

THE UNIVERSITY OF TEXAS AT TYLER
SOULES COLLEGE OF BUSINESS
Spring 2024

Course Title: Principles of Marketing (MARK 3311 002)

(*Please check Canvas and email regularly.)

Instructor Information

Instructor: Dr. JungHwa (Jenny) Hong

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(*Email is the primary contact.)

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COURSE PHILOSOPHY AND CONTENTS

Marketing is defined as “the activity, set of institutions, and process for creating, communicating, delivering, and exchanging offerings that have value for consumers, clients, partners, and society at large” (American Marketing Association, 2007). The discipline of marketing starts with the consumer and recognizes that how effectively a company can meet the consumers’ needs is the key to profitability.

In MARK 3311, you will learn the *key elements of marketing, including strategy, segmentation, targeting positioning, consumer behavior, marketing research, distribution, promotion, pricing, international marketing, marketing ethics, customer satisfaction, and Internet marketing.*

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COURSE OBJECTIVES

The primary goal of MARK 3311 is to develop functional competency in marketing, and the desired outcome is that students, after taking this course, are able to apply knowledge of marketing to make effective business decisions.

After completing this course, students should be able to:

- (a) Understand the components of the Environmental Analysis
- (b) Understand what a target market is, and the 4 variables which define a target market
- (c) Recognize and have basic knowledge of 4P’s: price, product, promotion and place
- (d) Know the basics of marketing research: problem statement, types of research (primary, secondary) know the difference between quantitative and qualitative data, be able to identify some types of data collection instruments and methods.
- (e) Identify components of a marketing plan

The other learning goals of MARK 3311 are:

- (a) Critical thinking (to the extent that students can identify marketing problems and solve them using analytical techniques),
 - (b) Ethical awareness (to the extent that students understand the ethical/moral implications of marketing business decisions),
 - (c) International dimensions of management (to the extent that students understand how marketing strategies vary across cultures)
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TEXT BOOK & COURSE MATERIAL

REQUIRED Textbook: **Marketing – connect plus access**, C. Shane Hunt and John E. Mello, 3rd ed., McGraw-Hill, ISBN: 9781259899058

CONNECT: You have to purchase **CONNECT** that comes with the textbook to work on assignments. You can purchase only connect access code separately. The connect website to register will be announced later and will have a link on Canvas. (*If you purchase Connect, you can use e-textbook through Connect website)

PowerPoint Slides: Download lecture outline slides for each topic from the **Canvas**

**** Students have responsibility to check Canvas announcements and emails regularly.**

METHOD OF INSTRUCTION

It will involve readings, videos, and distinct type of assignments so that you can understand the key elements of marketing, and how they are interlinked with each other.

EVALUATION

Your course grade will be determined as follows:

| Method | Points |
|----------------------------------|------------|
| Exam 1 | 150 |
| Exam 2 | 150 |
| Connect Discussions/Assignments | |
| 1) Video cases (10 pts * 10) | 100 |
| 2) Simulation (10pts * 10) | 100 |
| 3) SB (SmartBook) (10pts * 10) | 100 |
| Final Project Group Presentation | 100 |
| Attendance/Participation | 100 |
| Total | 800 |

**** Please note that poor performance in any one or more of the above components of your grade cannot be made-up by any extra assignment or report.**

COURSE GRADE

Each of the course requirements will be graded by assigning numerical points. Your final letter grade for this class will be assigned only at the end of the course based on the points accumulated by the student. The final letter grade will be determined as follows:

| | |
|-----|------------------------|
| A = | Above 720 points (90%) |
| B = | 640 - 719 (80%) |
| C = | 560 - 639 (70%) |
| D = | 480 - 559 (60%) |
| F = | Below 480 |

***Please note the following:**

- 1) I will definitely fail a student for dishonest behavior e.g., cheating or plagiarism in exams or assignments
 - 2) This class may seem easy but that does not automatically imply that you will earn an A in the class
 - 3) Also, just because you worked hard for this class does not automatically entitle you to an A in this class.
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(A) EXAMS

There will be **two exams** for this course. Exams will be multiple choices. More information will be available as the exam approaches. There is **NO MAKE-UP EXAM** unless a document for an excuse is submitted to the instructor (e.g. doctor's note).

Exams are necessary to assess your mastery of core concepts. The two exams will consist of multiple-choice questions. Copying any questions/answers on an exam or discussing exam questions with other students is considered cheating and may result in failing the course and/or other scholastic dishonesty disciplinary actions.

PPT slide:

Please read the textbook and review my power point slides and your notes from the lectures before taking the exam. I focus on the important concepts that you have to take away from each chapter. My goal is to help you understand the concepts clearly and critically think about theories and tactics to apply to the real world. If you have any questions or need clarification about the topics or concepts, please feel free to contact me.

(B) CONNECT ASSIGNMENTS (3 components: Total 300 points)

Please be aware that **you have to purchase CONNECT** to do assignments. Connect assignments will provide interactive experience of learning and enhance your progress of learning marketing concepts. All three connect assignments will be posted on Canvas and they are directly linked to and automatically synchronized with connect website. Please click the assignments via Canvas. **Late submissions will NOT be accepted.**

1) SB (Smart Book) Assignments (100 points)

This assignment aims to help students read the textbook and understand the important concepts learned in class. You should answer questions and it is okay to get questions wrong. **You will still earn 100 % if you complete this homework by the deadline.**

2) VIDEO Cases (100 points)

You will see one or two short videos of a real company's case. You will learn how marketing concepts are applied in the real world. You may also learn how different companies utilize marketing tactics or concepts to satisfy consumers and be successful in their market. After watching a video, there are several questions to assess your learning about the related ideas. Depending on the chapters, you see have 1 or 2 videos including questions. The total questions in each assignment will be less than 10 questions. Each assessment is worth 10 points * 10 topics = 100 pts. There is no time limit and you will have unlimited attempts to get highest score. **NO LATE SUBMISSION.**

3) SIMULATION (100 points)

You will work on application based activity. This interactive assignment will provide you to practice problem-solving skills and apply your marketing knowledge to realistic scenarios. Each simulation is worth 10 points and you will work on 10 simulations for this course. (10 points * 10 = 100 points).

