

MKT 331: Principles of Marketing

Spring 2017

Instructor: Dr. Marie DeVincenzo **Office:** FH-274 **Phone:** 661-1417 **e-mail:** mdevincenzo@fmarion.edu

Office Hours

Online:

Tuesday: 6:00 p.m.

On Campus:

Monday & Wednesday: 11:20-12:20 p.m.

Tuesday: 12:00-3:00 p.m.

Other times by appointment

Required Text

Grewal, Dhruv & Levy, Michael. (2017). M: Marketing, 5th Edition. McGraw-Hill: New York. ISBN: 978-1-259-44629-0.

Prerequisite

Full or conditional acceptance into the School of Business

Catalog Description

Basic principles of marketing. Emphasis is placed on consumer's role in marketing and on marketing environment. The basic product, place, price, and promotion decisions are examined.

Course Objectives

To provide students with the conceptual tools and practical knowledge to:

- Investigate and understand market behavior
- Understand the concepts necessary to develop and bring to market new competitive products and services
- Comprehend the theories necessary to learn to manage a network of trading relationships with suppliers and distributors

Course Format

This class will involve lectures from the text material, discussion boards, cases/problems, assignments, presentations, and exams. You will be held responsible for all material in the text, lectures, and discussions.

Course Requirements

Grades will be distributed as follows:

Exam 1	15% of grade
Exam 2	15% of grade
Exam 3	15% of grade
Exam 4	15% of grade
Ethics Assignment	10% of grade
Marketing Plan	20% of grade
Participation/Class work	10% of grade

I reserve the right to adjust the values of the requirements. If this happens, the change will be announced prior to the due date.

Exams

There will be four mid-term exams and an optional comprehensive final. The exams will be given on campus in FH-255B on the dates listed in the schedule. If you cannot make the exam time, you may take the exam at the FMU Testing Center on the dates listed in the schedule. You will need to make an appointment with the center to take your exam. If neither of these options works for your situation, please contact me now for other options. Only four exams will be used in your final grade. The final will replace your lowest mid-term exam score. You will not be penalized if your score on the final is lower than your other exam scores. If you earn a below 60% on any exam, you must take the final. If you are unable to attend an exam, the final exam score will replace the missed exam. NO exceptions. Students will need a #2 pencil for all exams.

Assignments

Assignments will be posted on Blackboard and are due by midnight on the due date. Late assignments will receive half credit. If your score on the assignment is an 80, you will get a 40. It is in your best interest to complete your assignments on time.

Participation

Your participation grade is composed of the successful completion of the project drafts and your participation on the discussion boards. The project drafts are designed to allow you to work on the section of the project that is being covered in your book and lectures. After a section is covered in the course, your group will turn in a draft of the section. The due dates for the projects drafts are listed in the schedule. The discussion boards will cover material such as supplementary videos, chapter cases, and ad activities.

Class Policies

- The academic calendar for the semester is published in the University Course Schedule and will be followed in this course, including holidays, final exam schedule, and withdrawal policy.
- I reserve the right to modify the syllabus (schedule, class policies) if needed.
- It is the student's responsibility to obtain information, assignments, and changes to the syllabus.
- No make up exams will be given.
- Academic fraud will not be tolerated. Any student who participates in academic fraud will receive a grade of "0" for the assignment and may receive a grade of "F" in the course, in addition to the sanctions levied by the Office of the Provost. I will follow the University's academic fraud policy as outlined in the FMU Student Handbook

Academic honesty is fundamental to the activities and principles of a university. All members of the academic community must be confident that each person's work has been responsibly and honorably acquired, developed and presented. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful.

Academic dishonesty and misconduct includes, but is not limited to, extensive use of materials from another author without citation or attribution; extensive use of verbatim materials from another author without citation or attribution; extensive use of materials from past assignments; and extensive use of assignments from other courses. When in doubt about plagiarism, paraphrasing, quoting or collaboration, consult the course instructor. **(To avoid this problem, cite ALL your written work using APA or MLA formats. You can find instructions on how to do this online. The writing center is another good resource if you are unsure about how to reference other peoples' work.)**

For exams, academic dishonesty and misconduct includes conferring with classmates during an exam in any way; copying or reading another's test; and using notes and other materials without permission of the instructor.

