
The University of Texas at Tyler
Course Syllabus for Principles of Marketing
SPRING 2021
MARK3311.003
T/TH 2 pm to 3:30 pm

This course is in support of a degree program at the University of Texas at Tyler that has earned professional accreditation by AACSB International. AACSB International is an association of more than 11,000 business educational institutions, and other organizations in 70 countries that are dedicated to the advancement of management education worldwide. Less than 5% of business programs worldwide have earned this distinguished hallmark of excellence in management education.

Professor: Dr. Kevin James, Associate Professor of Marketing

Office Location: Soules College of Business Room 350.46

Ofc. Hours: Office hours will be T/TH 11 AM TO 12:30 PM. I am also available through email at kjames@uttyler.edu.

Contact Information: Email kjames@uttyler.edu

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COURSE DESCRIPTION:

Credit: 3 semester hours. Factors involved in the management of the marketing function relative to product development, promotion, pricing, physical distribution, and the determination of the marketing objectives within the framework of the marketing system and available markets.

REQUIRED TEXTBOOK:

MARKETING, by Hunt and Mello, 3rd edition, McGraw Hill.

You will need to purchase CONNECT that comes with the textbook.

CONNECT IS REQUIRED AND ABSOLUTELY NECESSARY FOR THIS COURSE. YOU CANNOT COMPLETE THE COURSE WITHOUT CONNECT.

Course Objectives/Assignments

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.

Grade Composition

1. Three Exams
2. Homework
3. Category Management
4. SAP
5. Quizzes

REASONABLE ACCOMMODATIONS FOR DISABILITIES

Should you need accommodation for anything, please contact the Student Accessibility and Resources center at saroffice@uttyler.edu. I also encourage you to contact me with any issues, and I will be happy to work with you.

GRADING POLICIES AND PROCEDURES:

Course Evaluation methodology and assignment points may be changed at any time, but I will strongly attempt to keep the scale as follows. *Note that the Canvas grade calculation will not reflect the grade as calculated here. Another words, the final grade column in canvas is not correct.*

PLEASE PAY PARTICULAR ATTENTION TO THE SAP ASSIGNMENTS AS THESE ARE MANDATORY AS PART OF THIS COURSE. FAILURE TO COMPLETE THE SAP COMPONENT WILL RESULT IN A "D" AS THE HIGHEST POSSIBLE GRADE IN THIS COURSE.

The final course grades will be determined using the following:

EXAM 1	100 POINTS
EXAM 2	100 POINTS
EXAM 3	100 POINTS
Homework Average	100 POINTS
Cat Management Cert	50 POINTS
Quizzes Average	100 POINTS
SAP SUM	60 POINTS
TOTAL	610 POINTS

GRADING SCALE

A = 90-100%
B = 80-89%
C = 70-79%
D = 60-69%
F = 59% and
below

Course Delivery

This course is a face to face class and will utilize PowerPoint, Canvas, and Connect, and in-class material. I will use Canvas to post the class slides. I will use Modules in Canvas (where you are now) to post most material. Each week we will have homework quizzes, and some weeks we will have tests. These will be done using a combination of Canvas and Connect. In most circumstances, the material will be posted after we complete the chapter and due 1 week later. This will be the procedure as long as we are face to face. When we transfer to online, I will post a video lecture and the homework and quizzes, and they will be due every week.

Exams

There will be three online exams, all counting 100 points apiece. The format of exams will be multiple choice and based on the chapter learning objectives. More information will be available as the exam approaches. Failure to take the exam will result in a zero (0) on the exam. You cannot miss an exam and then ask to take the exam.

Quizzes

Quizzes will be given to allow you another opportunity to display your knowledge of the subject matter. The quizzes will be given using Connect and taken outside of class time. Quizzes will be multiple-choice, true/false style questions. I will post information about when they are assigned and due. You will have one attempt at each quiz, and the quizzes have 20 questions. Failure to complete a quiz on time will result in a zero on the quiz. I strongly suggest you sit in a quiet place with consistent internet access to attempt the quizzes.

