

Sul Ross State University – Rio Grande College  
MKTG 3307: Principles of Marketing – Spring 2017  
Eagle Pass - Mondays – 6:00 P.M. Room D-113

Instructor: Dr. Edison P. Moura  
Office: Del Rio Faculty Office Building # 203 – Phone (830) 703-4840  
Office Hours: Mondays: Del Rio: 11:00-12:30 // **Eagle Pass:** 5:00-5:45  
Tuesdays Del Rio 11:00-12:30 & 5:00-5:45  
Wednesdays Del Rio: 11:00-1:00 //4:00-6:30  
Other hours by appointment  
E-mail: [emoura@sulross.edu](mailto:emoura@sulross.edu)

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

There will be three exams with the following points and percentage distribution:

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

## Exams

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

## Grading Scale:

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

## 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.

## 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.

## E-Mail

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

## Consultation

**If you have questions** do not hesitate to see me before or after class. I am also available in Del Rio during office hours. Other hours by appointment.

## 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](mailto:kbiddick@sulross.edu)

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

### January

**Monday 16<sup>th</sup>**      **Martin Luther King, Jr. holiday – no class**  
Monday 23<sup>rd</sup>      Chapter 1: Creating Customer Relationships Through Marketing

Monday 30<sup>th</sup>      Chapter 2: Developing Successful Marketing and Organizational Strategies

### February

Monday 6<sup>th</sup>      Chapter 3: Scanning the Marketing Environment

Monday 13<sup>th</sup>      Chapter 5: Understanding Consumer Behavior

**Monday 20<sup>th</sup>**      **Exam 1: Chapters 1, 2, 3, & 5 plus videos and handouts**

Monday 27<sup>th</sup>      Chapter 8: Marketing Research – From Consumer Insights to ...  
Chapter 9: Market Segmentation, Targeting and Positioning

### March

Monday 6<sup>th</sup>      TBA

Monday 13<sup>th</sup>      Spring Break – No class

Monday 20<sup>th</sup>      Chapter 10: Developing New Product and Services

Monday 27<sup>th</sup>      Chapter 11: Managing Successful Products and Brands

### April

**Monday 3<sup>rd</sup>**      **Exam 2: Chapters 8, 9, 10, 11, plus videos and handouts**

**Friday 7<sup>th</sup>**      **Last day to drop course with a grade of W**

Monday 10<sup>th</sup>      Chapter 12: Services Marketing

Monday 17<sup>th</sup>      Chapter 17: Integrated Marketing Communication & Direct ...

Monday 24<sup>th</sup>      Chapter 18: Advertising, Sales Promotion and Public Relations

### May

Monday 1<sup>st</sup>      Chapter 22: Putting it all Together: The Strategic MKTG Process

**Monday 8<sup>th</sup>**      **Exam 3 (Final): Chapters 12, 17, 18, 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.