Francis Marion University School of Business Mission Statement

Accredited at both the graduate and undergraduate levels, the School of Business at Francis Marion University has a mission of teaching, research, and service. Nearly our entire faculty holds a doctorate in the area in which they teach. Our small classroom environment promotes interaction among students and faculty. We teach students to think logically, communicate effectively, develop an understanding and appreciation of the global business environment, and be guided by high ethical standards. Our students develop conceptual and analytical skills needed to be successful leaders in both private and public institutions.

School of Business Goals

- Our students will have conceptual and analytical skills to analyze and solve managerial problems.
- Our students will be able to effectively communicate orally and in writing.
- Our students will have an understanding of ethical perspectives and be guided by high ethical standards.
- Our students will have an understanding and appreciation of the global business environment.
- Our students will utilize creativity in the solving of managerial problems.
- Our students will know the core concepts within each business discipline: accounting, business economics, finance, management, management information systems and marketing.

Disability Accommodations

FMU seeks to provide equal access to its programs, services and activities for people with disabilities. If you will need accommodations in this class, please provide a letter of verification from the Office of Counseling and Testing. Reasonable prior notice needs to be given to the instructor in order to make arrangements for accommodations. If you would like to discuss your accommodations, please contact me as soon as possible.

Writing Assistance

The FMU writing center is available to assist you with your writing assignments. They offer helpful workshops and give individual advice on specific assignments. I encourage you to take advantage of their services. Phone: 661-1528 Website: www.fmarion.edu/academics/wcenter

Important Dates

Monday, February 13, 2017: Last day to withdraw without academic penalty.

Monday, April 10, 2017: Last day to withdraw at all.

Schedule

Date	Topics	Ch.	Assignments
1/9 – 1/13	Introduction Marketing Overview	1	
1/16 – 1/20	Marketing Strategy	2	
1/23 – 1/27	Ethics	4	<i>Introduction Draft Due (1/27)</i>
1/30	Exam 1 on Chapters 1, 2, & 4		3:30 p.m.in FH-255B or in Testing Center by 1/27
1/30 – 2/3	Marketing Environment Consumer Behavior	5 6	Ethics Assignment Due (2/3)
2/6 – 2/10	Consumer Behavior Business-to- Business Marketing	6 7	<i>Situational Analysis Draft Due (2/10)</i>
2/13 – 2/17	Segmentation, Targeting and Target Positioning	9	
2/20	Exam 2 on Chapters 5, 6, 7, & 9		3:30 p.m.in FH-255B or in Testing Center by 2/17
2/20 – 2/24	Product, Branding, and Packaging Decisions	11	<i>Target Market Draft Due (2/24)</i>
2/27 – 3/3	Developing New Products	12	
3/6 – 3/10	Services: The Intangible Product Pricing Concepts	13 14	
3/13 – 3/17	Spring Break		
3/20	Exam 3 on Chapters 11, 12, 13, & 14		3:30 p.m.in FH-255B or in Testing Center by 3/10
3/20 – 3/24	Supply Chain Management	15	<i>Marketing Strategy Sections a, b, c, & d Draft Due (3/24)</i>
3/27 – 3/31	Integrated Marketing Communications	17	<i>Distribution Strategy Draft Due (3/31)</i>
4/3 – 4/7	Advertising	18	<i>Promotion Strategy Draft Due (4/7)</i>
4/10 – 4/14	Social and Mobile Marketing	3	
4/17	Exam 4 on Chapters 15, 17, 18, & 3		3:30 p.m.in FH-255B or in Testing Center by 4/14
4/17 – 4/21	Presentations		Marketing Plan Due (4/21)
4/24	Discussion Board for Presentations		Due by midnight
	Final Exam	All	

I reserve the right to modify this schedule. You will be notified of all such changes in a timely manner. It is your responsibility to attend class and check Blackboard for changes.