

MKTR 3307: Principles of Marketing – Fall 2022  
Sul Ross State University – RGC – WEB – **W01**

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Office Hours: Mondays: 10:30 AM – 12:30 PM & 4:00 – 6:30 pm  
Tuesdays: 4:00 – 6:30 PM  
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**Required instructional material:** textbook: Marketing 15<sup>th</sup> Edition (with Connect). Authors: Roger Kerin & Steven Hartley. Publisher: McGraw-Hill Education

**Connect ISBN, including an e-Book with the Connect Access Card for Marketing 3307: 9781260157680. The package can be purchased directly through McGraw-Hill**

**Below is the URL for purchasing the e-Book with the Connect Access card for MKTR 3307: Fall 2022 directly from McGraw-Hill**

<https://connect.mheducation.com/class/e-moura-mktr-3307-fall-2022-online>

**The e-Book with the Connect Access Card is all the instructional material you need for MKTG 3307 Fall 2022. However, without the e-Book and the Connect Access card, you will be unable to complete the course successfully.**

**For Connect-related questions, call McGraw-Hill customer support: at 800-331-5094**

**Course Objectives:**

Expose students to marketing strategies consumer-oriented companies use to persuade customers that their products and services have the quality and value to provide better, more comfortable, and more enjoyable lives.

## Course Competencies (Learning Outcomes): SLOs

After completing this course, students will be able to:

1. Understand and discuss marketing's impact on their personal, professional, and social lives (LO#1 & 3).
2. Demonstrate the ability to apply marketing tools for analyzing customers and competition and assess the firms' internal strengths and weaknesses as well as opportunities and threats in the external environment.
3. Understand and discuss how marketing contributes to achieving the firm's strategic objectives (LO#1 & 3)).
4. Be able to explain how social forces such as demographics and culture can have an impact on marketing strategy (LO#1 & 3))
5. Be able to identify and discuss the reasons for conducting marketing research (LO#1).

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### Evaluation Policy:

1. Blackboard Exam 1 (100 points): ..... 25% of total grade
2. Blackboard Exam 2 (100 points): ..... 25% of total grade
3. Blackboard Exam 3 – Final (100 points): ..... 25% of total grade
4. Connect Quizzes (100) points: ..... 25% of total grade

**Total = 100 points**

### Grading Scale

**A = 90-100 // B = 80-89// C = 70-79// D = 60-69// F = Bellow 60**

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### Connect Quizzes

All **12** assigned chapters of the textbook have a Connect quiz. Each Quiz may be taken up to two times without penalty **before the deadline**. Only the highest score will be recorded for grading purposes. The Connect quizzes will be available the week before they are due; they will not be accepted after the deadline, and the due date will not be changed. **NO Exceptions**

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### 1. Blackboard

The PPT presentations will be posted weekly on the "Power Points" link of the Blackboard. The PPTs slides contain advertisements, graphs, videos (both embedded and stand-alone), marketing articles, and data to facilitate student learning.

**2. Blackboard Exams:** Questions for the three Blackboard exams will come from the assigned material in the textbook, PPTS, videos, and marketing articles

## Course Outline – MKTR 3307 – Principles of Marketing - Fall 2022 – W01

<p>Monday, August 22 – 2022 <b>Chapter 1:</b> Creating Customer Relationships Through Marketing</p>	<p>Connect Assignment: Quiz Chapter 1: Due Monday, August 29, no later than 10 PM</p>
<p>Monday, August 29, 2022, <b>Chapter 2:</b> Developing Successful Organizational and Marketing Strategies</p>	<p>Connect Assignment: Quiz Chapter 2. Due Tuesday, September 6, no later than PM</p>
<p>Tuesday, September 6, 2022, <b>Chapter 3:</b> Scanning the Marketing Environment.</p>	<p>Connect Assignment: Quiz Chapter 3. Due Monday, September 12, 2022, no later than 10 PM.</p>
<p>Monday, September 12, 2022, <b>Chapter 5:</b> Understanding Consumer Behavior</p>	<p>Connect Assignment: Quiz Chapter 5. Due Monday, September 19, 2022, no later than 10 PM.</p>
<p><b>Monday, September 19: Blackboard Exam One, Chapters 1-2-3-5. Available in the “Test, Quiz, Exam” link of the Blackboard from 5 AM until 11 PM.</b></p>	<p><b>40 multiple-choice questions @ 2.5 points each from the assigned chapters in the textbook, PPTs, videos, and articles. The time allowed for completion is one hour (60 minutes).</b></p>