ACADEMIC INTEGRITY (UT Tyler students make the decision to not lie, cheat, or steal, nor tolerate those that do)

The code states UT Tyler students will not lie, cheat, or steal or allow other to do so. Students are responsible for doing their own work and avoiding all formats of academic dishonesty. The most common academic honesty violations are cheating and plagiarism. **Cheating** includes, but is not limited to: submitting material that is not one's own. Using information or devices that are not allowed by the faculty member, obtaining and/or using unauthorized material, fabrication information, violating procedures prescribed to protect the integrity of a test, or evaluation exercise, collaborating with others on assignments without the faculty member's consent, cooperating with or helping another student to cheat, having another person take an examination in the student's place, altering exam answers and requesting that the exam be re-graded, communicating with any during an exam, other than the faculty member or exam proctor. **Plagiarism** includes, but is not limited to: Directly quoting the words of others without using quotation marks or indented format to identify them, using sources of information (published or unpublished) without identifying them, Paraphrasing materials or ideas of others without identifying the sources.

Homework (assignments and cases)

Assignments are due at the time the instructor determines which is usually a week after they are assigned, which is after we finish a chapter in class. See the wording above for when we pivot to online. Any assignment not submitted when called for is considered a late assignment and will

receive a grade reduction or a ZERO. Any assignment not done will receive a grade of zero (0). The homeworks are many (about 50 or so) small assignments that relate to class material that will be completed using MH Connect. You will have 1 attempt at each homework. I will post information and go over in class how to access the Connect course for this class.

Category Management Certification Component

All Principles of Marketing courses at the University of Texas at Tyler include a required component in which the student will complete an online certification 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 and outside of class. Upon completion, the student will receive a certificate indicating completion. The student will have three chances to pass the exam successfully. Successfully passing the module exam will result in 50 points in the class, and failure to pass after three attempts results in 0 points. Category Management is not optional, and you will be **emailed the assignment** to your UT Tyler Email Address from the address posted in Canvas Announcements. Be sure to check the announcement mid year to find the address this email will be sent from.

You will then take a pre-test, watch some video material, and take a post-test. The post-test you will need to score 80 or better, and then you are finished (i.e., nothing to turn in to me).

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 Manager.

SAP Assignments

FAILURE TO COMPLETE SAP WILL RESULT IN EITHER A GRADE OF D OR F IN THE COURSE. THIS MEANS THAT IF YOU RECEIVE A 100 ON ALL OTHER MATERIAL THE BEST YOU CAN EARN IS A D IN THIS COURSE. DO NOT LET THIS HAPPEN TO YOU!! THIS POLICY IS MANDATED BY OUR DEAN AND MARKETING DEPARTMENT HEAD. 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 once available. 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 THE ASSIGNMENTS THEN. I WILL ANNOUNCE IN CLASS AND ON Canvas WHEN THESE DATES ARE. We are working with other faculty who will take responsibility for all questions and grading of the SAP assignments, and the faculty and various TA's can assist you in your completion of these assignments. If you still have questions or concerns that exist after you have worked with my TA 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 hours the SAP Dedicated Lab on Campus will be open.

Inclusion in Syllabi: The following statement should be included in all syllabi, "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>.”

TENTATIVE DETAILED CLASS SCHEDULE Below WILL BE SUBJECT TO CHANGE AT ANY TIME DURING THE SEMESTER. Changes are announced using Canvas announcements and emails or announced in class. You are to check Canvas announcements often, as this is where changes will be announced.

TENTATIVE Fall 2021 Marketing Principles (Class meets T&TH of each week)

Week 1 **Introduce Class & Syllabus**
8/24 **Chapter 1**

Week2 **Chapter 2**
8/31

Week3 **Chapter 2/3**
9/7

Week4 **Chapter 3/4**
9/14

Week5 **Chapter 4/5**
9/21

Week6 **Chapter 5**
9/28 **Online Exam opening September 30th at noon and closing Monday, October 4th at 11:59 pm covering Chapters 1-4.**

Week7
10/5 **SAP WEEK – NO CLASS BUT YOU ARE EXPECTED TO GO TO THE SAP LAB where you will have help available and they SAP TA’s will walk you through how to login and the first problem.**

Week8 **Chapter 6**
10/12

Week9 **Chapter 7**
10/19 **Present Category Management. Student will be assigned Category Management component of Category Management Association to be complete by date as indicated below in course schedule**

Week10 **Chapter 8**
10/26 **Exam 2 online class opens Thursday (10/28) at noon and closes Monday, November 1st at 11:59 pm covering Chapters 5-8**

Week11 **Chapter 9**

11/2

Week12 Chapter 10
11/9 SAP Assignments Due Thursday November 11th BY 5 PM.

Week 13 Chapter 11
11/16 Category Management Due 11/19 by midnight (Score 80 or above on the post-test and you are done – Nothing to turn in).

Week14 Finish Chapter 11
11/30

Week15 Final Exam to cover Chapters 9-11. Exam posted 12/7 and due 12/10 by midnight.