University of Texas at Tyler
MARK 3311.001: Principles of Marketing

PROFESSOR INFORMATION

Instructor: Dr. Zhi (Kacie) Pei
Office Location: COB 350.48
Office Hours: By appointment
Email: ZPei@uttyler.edu (the best way to contact me)
Preferred Form of Communication: Email. **It is the responsibility of the student to regularly check the announcements and their Patriot e-mail address.**

*** Email subject should begin with "MARK 3311.001". Email with the right format can expect response within 24 hours***

COURSE INFORMATION

MARK 3311.001: Principles of Marketing
1/13-5/3 2025, 3 Credit Hours

Materials –

TEXTBOOK (OPTIONAL): *Marketing, 4th Edition by Shane Hunt (McGraw Hill).* ISBN13: 1266337679
Connect (MANDATORY): *Marketing, 4th Edition by Shane Hunt (McGraw Hill).*

Students mostly buy Connect only which comes with a free e-book. For those who prefer to have a hard copy of the textbook, the textbook and Connect access card can be purchased separately or as a bundle.

Course Description

Course Description

This course is an introduction to the concepts, principles, problems and applications of marketing. We will emphasize all functional areas and institutions of marketing including target marketing and positioning of products and organizations, consumer and organizational markets, product management, pricing, channels of distribution, marketing ethics, promotions, services and international marketing.

Goals / Rationale of the course:
- Students will be able to use this course to understand the marketing function within organizations and apply marketing tools at the brand/product level.
- The course will require you to learn the vocabulary and concepts that are used to analyze and develop appropriate marketing plans, and then to apply these concepts to a real brand or company in the team project.
- The course is organized with weekly assignments. Exams will be grouped in four modules: CH 1-4; CH 5-8; CH 9-12 and CH 13-15.

Course Outcomes/Objectives

This course aims to improve student understanding of concepts, principles, problems and applications of marketing. After completing this course, students should be able to:
1. Students will demonstrate an understanding of essential marketing terminology and concepts, including the marketing concept, market analysis and planning and the marketing mix.
2. Students will apply essential marketing terminology and concepts to a personal branding assignment.
3. Students will apply the market planning process to develop a strategic marketing plan.
4. Students will work cooperatively on a team project.

COURSE REQUIREMENTS

Grading

Total Points Possible for Semester = 800 pts

90% - 100%= A
80% - 89.9% = B
70% - 79.9%= C
60% - 69.9%= D
0 – 60% = F

Weights for Assessment	
Class Participation	60 pts
Exams (100 pts each)	300 pts
Connect homework	150 pts
Simulations (30 pts each)	90 pts
Project	150 pts
Total:	750 pts

Class Participation (Attendance & Canvas Self-introduction-60 pts)
Regular attendance is a key aspect of success in a face-to-face class. If you anticipate having difficulty attending in-person classes, please consider enrolling in the online section instead

*   **First Two weeks**: Earn 10 points for each class attended.
*   **After the First Two Weeks:** Attendance will be checked periodically. For example, I may take attendance if I notice fewer students in class. You will earn 4 points for each attendance check.
*   **Canvas Self-Introduction:** Please post a self-introduction on Canvas, including (but not limited to) your name, where you are from, your academic goals, hobbies, and personal interests. Don't forget to attach a picture of yourself! Additionally, reply to at least one other student. **The deadline to post is Sunday, 1/19, 11:59 pm. Failure to do so will result in a 10-point penalty (-10 points).**

Connect homework

You are required to do online connect homework for 15 chapters in the textbook. These practice questions will give you immediate feedback on what you have learned from reading and lectures, and will also strengthen memory recall, improve course retention and boost grades. The questions will adjust to the level of difficulty needed.

Assessment Method: Connect homework are objective-formatted questions. Your points are weighted to 10 points per chapter or 150 pts total. You will receive your grades immediately right after the completion of each assignment.

Tips for success: Meeting the deadline is extremely important. If you finish these homework on time, your homework grade is 100%. Otherwise, your grade will be partial or even ZERO depending on the time you start and finish. In other words, the deadlines are firm. DO NOT ask for homework make-up because these connect homework are open for the whole semester. But your grade will be ZERO if you cannot meet the deadline.

- Set I: Chapters 1-4. Deadline: 2/2 11:59pm.
- Set II: Chapters 5-8. Deadline: 3/2 11:59pm.
- Set III: Chapters 9-12. Deadline: 4/6 11:59pm.
- Set IV: Chapters 13-15. Deadline: 4/27 11:59pm.

Exams

All exams will be ONLINE. Each exam is open 5 days during the exam weeks (Week 4, 8, 12), you have ONE ATTEMP to finish. **No class meetings during the exam week.** Each exam consists of 50 multiple-choice questions, with 80 minutes allowed to complete each exam. It's being said, you need to finish it within 80 minutes after you start it. Exams are closed book and individual.

