

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

**Principles of Marketing - R**

MKTA 3307  
Spring 2024  
Section W01  
“Virtual”  
[wgreen@sulross.edu](mailto:wgreen@sulross.edu)

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**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* 9<sup>th</sup> ed.; New York: McGraw-Hill; 2022 ISBN: To Be Provided. **This is an “Inclusive Access” TEXT that will save you some \$\$ - Do Not Purchase Independently or through the bookstore. DO NOT USE ISBN!**

**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.

*Marketable Skills (MS) –*

*MS 1: Students will have the ability to apply the principles of business they learn to the management of existing businesses or the creation of new businesses.*

*MS 2: Students will have the ability to use research and analysis to make informed decisions.*

*MS 3: Students will have the ability to write business letters, emails, resumes and reports*

*MS 4: Students will have the ability to make effective oral presentations to both professional and general audiences.*

### **Course Grades:**

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

Class Engagement	100	(10%)
CONNECT – Assignments	400	(40%)
Discussion Forum	100	(10%)
Exam #1	200	(20%)
Final Exam	<u>200</u>	<u>(20%)</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 Engagement:**

It should be noted that this class will be conducted primarily online with possibly a few voluntary meetings online. This means that determination of “engagement” grades is a bit different than what would normally be deemed participation. Engagement means just that – are you keeping up? Are you doing the readings; are you on top of getting access to CONNECT; etc. If you do all of that and continue it, you will do well on engagement – if you don’t... repeated instances of not being fully engaged can only serve to hurt your class standing and not enable you to satisfy this course requirement.

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 but repeated lack of preparation can only diminish the experience for us all. In other words, prepare and keep in mind 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 nice chunk 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.

### **Connect Assignments/Other:**

There are actually two *Learning Management Systems* (LMS) in this course – CONNECT – C - & Black-Board – BB. There are some assets with C that are valuable learning aids. Some are simply chapter learning aids and others are more involved. BB does not offer the same type of learning assets. As there is considerable material to cover, C is an effective way to assist. There are also things associated with BB that help with the general format of the course. The C & BB assignments will be individually based unless noted. Assignments will be announced in advance and C assignments will not be linked to BB as to grading and so forth. In other words, the grades will be compiled from C and uploaded to BB with the appropriate percentage applied. This is more efficient in avoiding confusion. Note that you may be expected to complete some assignments within a relatively short window (time span). Unless noted, quizzes and/or homework assigned are intended to be completed on an individual basis and should be completed entirely on that basis. Deadlines missed will not receive full credit (if any credit at all)!

### **Discussion Forum:**

As this class is conducted on an online basis, it changes several things but leaves many things intact as if it were offered on an in-class basis. One element that does not change is that proper preparation and class involvement are important. Discussion forums are effective devices for keeping high levels of motivation

and/interest in the course and thus, are an important component of the course. The discussion forum topic will be announced on the announcement page but you may not know the topic until close to when the forum begins. One objective with these is to get almost a reaction rather than a carefully and well developed and non-risky response. Some courses seem to be more suited for forums than others. Principles of Marketing lends itself to at least one exposure to a discussion forum. One last thing - you are urged to contribute at your own initiative and online discussion grades, for example, will be based upon quality of comments more than on quantity. Thus, your *thoughtful contributions* are more compelling than the word count of your input! More detailed expectations will be included with the individual forum(s).

**Remember that 10% is a “small but important chunk” of your grade. Note that if you miss the forum deadline, no extensions will be given!**

### Exams:

The tentative format for both 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.

Exam 1 will cover the first part 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:** make-up exams are not given except under the most extreme and unusual circumstances.

*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. A MASTER SCHEDULE will be posted showing exact due dates and point totals and so forth. That is the spot to see when something is due!*

### Other – Please Read

*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 Ms. Rebecca Greathouse Wren, M. Ed., LPC-S, Director/Counselor, Counseling and Accessibility Services, Ferguson Hall, Room 112. Mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas - Telephone: 432-837-8203.*

### **ACADEMIC HONESTY**

*The University expects all students to engage in all academic pursuits in a manner that is beyond reproach and to maintain complete honesty and integrity in the academic experiences both in and out of their classroom. The University may initiate disciplinary proceedings against a student accused of any form of academic dishonesty, including but not limited to, cheating on an examination or other academic work, plagiarism, collusion, and the abuse of resource materials.*

