

MKTR 3307: Principles of Marketing – SPRING 2023 XXXXXX
Sul Ross State University – RGC – WEB –

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Office Hours: Mondays: 10:00 AM to 1:00 PM
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Wednesdays 10 AM to 1:00 PM
Other hours by appointment

Required textbook: Contemporary Marketing 19th Edition (with MindTap).
Authors: Boone & Kurtz. Publisher: Cengage Learning.
MindTap Marketing, one term (6 months). Printed Access Card for Contemporary
Marketing, 19th Edition.
ISBN for the eBook with the MindTap Access Card 9780357435397

To register for MindTap, click on the link to the course located
in Blackboard and follow the steps to enroll and purchase
MindTap with the eBook.

The instructions below will walk you through the registration
process.

<https://startstrong.cengage.com/mindtap-blackboard-ia-no/>

**For registration with MindTap or MindTap-related questions,
call Cengage customer service at 1-800-354 9706**

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**

Student 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.
2. Demonstrate the ability to apply marketing tools for analyzing customers and competition and assess the firms' internal strengths and weaknesses plus opportunities and threats in the external environment.
3. Be able to explain how social forces such as demographics and culture can impact marketing strategy
4. Identify and discuss the reasons for conducting marketing research.

Evaluation Policy:

1. Exam 1 (100 points) at 25% of the total grade - **Blackboard**
2. Exam 2 (100 points) at 25% of the total grade - **Blackboard**
3. Exam 3 – Final (100 points) at 25% of the total grade - **Blackboard**
4. MindTap Quizzes (100) points at 25% of the total grade - **Blackboard**

Total: 25% + 25% +25% + 25% = 100 points

Grading Scale

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

MindTap Quizzes

All **10** assigned chapters of the textbook have a MindTap quiz. Each Quiz may be taken up to two times without penalty **before the deadline, and the due date will not be changed**. All MindTap Quizzes are available on the Blackboard's pulldown menu on the left-hand side **under MindTap Quizzes**.

PowerPoint Slides

The PPTs slides contain advertisements, graphs, and videos (both embedded and stand-alone). They will be posted weekly on the PPT link.

Exams: Questions for the three exams will come from the assigned material in the textbook, PPTS, videos, MindTap Quizzes, and marketing articles. All three exams are available on the Blackboard's pulldown menu on the left-hand side **under MindTap Exams 1-2 and 3**.

Personal and Social Responsibility

Personal Responsibility: Students will develop principles of personal responsibility for living in a diverse world, to include intercultural competency, knowledge of civic responsibility, and the ability to engage in regional, national and global communities effectively.

Social 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.

Course Outline – MKTR 3307 – Principles of Marketing – Spring 2023

MindTap Quizzes are available on the Blackboard's pulldown menu on the left-hand side under MindTap Quizzes

Wednesday, January 18 – 2023. Chapter 1: The Art & Science of Satisfying Customers	MindTap Assignment: Quiz Chapter 1: Due Monday, January 23, no later than 10 PM. Blackboard
Monday, January 23, 2023. Chapter 2: Strategic Planning in Contemporary Marketing	MindTap Assignment: Quiz Chapter 2. Due Monday, January 30, no later than 10 PM. Blackboard
Monday, January 30, 2023, Chapter 3: The Marketing Environment, Ethics, and Social Responsibility	MindTap Assignment: Quiz Chapter 3. Due Monday, February 6, no later than 10 PM. Blackboard
Monday, February 6, 2023, Chapter 5: Social Media: Living in the Connect World.	MindTap Assignment: Quiz Chapter 5. Due Monday, February 20, no later than 10 PM. Blackboard
Monday, February 13 Exam One, Chapters 1-2-3-5. Exam One is available on the Blackboard's pulldown menu on the left-hand side under Exam 1	40 multiple-choice questions @ 2.5 points each from the assigned chapters in the textbook, PPTs, videos, MindTap quizzes, and articles. Available from 5 AM until 11 PM. The time for completion is one hour (60 Minutes) Blackboard.
Monday, February 20, 2023, Chapter 6, Consumer Behavior	MindTap Assignment: Quiz Chapter 6. Due Monday, February 27, no later than 10 PM. Blackboard.

<p>Monday, February 27, Chapter 9, Marketing Segmentation, Targeting, and Positioning.</p> <p>Watch the video – "Prince Sports – Tennis Racquets for Every Segment." Available on the "videos link" on the Blackboard's pulldown menu on the left-hand side under videos.</p>	<p>MindTap Assignment: Quiz Chapter 9. Due Monday, March 6, no later than 10 PM.</p> <p>Blackboard.</p>
<p>Monday, March 6, 2023, Chapter 10: Marketing Research.</p> <p>Watch the video: "Ford Consulting Group." It is available on the "videos" link on the Blackboard's pulldown menu on the left-hand side under "videos."</p>	<p>MindTap Assignment: Quiz Chapter 10: Due Monday, March 27, no later than 10 PM.</p> <p>Blackboard.</p>
<p>Week of March 13-17: Spring Break</p>	<p>NO CLASSES</p>
<p>Monday, March 20, 2023: Exam Two, Chapters 6-9-10</p> <p>Exam Two is available on the Blackboard's pulldown menu on the left-hand side under Exam 2.</p>	<p>40 multiple-choice questions @ 2.5 points each from the assigned chapters in the textbook, PPTs, videos, and MindTap Quizzes.</p> <p>Available from 5 AM until 11 PM. The time for completion is one hour (60 minutes).</p>
<p>Monday, March 27: Chapter 11: Product and Branding Concepts</p>	<p>MindTap Assignment: Quiz Chapter 11. Due Monday, April 3, no later than 10 PM.</p> <p>Blackboard.</p>
<p>Monday, April 3: Chapter 12: Developing and Managing Products</p>	<p>MindTap Assignment: Quiz Chapter 12. Due Monday, April 10, no later than 10 PM.</p> <p>Blackboard</p>
<p>Monday, April 10, 2023, Chapter 17, Integrated Marketing Communications, Advertising, and Public Relations</p>	<p>MindTap Assignment: Quiz Chapter 17. Due Monday, April 17, no later than 10 PM</p> <p>Blackboard</p>

Monday, April 17, 2023, Chapter 17 , Integrated Marketing Communications, Advertising, and Public Relations	MindTap Quiz Chapter 17 Blackboard
Monday, April 24, 2023 TBA	No MindTap Assignment
Monday, May 1, 2023: Exam # Three, Chapters 11-12-17. Exam Three is available on the Blackboard's pulldown menu on the left-hand side under Exam 3.	40 multiple-choice questions @ 2.5 points each from the assigned chapters in the textbook, PPTs, videos, and MindTap quizzes. Available from 5 AM until 11 PM. The time for completion is one hour (60 minutes).

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.**