Principles of Marketing: Mkt 3321-01; Fall 2014, MW 10:30, AMB 124

Dr. Tom Smith; Office: AMB 324; tsmith@txwes.edu Office hrs. (9) = M 10-10:30, 11:45-12, 1:30-4; W 10-10:30, 11:45-12, 1:30-2, 5:30-6pm; TTh 10:20-10:50, 1:15-1:30, 2:45-4:00. Often in office other times. Final: 10:30, Fri. Dec. 5.

Best ways to reach me: MagicTom17@hotmail.com; cell 817.909.9661. Turnaround for e-mails = 24 hours. **Textbook:** Contemporary Marketing by Boone and Kurtz, 15th edition (paperback). C or better in Mkt 3321 is required to take other marketing classes. Classes taken at Wesleyan and repeated for grade must be repeated at Wesleyan. Classes taken elsewhere may be repeated at Wesleyan and GPA figured using most recent grade.

Mkt 3321 is compliant with the University Mission and the School of Business Mission. **UNIVERSITY MISSION:** The University endeavors to create a learning environment where each student is provided an opportunity to pursue individual excellence, to think clearly and creatively, and to communicate effectively. The University also strives to develop a sense of civic responsibility and spiritual sensitivity, with a commitment to moral discrimination and action. Texas Wesleyan University strives to develop informed, responsible, and articulate citizens.

**SCHOOL OF BUSINESS MISSION:** The School of Business Administration is a community of learners dedicated to pursuing and sharing the values, knowledge and skills that enable our students to compete in a dynamic and increasingly global environment.

**COURSE DESCRIPTION:** Theory and practice of marketing and its role in a business environment. Emphasis is on consumer and the “marketing mix”. Classes will involve lecture and discussion.

**COURSE REQUIREMENTS:** Read book, attend class every day on time, don't leave early, listen, take notes (physically or mentally), study, take tests on time, etc. (see PET PEEVES for behavior tips)

**CHRONOLOGICAL COVERAGE:** Chapters 1-19 (1+ chs. per week). A v-e-r-y **ROUGH** guide:

Wk. 1 - Intro to course and Ch. 1, Marketing: The Art and Science of Satisfying Customers
Wk. 2 – Ch. 1 (cont'd.); Ch. 2, Strategic Planning in Contemporary Marketing
Wk. 3 - Ch. 3, The Marketing Environment, Ethics, and Social Responsibility; Ch. 4, E-Business: Managing the Customer Experience
Wk. 4 - Ch. 4 (cont’d.); Ch. 5, Consumer Behavior; **1st test, Ch. 1-5**
Wk. 5 - Ch. 6, Business to Business Marketing; Ch. 7, Global Marketing
Wk. 6 - Ch. 7 (cont’d.); Ch. 8, Marketing Research and Sales Forecasting
Wk. 7 - Ch. 9, Market Segmentation, Targeting, and Positioning; Ch. 10, Relationship Marketing and Customer Relationship Management
Wk. 8 - Ch. 10 (cont’d.); **2nd test, Ch. 6-10**; Ch. 11, Product and Service Strategies
Wk. 9 - Ch. 11, (cont’d.); Ch. 12, Developing and Managing Brand and Product Categories
Wk. 10 - Ch. 13, Marketing Channels and Supply Chain Management; Ch. 14, Retailers, Wholesalers, and Direct Marketers
Wk. 11 - Ch. 14 (cont’d.) **3rd test, Ch. 11-14**; Ch. 15, Integrated Marketing Communications
Wk. 12 - Ch. 15 (cont’d.); Ch. 16, Advertising and Public Relations
Wk. 13 - Ch. 16 (cont’d.); Ch. 17, Personal Selling and Sales Promotion
Wk. 14 - Ch. 17 (cont’d.); Ch. 18, Pricing Concepts
Wk. 15 - Ch. 19, Pricing Strategies **4th test, Ch. 15-19 on final exam day**

**LEARNING OBJECTIVES:**

1. Define and justify “The Marketing Concept” 3, 7
2. Identify marketing environments which influence marketing decisions 8
3. Appreciate ethical situations faced by marketers 1
4. Discuss diversity in the marketing context 2
5. List the pros and cons of different advertising media 8
6. Identify different pricing concepts and strategies 3, 7, 8

**SOBA PROGRAM GOALS**
Grading: Grades will be determined primarily by four tests. Final is NOT comprehensive. Tests 1, 2, and 4 = 51 multiple choice ques. @ two points each (I'll drop one you miss), plus 16 or so fill-in-the-blank bonus ques. @ 3/4 pt. ea. (bonus ques. are not from the book). Test 3 = 41 MC questions @ 2 ½ pts each. Final grades are based on a 10 pt. scale: 90% or better, an A; less than 60%, an F, etc. You may have one or more critical thinking exercises during the term which will go into the mix.

Absences: Regular and punctual attendance at all scheduled classes is expected of all students. University regulations authorize certain absences of students when representing the University (e.g. at sports, student government, or fine arts events). Absences necessary to fulfill course requirements and approved by Provost are also considered to be authorized. The maximum number of authorized absences during one semester is 10% for a class. Additional authorized absences may be granted on an individual basis when extreme circumstances warrant. Students are required to notify instructors prior to any missed class and will be held responsible for all class assignments. If you're absent over 10% of the classes, you will lose 1/2 point for each excessive absence (unless you have an A average). If you have no absences and are on the border line between an A and a B, or a B and a C, I'll bump you up.

If you prepare an average of 35-40 minutes a day (seven days a week), you will probably do very well. That's about 4½ hours a week. Try to read chapters BEFORE you come to class, or it may be difficult to follow what is said. Coming to class and sort of "listening" is not enough to learn and to do well in this class and should not be enough in any college course, for that matter.

Optional bonus homework: If you answer any of the "Assurance of Learning" review questions at ends of chapters (I'll count a max of 100 ques.), that number will be multiplied by .025 and added to final average. It could make the difference in a letter grade at the end. Turn them in along the way as the chapters are covered, physically in class or by e-mail.

Pet peeves: not coming to class, consistent lateness, leaving early, inattention, not reading along the way, talking to others when I'm talking (it's rude and disrespectful), and cheating on tests.

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Principles of Marketing: Mkt 3321-02; Fall 2014, TTh 1:30, AMB 124

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