

Welcome to MARK 3311.001: Principles of Marketing Fall 2022

Welcome

Welcome to Principles of Marketing, an introductory course about marketing. In this course you will dedicate approximately 3-5 hours per week, engaging with the material and your colleagues. Most class sessions will meet in person and a few others will meet asynchronously (without real-time interaction). Each module provides you with information about how businesses and nonprofits use marketing to accomplish strategic objectives. My role as your professor is to guide you through the modules, help to create an environment where questions, conversation, and learning are valued, and provide you with ideas and feedback that will help you better understand the foundational principles of marketing.

Course Overview

You will learn several content areas of marketing throughout this course. Each module addresses the core set of knowledge and skills needed to be effective in understanding and applying these principles. As you engage with each module, you will view videos and read open educational resources (OER) which means there is no textbook to purchase. This will course should broaden your understanding of the environmental analysis, target markets, 4Ps, marketing research, marketing plans, infographics, SAP, and category management. You will have opportunities to participate in thought-provoking discussions to learn with and from your colleagues as well as experts in their fields.

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>

Professor Corner

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Office Hours:
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Tuesday & Thursday 8-9:30 am and
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Course Learning Outcomes

This course provides you with the following learning opportunities:



- The components of the environmental analysis
- Understand what a target market is, and the 4 variables which define a target market
- Recognize and have basic knowledge of product, price, promotion, and place
- Know the basics of marketing research: problem statement, types of research (primary, secondary), know the difference between quantitative and qualitative data, and be able to identify some types of data collection instruments and methods
- Identify components of a marketing plan
- Create an infographic for a non-profit organization
- Demonstrate knowledge of SAP
- Apply category management knowledge

Without reflection, how do we fully process what we have learned? At the end of each subject area, you will be asked to reflect critically on what you have learned.

“Reflection is one of the most underused yet powerful tools for success.”

—Richard Carlson

Assignment Overview

Exams (300 points): There will be four exams each worth 75 points 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 (60 points): 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. You are required to complete four SAP assignments.

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 TAs are responsible for all questions and grading of the SAP assignments and the TA can assist you in your completion of these assignments. If you still have questions or concerns exist after you have worked with the SAP TAs 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. The SAP Lab is located in COB 251.

Category Management Certificate Assignments (50 points): 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. 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.

Infographic Assignment (50 points): Creativity is important in marketing. Oftentimes complex information needs to be shared in a clear, precise, and compelling manner. Infographics are a useful form to present data and information to consumers. You will use Canva for Education to create an infographic on a topic of your choice for a nonprofit organization. Organizational branding should be included within your infographic. Infographic examples will be provided to the class. When you submit the assignment, you will add a comment that describes the organization, explains what message you are trying to convey, and identifies the target audience for the infographic.

Group Marketing Plan (150 points): As a group you will create a PowerPoint slide deck that covers all the aspects of a marketing plan. Examples will be provided in Canvas. In consulting work, although content is extremely important, the professional appearance (correct grammar, spelling, punctuation, etc.) impacts the perception of quality. Another way to increase the quality and usefulness of your project is to integrate marketing theory and terminology throughout your marketing plan. You will self-select which group team you would like to join. If you do not sign up by Sunday, October 3rd, you will be randomly assigned to a group. I expect you to approach this assignment as if you have been hired as a marketing consultant. I am also happy to help you throughout the semester—similar to how your supervisor might provide feedback as you develop your project. Submit your project directly using the Canvas link for your group and submit only

one paper for the entire group. The *Project Grading Rubric* is provided on Canvas. It is important that all group members contribute to the project, so you will be asked to evaluate your group members' contributions at the conclusion of the project via a peer evaluation email that will be given at the end of the semester. Individual grades on the project will be adjusted (if appropriate) based upon the peer evaluations. As with all professional, collaborative group projects, communication with your group members regarding deadlines and workload allocation should be discussed. The project grade will be posted to Canvas approximately one week after it is due. Your group will present your marketing plan to the class on one of the two presentation dates in the course schedule.

Building Our Community

Community building is an important component for meeting our course outcomes. To ensure a productive and collegial learning experience for all students, we need everyone to do their best to:

- **Actively participate.** The course experience is more enriching when it includes a greater number of diverse voices and perspectives.
- **Read and respond to the discussion threads.** Research shows that learning is enhanced when discussion participants read each other's posts, provide meaningful feedback, offer encouragement, and share relevant resources.
- **Demonstrate respect for differences.** We all come to the table with different experiences and viewpoints. In order to get the most out of this learning opportunity, show respect for differences by seeking to understand, asking questions, clarifying understanding, and/or respectfully explaining your own perspective.
- **Be timely.** It is important to engage with your fellow students in our module activities in a timely manner to increase the depth of discussions.
- **Be specific.** I encourage you to offer specific evidence from resources or your own experiences or those you have read about.
- **Use an appropriate tone and language.** In online environments without verbal or physical cues, humor and sarcasm can be mistaken as cold or insulting. Please pay special attention to your tone and language use before submitting discussion posts and when discussing topics in class.



