



Spring 2021

COURSE NUMBER: MARK 3311.062 Principles of Marketing

INSTRUCTOR: Dr. Kerri M. Camp

REQUIRED TEXT: I am using an Open Educational Resource (OER) which means the textbook is available online and free of charge. The textbook is Principles of Marketing - <https://www.oercommons.org/courses/principles-of-marketing-4>

REQUIRED EQUIPMENT: Our class discussions will require a web camera with a microphone to submit these assignments. If you do not have a web camera built into your laptop or desktop, you will need to purchase an inexpensive one. I found one on Amazon for \$9.99 [Amazon Web Camera](#)

COURSE DESCRIPTION: Marketing institutions, current market practices and structure of the market. Analysis of marketing functions, institutions, pricing, promotion, costs, marketing legislation and international marketing

PREREQUISITE: none

COURSE LEARNING OBJECTIVES:

Some of the specific skills I hope you will obtain in this course are listed below. Critical analyses of marketing information will help you not only in your professional careers, but it should also help you as you apply these concepts in your personal lives to help you be a better consumer.

1. The components of the environmental analysis
2. Understand what a target market is, and the 4 variables which define a target market
3. Recognize and have basic knowledge of price, product, promotion and place
4. 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.
5. Identify components of a marketing plan.

CLASS MEETING: Online

TEACHING METHOD: lecture, course materials, and assignments

OFFICE & TELEPHONE NUMBER: COB 350.33, 903.565.5660 kcamp@uttyler.edu

OFFICE HOURS: I am available to meet by Zoom video conferencing or telephone. I will work with you to find a time that is convenient for you including nights and weekends. I welcome you to contact me at any time if you have any questions. We have all needed help with something at some point in our lives. If you find yourself not understanding the assigned readings, lectures, assignments, exams, or my grading feedback, please reach out to me to let me know how I can help you learn better in this course. I respond to all emails within 24 hours during the week (but usually within a few hours), and I respond to emails received during the weekend as well because I know many of you use the weekends for your coursework.

EXPECTATIONS FOR VALUING DIFFERENCES THROUGH RESPECTFUL DIALOGUE:

We all come to the table with differing experiences and viewpoints, which means that we have so much to learn from each other! In order to get the most out of this opportunity, it is important that we do not shy away from differences. Rather, we should show respect for differences by seeking to understand, asking questions, clarifying our understanding, and/or respectfully explaining our own perspective. This way, everybody comes away with a new way of seeing the issue and respecting others with different values or beliefs.

If someone says something that bothers you for any reason, assume that your peer did not mean to be offensive, and ask your peer to clarify what he or she meant. Then explain the impact it had on you. If your classmates tell you something you said or wrote bothered them, assume that they are not attaching you, but rather that they are sharing something that might be important for you to know.

EVALUATION:

Exam 1 Modules 1, 2, & 4	75
Exam 2 Modules 3, 6, 8, & 15	75
Exam 3 Modules 10, 11, 12, & 13	75
Exam 4 Modules 5, 7, 9, & 14	75
SAP assignments * (4 assignments)	60
Category Management Certificate Assignment	50
Student Engagement (4 Module Assignments/50pts each)	<u>200</u>
Total Possible Points	610

A= 546-610 points (89.5%-100%), B= 485-545 points (79.5%-89.4%),
C= 423-484 points (69.5%-79.4%), D= 362-422 points (59.5%-69.4%), F= 0-361 points (0%-59.4%)
Please note that I already use rounding to determine the final course grade, so no additional points will be added.

*Refer to the SAP Assignment instructions below that clearly state you must complete the SAP assignments as part of this course. **Failure to complete the SAP assignments will result in a “D”** as the highest possible final grade in this course.