(C) FINAL PROJECT PRESENTATION (100 points)

The objective of final project is to enhance the comprehensive knowledge of marketing. Students should be able to apply the concepts learned in this class to real life marketing problems. **The project is worth 100 points.** For the purpose of this project, you will have to present a marketing plan and provide the analysis of how the company utilizes various marketing activities to create value to its customers. You will develop a new product or analyze existing a company and its marketing plan, and present in class. More detailed information will be provided later.

(D) ATTENDENCE & PARTICIPATION

(E) EXTRA-CREDIT

You may have the opportunity to earn up to **extra credit points** by participating in surveys conducted by faculty as part of their research. Your participation is voluntary, your responses are completely confidential, and the extra points are added *after* the grade cutoffs are established.

(F) COMMUNICATION

You are expected to **check Canvas and your email regularly** for any updates regarding this course. Email is my primary contact and the fastest way that you get a response from me. You can communicate with me to clarify any problems regarding class materials, assignments, or exams. Please make sure that you send an email to this address: jhong@uttyler.edu. (NO patriots email: I DO NOT use patriots email address) * **Students are responsible to check class announcement on Canvas and emails regularly. Also please make sure that you read syllabus or class announcement before you ask questions which already have an answer on those documents.** Email subject with “MARK 3311 002” will help you get response faster.

PERSONAL DATA SHEETS

Students are required to turn in their personal data sheets. With your background information, these sheets will not only enable me to tailor the classes to your specific expectations but will also help me place your faces (you may provide a copy of your picture) with your names.

COLLEGE OF BUSINESS STATEMENT OF ETHICS

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help student s prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both student s and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop any environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus

ACADEMIC DISHONESTY STATEMENT

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment of the award of a degree, and/or the submission, as one’s own work of material that is not one’s own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

University regulations require the instructor to report all suspected cases of academic dishonesty to the Dean of Students for disciplinary action. In the event disciplinary measures are imposed on the student, it becomes part of the students’ official school records. Also, please note that the handbook obligates you to report all observed cases of academic dishonesty to the instructor.

GRADE REPLACEMENT/FORGIVENESS AND CENSUS DATE POLICIES

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>.

Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a "W" grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

STATE-MANDATED COURSE DROP POLICY

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

DISABILITY ACCOMODATION

Any student who feels their performance in this class may be impacted by a disability, in accordance with federal law, must provide documentation of his/her disability. It is university policy to evaluate the need for an accommodation on a case by case basis. In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria applies to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu

SOCIAL SECURITY AND FERPA STATEMENT

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The university issues a unique identifying ID number to all students. The electronic transmission of grades (e.g., email) risks violation of the Family Educational Rights and Privacy Act (FERPA) and therefore will not be transmitted electronically. Further, in accordance with FERPA, any information regarding assignments and grading will be discussed between the instructor and the student only. All requests made to the instructor, which are initiated by someone other than the student, regarding information about a student's activity, will be advised by the instructor to seek that information from the student.

Emergency Exits and Evacuation:

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

CONCEALED HANDGUNS ON CAMPUS

Per the Handbook of Operating Procedures a/k/a “HOP,” Section 2.10.1 Concealed Handguns on Campus; C (7) specifically states: We respect the right and privacy of students who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>.

UT TYLER TABACCO- FREE UNIVERSITY

- All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors.
- Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products.
- There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free.

TENTATIVE COURSE SCHEDULE

*** The course schedule is subject to change.**

| Week | Topic | Book Chs. | Assignments/ Project Due |
|----------------------|--|-----------|-------------------------------------|
| 1 (1/16-) | Syllabus Introduction/ Overview of Marketing | 1 | Personal Data Sheet Connect 1 |
| 2 (1/23 1/25) | Strategic planning & Environmental Analysis | 2&3 | Connect 2 & 3 |
| 3 (1/30 2/1) | Consumer Behavior & Decision Making | 4 | Connect 4 |
| 4 (2/6 2/8) | Marketing Research | 5 | Connect 5 |
| 5 (2/13 2/15) | New Product Development | 6 | Connect 6 |
| 6 (2/20-) | Exam 1 | | |
| 7 (2/27 2/29) | STP strategy | 7 | Connect 7 |
| 8 (3/5 3/7) | Promotion Strategy | 8 | Connect 8 |
| (3/12-) | Spring break | | |
| 9 (3/19 3/21) | Place Strategy | 9 | Connect 9 |
| 10 (3/26 3/28) | Branding | 15 | Connect (topic: brand strategy) |
| 11 (4/2,4/4) | Group project discussion | | |
| 12 (4/9 4/11) | Price Strategy | 10 | Connect 10 |
| 13 (4/16 4/18) | Exam 2 | | |
| 14 (4/23 4/25) | Final Project Presentations | | Making video |
| 15 (4/30 5/2) | Final Project Presentation | | Marketing plan Due: 4/30 |

*** Course schedule changes, if necessary, will be posted on Canvas. Class materials will be uploaded as scheduled on Canvas You are responsible for submitting all assignments by the deadlines.**