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University of Texas at Tyler  
Course Syllabus for Principles of Marketing  
Summer 2022 First Term  
MARK3311.060

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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

Office Location: Soules College of Business Room 350.46

**Ofc. Hours:** Email is the preferred method of communication. I will strive for a 24 hour turn around time in most instances. Please email me at [kjames@uttyler.edu](mailto:kjames@uttyler.edu)..

**Contact Information:** Email [kjames@uttyler.edu](mailto:kjames@uttyler.edu)

\*\*MARK3311.001 is an online delivery. This is also a 5 week course and it will go by very quickly. I would first recommend getting MH Connect NOW. You will have a several week free trial – but you will need to at minimum get Connect.

Announcements will be posted regularly and I don't believe you can pass this course without checking them regularly. It is very important that you check these twice a week for course material. Material is due by the due date when material is posted. Canvas announcements will be sent to you. Failure to check announcements in an online course will result in a very poor performance in this course. Ensure that you are receiving announcements and checking Canvas for information. \*\*

**\*\*Additionally, please make sure that you see the grading structure below. The grading system in Canvas is not correct. The final grade column is wrong. Detailed description below on your grade is provided. I will provide you with an excel spreadsheet where you can easily input your grades as you go.**

***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, 3<sup>rd</sup> edition, McGraw Hill.

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

**CONNECT IS REQUIRED AND ABSOLUTLY 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 Student Accessibility and Resources center at [saroffice@uttyler.edu](mailto: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.**

**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.**

**ALSO OF GREAT IMPORTANCE, THE GRADING SCALE BELOW IS WHAT WE USE TO COMPUTE YOUR GRADE. THE GRADING SYSTEM IN CANVAS IS NOT CORRECT (IT WILL NOT WEIGH THINGS CORRECTLY SO THE SCALE BELOW IS CORRECT).**

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
<u>SAP SUM</u>	<u>60 POINTS</u>
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 an online class and will utilize PowerPoint, Canvas, and connect. I will use Canvas to post the class slides. I will use course content in Canvas (where you are now) to post most material. Each week we will have homework's, quizzes. Tests will be given using Canvas. See the schedule below to get familiar with what will be assigned when and what will be due when.

#### **Exams**

There will be three exams all counting 100 points apiece. Exams will be taken online through Canvas. See the schedule below to see when tests are assigned and due. The format of exams will be multiple choice, true/false style. 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. The exams will be timed. The specific time allowed will vary by test. When you take the test, be sure to set aside the time allowed for the test and have a reliable internet connection.

#### **Quizzes**

Quizzes will be given to allow you another opportunity to display your knowledge of the subject matter. The quizzes will be given using Canvas and Connect. Quizzes will be multiple choice style questions and taken via Connect. 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. Much like tests, 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 period the instructor determines. See the schedule below and the announcements for more information about due dates and assignments. 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 homework assignments are many (about 12 or so) small assignments that relate to class material that will be completed using Canvas and Connect. **DON'T FORGET, YOU HAVE A FREE TRIAL WITH CONNECT, SO YOU CAN GET STARTED RIGHT AWAY.** Once you complete an assignment, the grade should be automatically imported into Canvas. You will have 1 attempt at each homework. It is your responsibility to ensure that your grades are being properly tracked in Canvas. This goes for quizzes and homework.

### **Category Management Certification Component**

All Principles of Marketing courses at 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 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.

You will receive an email from Nancy Lambert at Learning Evolutions (search Support@Learning Evolutions.com) and there will be an announcement on Canvas when this happens.

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 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 when posted. You will download the SAP GUI on your personal computer. More information will be available about the lab at the start of the semester. The instructions will be posted on Canvas. You may choose to complete these assignments before the due date specified. We will have TA's to help take responsibility for all questions and grading of the SAP assignments and the TA can assist you in your completion of these assignments. For the summer semester, we will have TA's to help you remotely if you have questions. You will find their contact information in the SAP folder in Canvas.

The email address for SAP help is as follows: [sap\\_cbt@uttyler.edu](mailto:sap_cbt@uttyler.edu).

Keep in mind there is a \_ between sap and cbt in the address above. In the email to them, be specific about what class you are in, the problem you are working on, and be specific about what the problem is. Keep in mind they are here to help you work through the problems, not do them for you. They can help you with installing the SAP software, clarification on instructions, and how to correct any mistakes you may make along with way.

If you still have questions or concerns exist after you have worked with my TA on these assignments, please contact me.

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.**

### TENTATIVE Summer 2022 Term 1 Marketing Principles

**Week 1 (5/31): Chapter 1&2 homework and quizzes assigned – HW and Quizzes due Saturday, June 4<sup>th</sup> by midnight.**

### 6/6 Assign SAP and Category Management

**Week 2 (6/6): Chapter 3 & Marketing Research homework and quizzes assigned – Due Sunday, June 12<sup>th</sup> by midnight. Test covering chapter 1, 2, 3, and Marketing Research open Monday, June 13<sup>th</sup> at 5 pm and close Wednesday, June 15<sup>th</sup> at midnight.**

**Week 3 (6/13): Consumer Behavior and Chapter 6 (Product) homework and quizzes assigned and due Saturday, June 18<sup>th</sup> by midnight.**

**Week 4 (6/20): Chapter 8 (Promotion) &9 (Distribution) homework and quizzes assigned and due Saturday, June 25<sup>st</sup> by midnight. Test covering chapters 6, 7, and Consumer Behavior open Friday, June 24 at 5 pm and close Monday, June 27 at midnight.**

**June 23rd at 5 pm SAP and Category Management work due.**

**Week5 (6/27): Pricing materials homework and quizzes assigned and due Friday, July 1st by midnight. Test covering Pricing and Chapter 8 opens 6/30 at noon and closes 7/2 by midnight.**