

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

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Office Hours: Mondays: 3:00 to 7:00 PM
Tuesdays: 3:00 to 7:00 PM
Wednesdays 10 AM to 12:00 PM
Other hours by appointment

Required textbook: Contemporary Marketing 19th Edition (with MindTap).
Authors: Boone & Kurtz. Publisher: Cengage Learning.
ISBN for the eBook with the MindTap Access Card:

To register for MindTap, go to MindTap Access and Activities and “Click Here to Access MindTap” on the course website on Blackboard and follow the steps to enroll and purchase MindTap with the eBook.

The eBook with the MindTap Access Card is all the instructional material you will need for MKTR 3307 – Principles of Marketing Fall 2023. However, without it, you cannot complete the course successfully. You will need the eBook with the MindTap Access card to start the course.

For questions related to MindTap, 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.

Course Requirements and Evaluation Policy:

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

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 Concept Check Quizzes

Every assigned chapter in the textbook includes a MindTap Concept Check Quiz for 25% of the total grade. Each Quiz may be taken up to two times without penalty **before the deadline. However, the Quizzes will not be accepted after the deadline, and the due date will not be changed, with no exceptions.**

Exams: Questions for the three exams will come from the assigned material in the textbook, PPTS, videos, and MindTap Concept Check Quizzes. All three exams and the MindTap Quizzes are available on the “MindTap eBook Access and Activities” under “MindTap Assignments – Quizzes and Exams.”

Personal and Social Responsibility

Personal Responsibility: Students will develop principles of personal responsibility for living in a diverse world, including 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, including the ability to connect choices, actions, and consequences to ethical decision-making.

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

Monday, August 28 – 2023. Chapter 1: The Art & Science of Satisfying Customers	MindTap Concept Check Quiz Chapter 1: Due Tuesday, September 5, 2023, no later than 11 PM.
Tuesday, September 5, 2023. Chapter 2: Strategic Planning in Contemporary Marketing	MindTap Concept Check Quiz Chapter 2. Due Monday, September 11, 2023, no later than 11 PM.
Monday, September 11, 2023. Chapter 3: The Marketing Environment, Ethics, and Social Responsibility	MindTap Concept Check Quiz Chapter 3: Due Monday, September 18, no later than 11 PM.
Monday, September 18, 2023, Chapter 5: Social Media: Living in the Connect World.	MindTap Concept Check Quiz Chapter 5. Due Monday, September 25, 2022, no later than 11 PM. Blackboard
Practice Test Exam 1–Chapters 1-2-3-5	The Practice Test for Exam 1- chapters 1-2-3-5 will be available on “MindTap Assignments, Quizzes, and Exams on September 22
Monday, September 25, and Tuesday, September 26, Exam One, Chapters 1-2-3-5. Available on the “MindTap eBook Access and Activities under Quizzes and Exams.”	40 multiple-choice questions @ 2.5 points each from the assigned chapters in the textbook, PPTs, videos, and MindTap quizzes. The time for completion is one hour (60 Minutes)
Monday, October 2, 2023 – Chapter 6 Consumer Behavior	MindTap Concept Check Quiz, Chapter 6. Due Monday, October 9, 2023, no later than 11 PM.

<p>Monday, October 9, 2023 - Chapter 9, Marketing Segmentation, Targeting, and Positioning. 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 Concept Check Quiz Chapter 9. Due Monday, October 16, 2023, no later than 11 PM.</p>
<p>Monday, October 16, 2023, Chapter 10: Marketing Research. 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 Concept Check Quiz Chapter 10. Due Monday, October 23, 2023, no later than 11 PM.</p>
<p>Practice Test for Exam Two – Chapters 6, 9 and 10</p>	<p>The Practice Test for Exam – Chapters 6-9-10 will be available on Friday, October 20, 2023</p>
<p>Monday, October 23, 2023, and Tuesday, October 24: Exam Two, Chapters 6-9-10 Available on the "MindTap eBook Access and Activities under Quizzes and Exams."</p>	<p>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).</p>
<p>Monday, October 30, 2023, Chapter 11: Product and Branding Concepts</p>	<p>MindTap Concept Check Quiz Chapter 11. Due Monday, November 6, 2023, no later than 11 PM.</p>
<p>Monday, November 6, 2023, Chapter 12: Developing and Managing Products</p>	<p>MindTap Concept Check Quiz Chapter 12. Due Monday, November 13, 2023, no later than 11 PM.</p>
<p>Monday, November 13, 2023, Chapter 17, Integrated Marketing Communications, Advertising, and Public Relations</p>	<p>MindTap Concept Check Quiz Chapter 17. Due Monday, November 20, 2023, no later than 11 PM</p>

Monday, November 20, 2023, MindTap Concept Check Quiz, Chapter 17 is due.	MindTap Concept Check Quiz, Chapter 17 is due today, November 20, 2023, no later than 11 PM.
Practice Test for Exam Three – Chapters 11-12-17	The Practice Test for Exam Three, chapters 11-12-17, will be available on Tuesday, November 21, 2023
Monday, November 27, and Tuesday, November 28: Exam # Three, Chapters 11-12-17. Available on the "MindTap eBook Access and Activities under Quizzes and Exams."	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 be able 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 be able 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 should contact Mary Schwarze, Director of Counseling and Accessibility Services. Email mschwartz@sulross.edu.
Or Call 432-837-8203

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.**