Evaluation

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 Chapters 5, 7, 9, & 14	75
Group Marketing Plan	
Marketing Plan Slide Deck	50
Oral Presentation	100
SAP assignments * (4 assignments)	60
Category Management Certificate Assignment	50
Infographic Assignment	<u>50</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.

Life Happens

Due dates for every module are provided on the course schedule (and posted in Canvas). However, I recognize that sometimes things come up, such as illnesses, work issues, and personal events. In these instances, please reach out to me and let me know that you need special consideration to submit the assignment after the due date.

If you need assistance with writing in this class, I recommend using the free services provided by the Writing Center: <https://www.utt Tyler.edu/writingcenter/>

For all other university syllabus policies, please refer to the Syllabus module in Canvas.

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Course Schedule – Class Meets in COB 103

Dates	Topics	Modules/Exams/Assignments
Tuesday 8/23	Course Introduction	Syllabus discussion
Thursday 8/25	What is Marketing	<i>Module 1: What is Marketing?</i>
Tuesday 8/30	Marketing Function Marketing Strategy	<i>Module 2: Marketing Function</i> <i>Module 4: Marketing Strategy</i>
Thursday 9/1	Marketing Strategy	<i>Module 4: Marketing Strategy</i> <i>Review for Exam 1</i>
Tuesday 9/6 Canvas	Knowledge Comprehension	Exam 1 (Modules 1, 2, & 4)
Thursday 9/8 Canvas	Category Management	Work on Category Management Certificate Assignment in the <i>Category Management Module</i>
Tuesday 9/13 SAP Lab or online	SAP	<i>SAP Module</i> Group 1 Work in SAP Lab COB 251 on SAP assignments
Thursday 9/15 SAP Lab or online	SAP	<i>SAP Module</i> Group 2 Work in SAP Lab COB 251 on SAP assignments Category Management Certificate Assignment due no later than 11:59 p.m. CST Thursday, September 15th
Tuesday 9/20	Marketing Plan	<i>Module 15: Marketing Plan</i>
Thursday 9/22	Marketing Assignment	Discussion of Marketing Plan Assignment and group formation
Tuesday 9/27	Segmentation and Targeting	<i>Module 3: Segmentation and Targeting</i> SAP Assignments Due no later than 11:59 p.m. CST WEDNESDAY, September 28th
Thursday 9/29	Segmentation and Targeting	<i>Module 3: Segmentation and Targeting</i>
Tuesday 10/4	Positioning Infographics	<i>Module 8: Positioning</i>

Dates	Topics	Modules/Exams/Assignments
Thursday 10/6	Marketing Information and Research	<i>Module 6: Marketing Information and Research</i> Review for Exam 2
Tuesday 10/11	Knowledge Comprehension	Exam 2 (Modules 3, 6, 8, & 15)
Thursday 10/13	Product Marketing	<i>Module 10: Product Marketing</i>
Tuesday 10/18	Pricing Strategies	<i>Module 11: Pricing Strategies</i> Infographic Assignment due no later than 8:00 am CST Tuesday, October 18th
Thursday 10/20	Networking	Career Success Conference attendance
Tuesday 10/25	Distribution Channels	<i>Module 12: Place: Distribution Channels</i>
Thursday 10/27	Promotion	<i>Module 13: Promotion: Integrated Marketing Communication (IMC)</i> Review for Exam 3
Tuesday 11/1	Knowledge Comprehension	Exam 3 (Modules 10, 11, 12, & 13) Group Marketing Plan Slide Decks due no later than 11:59 p.m. Tuesday, November 1st
Thursday 11/3	Marketing Plan	Group 1 Marketing Plan Presentations
Tuesday 11/8	Marketing Plan	Group 2 Marketing Plan Presentations
Thursday 11/10	Marketing Plan	Group 3 Marketing Plan Presentations
Tuesday 11/15	Consumer Behavior	<i>Module 7: Consumer Behavior</i>
Thursday 11/17	Marketing Plan Branding	<i>Module 9: Branding</i>
Tuesday 11/22	No Class	UNIVERSITY HOLIDAY
Thursday 11/24	No Class	UNIVERSITY HOLIDAY
Tuesday 11/29	Marketing Globally	<i>Module 14: Marketing Globally</i>
Thursday 12/1	Ethics and Social Responsibility	<i>Module 5: Ethics and Social Responsibility</i> Review for Exam 4
Week of December 8th	Knowledge Comprehension	Final Exam (Chapters 5, 7, 9, & 14) NOTE: This is finals week, so the Final Exam is determined by the university final exam schedule