Exams 1, 2, & 3 are REQUIRED. Exam 4 is OPTIONAL. Exam 4 can be considered when you are not satisfied with one of the three exam scores. If you achieve a higher score on Exam 4, I will remove the lowest score among the first 3 exams and your Exam 4 score will be counted toward the final. So it's a great opportunity to take Exam 4 to boost your grade. However, the **Exam 4 score cannot be used to replace a missed exam because Exam 1, 2, & 3 are REQUIRED.**

NO MAKE-UP EXAM unless a document for an excuse is submitted to the instructor before the exam.

- Exam 1 (CH I-4) - Week 4 (2/3-7)
- Exam 2 (CH 5-8) - Week 8 (3/3-7)
- Exam 3 (CH 9-12) - Week 12 (4/7-11)
- Exam 4 (CH 15-17) – Week 15 (4/28-5/1)

McGraw Hill Simulation Games

McGraw Hill games are application-based activities designed to give students the opportunity to apply their learning in experiential situations that closely resemble real-world scenarios. Students can earn up to 30 points for each game.
- Game 1: Consumer Behavior
- Game 2: Product Development
- Game 3: Pricing

Please note that the simulation game(s) may be substituted with other in-class activities.

Project

The instructions will be discussed in class. The project will be evaluated in terms of participation & presentation (70 pts), and project submission (80 pts).

Project Participation & Presentation (70 pts):

Groups are established at the beginning of the semester and each group should consist of about 5-6 students depending on the class size. **There will be THREE group meetings during the semester**.

Each group member is expected to contribute equally to the project. *If half of your group members complain about your contribution, you will either be removed from the group or your grade will be at least 30% lower than your group members.* The responsibilities of the group members are such as actively participate in group meetings, contribute ideas and suggestions, praise and accept the contributions of others, reconcile disagreement and mediate differences, encourage and facilitate interactions from group members, ensure the group completes the tasks before the deadline, etc.

Every group member must present on the presentation day (Week 14). Each group has up to 15 minutes to present. The presenters are expected to deliver the material in a clear and structured manner, be knowledgeable and enthusiastic about the topic, and be able to answer questions effectively.

- On-time draft submissions (30 points)
- Presentation (40 points)

Project submission (80 pts):

Format- font size 12, Times New Roman, double space, APA reference page, list all names on Page 1.

Content- Papers will be graded on the comprehensiveness of the assignment (i.e. covering every element in the assignment), quality of research (using appropriate sources, objective sources), thoroughness of research (quantity of sources), quality of writing, incorporation of marketing terms and concepts in the paper, and originality of your recommendation. See the rubric at the end of the syllabus for specific grading criteria.

Submission- **Submission deadline: 5/1**. Only one member from a group submits the group paper (in its entirety) to the Canvas project submission folder. Your submission will be checked using Turnitin. No project will be accepted for grading if the Turnitin score is greater than 20%. It's being said, your project will be ZERO if the Turnitin score is greater than 20%.

All work/exams must be completed on time. Late work will not be acceptable.

Use of Artificial Intelligence (AI)

UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools' ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler's Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes

shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course (see below) is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler's Academic Integrity Policy.

For this course, AI is encouraged during the course for your writing assignments, and appropriate acknowledgment is expected.

Example 1: I encourage you to explore using artificial intelligence (AI) tools, such as ChatGPT, for all assignments and assessments. Any such use must be appropriately acknowledged and cited, following the guidelines established by the APA/MLA/Chicago Style Guide, including the specific version of the tool used. The submitted work should include the exact prompt you used to generate the content and the AI's complete response as an appendix. Because AI-generate content is not necessarily accurate or appropriate, you must assess the validity and applicability of any submitted AI output. You will not earn full credit if inaccurate, invalid, or inappropriate information is found in your work.

Example 2: You can use AI programs (ChatGPT, Copilot, etc.) in this course. These programs can be powerful tools for learning and other productive pursuits, including completing assignments in less time, helping you generate new ideas, or serving as a personalized learning tool. **However, your ethical responsibilities as a student remain the same. You must follow UT Tyler's Honor Code and uphold the highest standards of academic honesty.** This applies to all uncited or improperly cited content, whether created by a human or in collaboration with an AI tool. **If you use an AI tool to develop content for an assignment, you must cite the tool's contribution to your work**.

Example 3: Students can use AI platforms to help prepare for assignments and projects. You can use AI tools to revise and edit your work (e.g., identify flaws in reasoning, spot confusing or underdeveloped paragraphs, or correct citations). **When submitting work, students must identify any writing, text, or media generated by AI.** In this course, sections of assignments generated by AI should appear in a different colored font, and the relationship between those sections and student contributions should be discussed in a cover letter that accompanies the assignment when submitted.

Remember, you are NOT permitted to use any AI or quiz software on the exams. I do check for AI usage. If used, you will earn a ZERO on the exam and you will be reported to the University for academic dishonesty.

Students Rights and Responsibilities

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: http://www2.uttyler.edu/wellness/rightsresponsibilities.php

Tobacco Free Campus

UT Tyler is a Tobacco-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 http://catalogs.uttyler.edu/en/UTTyler/HOP/Series-400-Business- Affairs/4-4-2- Tobacco-Free-Campus
- If you would like to add more than the above information, or have any questions, feel free to contact Casey Heys by email at cheys@uttyler.eduor at extension 7391.

