will be scheduled consecutively, but otherwise, the quizzes will not be announced in advance. ***No make-up quizzes will be allowed. No exceptions.***

**Exams:**

The tentative format for all exams in this course will be comprised, for the most part, of "objective type" questions. These may include, multiple choice, true/false, and matching questions. An additional portion of the exams may include short answer or essay type questions.

Exams 1 and 2 will cover the first two parts of the course while the final exam will ***emphasize*** the last part of the course. However, you will be responsible for all course content on the final. This includes lecture materials, reading assignments from book, outside readings that may be assigned from time to time and any other areas which are course related. In other words, any topic will be "fair game" on the final exam. ***Note:*** where a make-up exam is given, both the degree of difficulty and effort necessary to complete the exam are subject to change.

***Note: This syllabus represents the plan of action for the course. It is, in many ways, a contract between us. Should you lose this document, not understand any part of it, or most important, not agree with some component contained in it, please let me know and I will try to help fix the issue. Make sure to modify the tentative schedule as necessary.***

***University policy allows for students, who exceed the prescribed number of non-excused absences, to be dropped from the course (at the discretion of the instructor).***

***Students seeking accessibility services or other accommodations, per the Americans with Disabilities Act, are urged to contact Mary Schwartze, M. Ed., L.P.C., in Counseling and Accessibility Services, Ferguson Hall, Room 112. Mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas - Telephone: 432-837-8691. Email [mschwartz@sulross.edu](mailto:mschwartz@sulross.edu).***

**Tentative Course Outline**

<u>Week</u>	<u>Topic</u>	<u>Assignment*</u>
Jan. 16	Introduction <b><i>Holiday Monday</i></b>	
23	Introduction (cont.)	Ch. 1
30	Environment, Segmentation	Ch. 3, 8
Feb. 06	Consumer & Industrial Buyer Behavior	Ch. 4, 5
13	Research	Ch. 7
20	(cont.)	Ch. 7
27	Product Policy	Ch. 9, 10
Mar. 06	<b><i>Exam #1</i></b>	
13	<b><i>Spring Break</i></b>	
20	Distribution	Ch. 12 - 13
27**	Pricing	Ch. 11
Apr. 03**	<b><i>Exam #2</i></b>	
10	Promotion	Ch. 14 - 18
17	Promotion (cont.)	Ch. 14 - 18
24	(cont.) Strategy <b><i>Paper Due – 25<sup>th</sup></i></b>	Ch. 2
May 01	Wrap - up & Review	
08	<b><i>Final Exam – Monday May 8<sup>th</sup> @ 6PM</i></b>	

\* Assignment should be completed by day assigned or at least during that week

\*\* April 7<sup>th</sup> - Last day to withdraw from the university or drop with a "W".