COURSE SCHEDULE

Module	Dates	Topics	Modules/Exams/Assignments
1	1/11-1/17	Course Introduction What is Marketing	Syllabus discussion <i>Module 1: What is Marketing?</i> Syllabus Quiz due no later than 11:59 p.m. January 17th (credit/non-credit but must be completed)
2	1/18-1/24	Marketing Function	<i>Module 2: Marketing Function</i> Module 2 Assignment due no later than 11:59 p.m. January 24th
4	1/25-1/31	Marketing Strategy Knowledge Comprehension	<i>Module 4: Marketing Strategy</i> Exam 1 (Modules 1, 2, & 4) due no later than 11:59 p.m. January 31st
3	2/1-2/7	Segmentation and Targeting	<i>Module 3: Segmentation and Targeting</i> Module 3 Assignment due no later than 11:59 p.m. February 7th
SAP	2/8-2/14	SAP	<i>SAP Module</i> Work on SAP assignments
6	2/15-2/21	Marketing Information and Research	<i>Module 6: Marketing Information and Research</i> SAP Assignments due no later than 11:59 p.m. February 21st
8 & 15	2/22-2/28	Positioning Marketing Plan Knowledge Comprehension	<i>Module 8: Positioning</i> <i>Module 15: Marketing Plan</i> Exam 2 (Modules 3, 6, 8, & 15) due no later than 11:59 p.m. February 28th
10	3/1-3/7	Product Marketing	<i>Module 10: Product Marketing</i>
	3/8-3/14		SPRING BREAK
11	3/15-3/21	Pricing Strategies	<i>Module 11: Pricing Strategies</i> Module 11 Assignment due no later than 11:59 p.m. March 21st
12	3/22-3/28	Distribution Channels	<i>Module 12: Place: Distribution Channels</i>
13	3/29-4/4	Promotion Knowledge Comprehension	<i>Module 13: Promotion: Integrated Marketing Communication (IMC)</i> Exam 3 (Modules 10, 11, 12, & 13) due no later than 11:59 p.m. April 4th
5 & Category Mgmt	4/5-4/11	Ethics and Social Responsibility Category Management	<i>Module 5: Ethics and Social Responsibility</i> <i>Category Management Module</i> Category Management Assignment due no later than 11:59 p.m. April 11th
7	4/12-4/18	Consumer Behavior	<i>Module 7: Consumer Behavior</i> Module 7 Assignment due no later than 11:59 p.m. April 18th
9 and 14	4/19-4/25	Branding and Marketing Globally	<i>Module 9: Branding</i> <i>Module 14: Marketing Globally</i>
14	4/26-4/30	Knowledge Comprehension	Final Exam (Chapters 5, 7, 9, & 14) due no later than FRIDAY, April 30th

Exams: There will be four exams consisting of multiple-choice questions. The exams are open book/open notes, but it is necessary that you understand the content prior to completing the exams because *you will not have sufficient time to look up all the answers*. Copying any questions/answers on an Exam or discussing any questions with other students is considered cheating and may result in failing the course and/or other scholastic dishonesty disciplinary actions.

SAP Assignments: Failure to complete the SAP assignments will result in either a grade of D or F in the course. This means that if you receive a 100% on all other assessments, the highest grade you can earn is a D in this course. This policy is mandated by the College as part of our SAP initiative. Refer to assignment instructions posted in the Assignments section of Canvas. You may download the SAP GUI on your personal computer or use the SAP Dedicated Lab on Campus. More information will be available about the lab at the start of the semester. The instructions are on Canvas. You may choose to complete these assignments before the due date specified. During the semester, we will have one dedicated week to complete SAP. I strongly advise you to complete these assignments during that week. The SAP teaching assistants are responsible for all questions and grading of the SAP assignments and the teaching assistants can assist you in your completion of these assignments. If you still have questions or concerns exist after you have worked with my teaching assistants on these assignments, please contact me. You ARE permitted to work with other students to facilitate learning, however you must complete each assignment yourself. Please refer to Canvas for the hours the SAP Lab on Campus will be open and when the SAP teaching assistants are available for assistance.

Category Management Certificate Assignments: All Principles of Marketing courses at the University of Texas at Tyler include a required component in which the student will complete an online module from the Category Management Association that relates to the history and background of Category Management. Students will complete the Category Management Association Certification Program online offered by Learning Evolution. Upon completion, the student will receive a certificate indicating completion. The student will have three chances to successfully pass the exam. Successfully passing the module exam will result in 50 points in the class and failure to pass after three attempts results in 0 points. This is not optional and you will be emailed the assignment information by Learning Evolution. If you do not receive the email, check your spam folder or email Learning Evolutions using the information provided in the Category Management module. This certification is the first of eight available through a variety of marketing courses that will culminate in giving the student the option to sit for a final Category Management exam outside of The University of Texas at Tyler where, upon successfully passing the exam, the student will become a Certified Category Analyst.

Student Engagement: In your courses it is important to be engaged in the learning process. The quality of your participation in module activities will be used to determine your Student Engagement grade.