Monday, September 26, 2022, <b>Chapter 8</b> , Marketing Research – From Consumer Insights to Actions. Watch the video “Ford Consulting Group” available on the “videos” link on the course Website on the Blackboard.	Connect Assignment: Quiz Chapter 8. Due Monday, October 3, 2022, no later than 10 PM.
Monday, October 3, <b>Chapter 9</b> , Marketing Segmentation, Targeting, and Positioning. <b>Watch the video</b> – “Prince Sports – Tennis Racquets for Every Segment.” Textbook pp. 259-261	Connect Assignment: Quiz Chapter 9. Due Monday, October 10, 2022, no later than 10 PM
Monday, October 10, <b>Chapter 10</b> : Developing New Products and Services	Connect Assignment: Quiz Chapter 10: Due Monday, October 17, 2022, no later than 10 PM.
Monday, October 17, 2022, <b>Chapter 11</b> , Managing Successful Products, Services, and Brands.	Connect Assignment: Quiz Chapter 11, Due Monday, October 24, 2022, no later than 10 PM
<b>Monday, October 24, 2022: Blackboard Exam Two, Chapters 8-9-10-11. Available in the “Test, Quiz, Exam” link of the Blackboard from 5 AM until 11 PM.</b>	<b>40 multiple-choice questions @ 2.5 points each from the assigned chapters in the textbook, PPTs, videos, and articles. The time allowed for completion is one hour (60 minutes).</b>
Monday, October 31, 2022, <b>Chapter 12</b> , Services Marketing.	Connect Assignment: Quiz Chapter 12. Due Monday, November 7, 2022, no later than 10 PM
Monday, November 7, 2022, <b>Chapter 18</b> , Integrated Marketing Communication and Direct Marketing	Connect Assignment: Quiz Chapter 18. Due Monday, November 14, 2022, no later than 10 PM
Monday, November 14, 2022, <b>Chapter 19</b> , Advertising, Sales Promotion, and Public Relations	Connect Assignment: Quiz Chapter 19. Due Monday, November 21, 2022, no later than 10 PM

<p>Monday, November 21, 2022, <b>Chapter 22</b>, Putting it All Together: The Strategic Marketing Process. Watch the video “Warm Delights” available on the “video” link</p>	<p>Connect Assignment: Quiz Chapter 22. Due Monday, November 28, no later than 10 PM.</p>
<p><b>Monday, November 28, 2022, Blackboard Exam # Three, Chapters 12-18-19-22. Available on the “Test, Quiz, Exam” link of the Blackboard from 5 AM, Monday 28 until Tuesday, Monday 29 at 11 PM.</b></p>	<p><b>40 multiple-choice questions @ 2.5 points each from the assigned chapters in the textbook, PPTs, videos, and articles. The time allowed for completion is one hour (60 minutes)</b></p>

## Marketable Skills for the Aligned BBA Degrees

- 1: Students will be able to apply the principles of business they learn to manage existing businesses or create new businesses.
- 2: Students will have the ability to use research and analysis to make informed decisions.
- 3: Students will have the ability to write business letters, emails, resumes, and reports
- 4: Students will have the ability to make effective oral presentations to both professional and general audiences.

### **American With Disabilities Act (ADA)**

Sul Ross State University, Rio Grande College is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility service. Students seeking accessibility services must contact Mrs. Paulette Harris, Executive Assistant to the President and the Dean, at 830-279-3023

**Distance Education Statement:** Students enrolled in distance education courses have equal access to the university's academic support services, such as Smartthing, library resources (online databases, for example), and instructional technology support. For more information about accessing these resources, visit the SRSU website. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all academic honesty and appropriate student conduct policies, as described in the student handbook. **Students in web-based courses must maintain proper equipment and software according to the course's needs and requirements, as outlined on the SRSU website.**

### **Personal Responsibility**

Students will develop principles of social responsibility for living in a diverse world, to include the ability to connect choices, actions, and consequences to ethical decision making.