**“Cheating” includes:**

- 1. Copying from another student’s test paper, laboratory report, other report, or computer files, data listings, and/or programs, or allowing another student to copy from same.**
- 2. Using, during a test, materials not authorized by the person giving the test.**
- 3. Collaborating, without authorization, with another person during an examination or in preparing academic work.**
- 4. Knowingly, and without authorization, using, buying, selling, stealing, transporting, soliciting, copying, or possessing, in whole or in part, the contents of a non-administered test.**
- 5. Substituting for another student; permitting any other person, or otherwise assisting any other**

*person to substitute for oneself or for another student in the taking of an examination or test or the reparation of academic work to be submitted for academic credit.*

*6. Bribing another person to obtain a non-administered test or information about such a test.*

*7. Purchasing, or otherwise acquiring and submitting as one's own work any research paper or other writing assignment prepared by an individual or firm. This section does not apply to the typing of a rough and/or final version of an assignment by a professional typist.*

*8. "Plagiarism" means the appropriation and the unacknowledged incorporation of another's work or idea in one's own written work offered for credit.*

*9. "Collusion" means the unauthorized collaboration with another person in preparing written work offered for credit.*

*10. "Abuse of resource materials" means the mutilation, destruction, concealment, theft or alteration of materials provided to assist students in the mastery of course materials.*

*11. "Academic work" means the preparation of an essay, dissertation, thesis, report, problem, assignment, or other project that the student submits as a course requirement or for a grade.*

*12. "Falsification of Data" means the representation, claim, or use of research, data, statistics, records, files, results, or information that is falsified, fabricated, fraudulently altered, or otherwise misappropriated or misrepresented.*

*All academic dishonesty cases may be first considered and reviewed by the faculty member. If the faculty member believes that an academic penalty is necessary, he/she may assign a penalty but must notify the student of his/her right to appeal to the department chair, the dean and eventually, to the Provost and Vice President for Academic and Student Affairs before imposition of the penalty. At each step in the process, the student shall be entitled to written notice of the offense and/or of the administrative decision, an opportunity to respond, and an impartial disposition as to the merits of his/her case. The decision of the Provost and Vice President for Academic and Student Affairs is final.*

*In the case of flagrant or repeated violations, the Vice President for Academic and Student Affairs may refer the matter to the Dean of Students for further disciplinary action. No disciplinary action shall become effective against the student until the student has received procedural due process...*

*On a personal note – I take the issues noted above very seriously.....!*

***A tentative Course Outline is next – However, this is only a general guide – you should ALWAYS look to what I call the MASTER SCHEDULE for due dates; assignments; point totals and so forth. The MASTER will be posted on BB in the next few days. Updates to the MASTER will also be made as the term progresses. But all MASTER SCHEDULES will remain available so you can know what changed (if anything) and why. I make this same announcement in several courses and hope that if you don't see it in one place, you see it in another!***

**Tentative Course Outline – See MASTER \*\*\***

<u>Week</u>	<u>Topic</u>	<u>Assignment*</u>
Jan. 15	<b><i>MLK Holiday Monday – CONNECT</i></b>	
22	Introduction	Ch. 1
29	Environment	Ch. 3
Feb. 05	Consumer & Industrial Buyer Behavior	Ch. 4, 5
12	Research & Segmentation	Ch. 7, 8
19	(cont.)	Ch. 7, 8
26	Product Policy	Ch. 9, 10
Mar. 04	Product Policy cont. <b><i>Exam #1</i></b>	
11	<b><i>Spring Break</i></b>	
18	Pricing -	Ch. 11
25	Cont. –	
Apr. 01	Distribution -	Ch. 12 - 13
08**	Promotion - <b>Forum</b>	Ch. 14 - 17
15	Promotion (cont.) - <b>Class</b>	Ch. 14 - 17
22	(cont.) Strategy & Process	Ch. 2
29	Wrap-up & Review <b>Important Dates! - 5-01 - Last class Day; 5-02 Dead Day 5-03 - First Day – Finals –</b>	
May 06	<b>FINALS continue – Monday; Tuesday; Wednesday</b>	

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

\*\* April 12<sup>th</sup> - Last day to withdraw from the university or drop with a "W".

\*\*\* There will be a **MASTER SCHEDULE** (MS) posted on BB in a few days – the MS is what you should look to for definitive information – the syllabus is only a general set of guidelines – **Do Not Assume a date on the syllabus is the actual due date – seek out accurate info via the MS!!**