Acceptance of Late Work:

Unfortunately, illnesses, death in the family, or other unexpected events are part of life and work. I understand how difficult these times can be, so please contact me as soon as possible about your need for an extension and I will consider extending the deadline due to these special circumstances. We are also experiencing unprecedented times. Please let me know if you need additional time for any of your assignments.

UT Tyler Syllabus Policy/University Policies and Information Required in Course Syllabus
<https://www.uttyler.edu/academicaffairs/files/syllabuspolicy.pdf>
Important Covid-19 Information for Classrooms and Laboratories

Students are required to wear face masks covering their nose and mouth, and follow social distancing guidelines, at all times in public settings (including classrooms and laboratories), as specified by [Procedures for Fall 2020 Return to Normal Operations](#). The UT Tyler community of Patriots views adoption of these practices consistent with its [Honor Code](#) and a sign of good citizenship and respectful care of fellow classmates, faculty, and staff.

Students who are feeling ill or experiencing symptoms such as sneezing, coughing, or a higher than normal temperature will be excused from class and should stay at home and may join the class remotely. Students who have difficulty adhering to the Covid-19 safety policies for health reasons are also encouraged to join the class remotely. Students needing additional accommodations may contact the Office of Student Accessibility and Resources at University Center 3150, or call (903) 566-7079 or email saroffice@uttyler.edu.

Recording of Class Sessions

Class sessions may be recorded by the instructor for use by students enrolled in this course. Recordings that contain personally identifiable information or other information subject to FERPA shall not be shared with individuals not enrolled in this course unless appropriate consent is obtained from all relevant students. Class recordings are reserved only for the use of students enrolled in the course and only for educational purposes. Course recordings should not be shared outside of the course in any form without express permission.

Student Resources

Faculty Office Hours: These are times when you can meet with your faculty to ask questions about the content, better understand the discipline, make career connections and more. Make use of office hours. Faculty list three hours a week (minimum) that they are available to you and also provide an appointment option if you have class or work during their office hours. I am available to meet with you whenever it is convenient including nights and weekends. Just send me an email at kcamp@uttyler.edu when you would like to meet.

Writing Center: The Writing Center provides all undergraduate and graduate students a place to work on their writing projects and skills. There are tutoring options as well as workshops available to support you in your academic writing.

Math Learning Center: The Math Learning Center provides drop-in tutoring for lower-level math courses throughout the week. The MLC also has computer workstations for your use.

PASS Tutoring Center: The PASS Tutoring Center supports a variety of courses. Due to COVID-19, we are asking that you schedule an appointment for your face-to-face tutoring support. Tutoring is also available through Zoom tutoring sessions. Check the website to see the courses supported for the Fall 2020 term.

Upswing (24/7 Online Tutoring): Upswing is a free, confidential, and convenient way to receive help in nearly all of UT Tyler's undergraduate courses.

Robert R. Muntz Library Staff: UT Tyler has an incredible staff of librarians ready to assist you. Discipline/major library liaisons are available to support you and you can also schedule appointments for research consultations. In addition, the Robert R. Muntz library's Head of University Archives and Special Collections can assist you with scholarly communications, primary sources, and archive materials.

Canvas 101: This Canvas course provides you with a wealth of information – including how to navigate in Canvas, use ProctorU (and even take a practice test), tips for being a successful online and hybrid learner, how to use Zoom, and more!

Digital Support Toolkits: Digital Support Toolkits are supplemental materials generated by faculty to help you be successful in targeted courses typically taken by our freshman and sophomore population. Students registered in Digital Support Toolkits supported courses will find these in their Canvas dashboard. You don't have to register – just take advantage of this great resource. There is a Digital Support Toolkit in MARK 3311.

UT Tyler Testing Center: The Testing Center provides securing testing opportunities to meet the needs of students and the community in an environment conducive to student and academic success.

Student Accessibility and Resource (SAR) Office: The SAR Office works to provide students equal access to all educational, social, and co-curriculum programs through the coordination of services and reasonable accommodations, consultation, and advocacy.

Student Counseling Center: The Student Counseling Center supports students in developing balance, resiliency, and overall well-being both academically and personally. They have in person and virtual counseling options. In addition, the Student Counseling Center offers TAO, a self-help, completely private online library of behavioral health resources. Sign in to the TAO website using your UT Tyler credentials.