Campus Concealed Carry

In accordance with Senate Bill 11, The University of Texas System Board of Regents has mandated that The University of Texas at Tyler's Concealed Handguns on Campus Policy will go into effect August 01, 2016. All information associated with this policy can be found in the Handbook of Operating Procedures (HOP). Please note the following:

"We respect the right and privacy of students who are duly licensed to carry concealed weapon 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

Academic Integrity

Academic integrity is of the utmost importance. Academic dishonesty will result in the receipt of an F for a final grade in this course. The assessments included in this course are designed to measure your grasp of the information which is examined throughout the course. Please refer to http://www.uttyler.edu/catalog/10-12/1491.htm to review the Academic Standards of Conduct.

Academic Dishonesty

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.

Copyright Infringement

Unauthorized distribution of copyrighted material may subject students to civil and criminal penalties under the Federal Copyright law, (See, http://www.copyright.gov/title17/circ92.pdf) Material subject to federal law includes, but is not limited to, printed materials, choreographic works, pantomimes, pictorial, graphic, or sculptural works, including the individual images of a motion picture or other audiovisual work. It also includes computer software, computer programs, musical works, sound

recordings, and videos and other audiovisual work. It is also a violation of federal copyright law for any of the above to be electronically distributed through peer to peer sharing, Students found in violation of the Federal Copyright law may also be subject to student disciplinary proceedings as described above.

For more information on what constitutes copyright infringement and penalties see The UT System's copyright information website at
http://www.uttyler.edu/ohr/hop/documents/2.3.2IntellectualProperty.pdf

Makeup Exams:

Makeup exams will be given for documented excuses only, which are subject to the instructor's approval. Any request for a change resulting in an alternate time for an exam will need to be pre-approved prior to the exam in question. Make-up exams could be in an essay format and are considerably more difficult than the actual exam. The essay exam will be due at a time determined by the instructor and communicated to the student with the exam. Whenever possible every effort should be made to take the exam as scheduled.

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 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 Accommodation

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 apply 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.

Student Absence due to Religious Observance

Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

Student Absence for University-Sponsored Events and Activities

If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

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.

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 students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students 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.
- Createanatmosphereofmutualrespectforallstudentsandfacultyregardlessof race, creed, gender, age or religion.
- Develop an 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.

TECHNICAL INFORMATION

Technical Support If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing itsupport@patriots.uttyler.edu

When you email IT Support, be sure to include a complete description of your question or problem including:

- The title and number of the course
- The page in question
- If you get an error message, a description and message number
- What you were doing at the time you got the error message

Plug-ins and Helper Applications

UT Tyler online courses use Java, JavaScript, browser plug-ins, helper application and cookies. It is essential that you have these elements installed and enabled in your web browser for optimal viewing of the content and functions of your online course.
- **Adobe Reader** allows you to view, save, and print Portable Document Format (PDF) files. http://get.adobe.com/reader/
- **Java Runtime Environment** (JRE) allows you to use interactive tools on the web. http://www.java.com/en/download/
- **Adobe Flash Player** allows you to view content created with Flash such as interactive web applications and animations. http://get.adobe.com/flashplayer/
- **QuickTime** allows users to play back audio and video files. http://www.apple.com/quicktime/download/
- **Windows Media Player** allows you to view, listen and download streaming video and audio http://windows.microsoft.com/en-US/windows/products/windows- media-player

Rubric for MARK 3311 Project

Criteria	1 (70%-80%)	2 (80%-90%)	3 (90%-100%)
Comprehensiveness	Significant portions of the paper are ignored or simply mentioned; Paper is more of an outline than a fully developed strategy.	Most elements are covered thoroughly; some are mentioned briefly	All elements are covered thoroughly and are well elaborated
Research	Meets the minimum requirements for number of sources; Source quality is insufficient (outdated, biased, lacking in expertise, or inappropriate for a college paper, such as Wikipedia).	Better than minimum number of sources; Most sources are recently published; a variety of viewpoints are represented (not merely taken from a corporate website or blog).	Exceeds expectations for quantity and quality of sources.
Incorporates marketing terms and concepts	Rarely or never enlightens with demonstrations of course concepts; Just "answers the question" without tying the answer back to marketing theory.	Applies course concepts and terminology correctly, where appropriate.	Applies marketing concepts with a balance of description and analysis; Examples are original and correctly applied.
Writing style	Many grammatical or spelling errors in the paper. Distinct differences exist between sections written by different students. Research sources are not cited or are incorrectly cited.	Generally well-written and edited so that the document "speaks with one voice"; few errors in spelling or grammar. Most research sources are cited correctly.	Extremely well-written and edited. Team projects are written in one voice. Uses APA or MLA style correctly. Grammar and spelling are correct. All research sources are cited correctly.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Syllabus Change Policy
The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.