

**COURSE SYLLABUS**  
**COLLEGE OF BUSINESS**  
**SPRING SEMESTER 2012**

**MK 360 PRINCIPLES OF MARKETING**



<b>INSTRUCTOR</b>	Jerome M. Gafford, MBA
<b>OFFICE HOURS</b>	Monday & Wednesday 9:00 AM to 1 PM Tuesday & Thursday 9:00 AM to 10:45 Friday and other hours by appointment  Communications via e-mail or phone anytime
<b>OFFICE</b>	351 Keller Hall
<b>PHONE</b>	256-765-5068 (Office)
<b>E-MAIL</b>	Please correspond through your Angel class e-mail account. Only use <a href="mailto:jmgafford@una.edu">jmgafford@una.edu</a> as a last resort.
<b>FAX</b>	(256) 765-4959
<b>COURSE TIME</b>	Online
<b>SECTION NUMBER</b>	I-01
<b>COURSE NUMBER</b>	20173
<b>COURSE DESCRIPTION</b>	The course is an introduction to the language and issues of marketing. The course focuses on basic marketing concepts, the role of marketing in the organization, and the role of marketing in society. (Fall, Spring & Summer).
<b>CREDIT HOURS</b>	3
<b>PREREQUISITE</b>	Junior Standing or permission of instructor
<b>COURSE DELIVERY METHOD</b>	Angel website, and CONNECT PLUS online

**REQUIRED TEXTBOOK, SOFTWARE AND SUPPLIES**

***Marketing***, 3rd Edition by Grewal & Levy with CONNECT PLUS

ISBN: 0077546415 (Custom Package with Soft Cover version of text and CONNECT PLUS)

You may purchase the package from the on-campus and/or the off-campus bookstores or directly from the publisher at:

[http://www.mhprofessional.com/mhhe\\_product.php?isbn=0077546415&cat=108](http://www.mhprofessional.com/mhhe_product.php?isbn=0077546415&cat=108)

The price from the publisher is \$79.50 plus \$6.75 for shipping. The bookstores will probably have a higher price.

Note: You need to purchase the above bundled package for best pricing. The bundled package with the loose-leaf copy of the text and the Connect Plus is cheaper than the textbook alone.

Access to high-speed Internet service or campus computer labs is required.

## COURSE OBJECTIVES

This course is designed to provide the student with a basic understanding of the various roles and responsibilities of managers in an era of global competition. Upon successful completion of this course, students should be able to:

1. Know and understand and to be able to communicate the terms and basic concepts of marketing and understand the theory behind the application of the basic functions of marketing (COB Goal 1)
2. Know and understand and be able to demonstrate the qualities of leadership and teamwork in the marketing environment (COB Goal 2)
3. Understand marketing ethics and exhibit professional business behavior (COB Goal 3)
4. Understand the functions of marketing in the global economic environment (COB Goal 4)
5. Understand the role marketing plays in business-related decision-making and problem solving (COB Goal 5)
6. Understand and exhibit the knowledge and comprehension of the basic functions of marketing (COB Goal 6)

## TOPICS COVERED

Marketing history	Ethics and social responsibility
Global dimensions of marketing	Targeting
Positioning	Market Segmentation
Product Development	Promotion
Distribution	Pricing
Marketing Research	International Marketing
Consumer Behavior	B2B Marketing
Services Marketing	

## COURSE EVALUATION PROCESS

Introduction to Class Assignment	50 points
Learn Smart Chapter Reviews (19 @ 25 points each)	475 points
Marketing Application Assignments (6 @ 30 points)	180 points
Case Studies (6 @ 25 points each)	150 points
Individual timed online exams (6 @ 30 points each)	180 points
See below for more detail	
Total Points Available	1035 points

## GRADING SCALE

Your letter grade is determined using the grade distribution that follows. You can determine your standing in the class at any point in the semester by tracking your points and the total points to date.

A	900 or more points
B	800 – 899 points
C	700 – 799 points
D	600 – 699 points
F	Less than 600 points

## CLASS ATTENDANCE and PARTICIPATION

Activity in the online class is monitored based on log-ins to the course site and activity in the assignments and coursework. It is the student's responsibility to stay active and current with all coursework.

## STANDARDS FOR WRITTEN AND ORAL COMMUNICATIONS

A minimum requirement for success in the business world is the ability to communicate well. Professional oral and written communication is required and is factored into the evaluation on all assignments.

## INTRODUCTION TO CLASS ASSIGNMENT

On the ANGEL homepage for the course, click on the LESSONS tab where you will see a folder labeled INTRO TO CLASS. This assignment requires the student to answer a few basic questions about their academic and career plans and attach a photo. The submission is to be completed using the discussion board link in the assignment. This assignment is worth 50 points.

## LEARN SMART CHAPTER REVIEWS

The CONNECT PLUS online component for this course includes LEARN SMART which is an adaptive learning environment used to assess the student's knowledge and comprehension of the subject matter. Questions are presented in a variety of formats to assess the student. The software operates in a game environment where your scores are listed along with those of other students using LEARN SMART. If you answer a question correctly, your score will increase, but if you answer a question incorrectly, your score will decrease and the question goes back into the question pool to be re-generated later. Each chapter is worth 25 points.

## MARKETING APPLICATION ASSIGNMENTS

There are 6 marketing application assignments in the course, one for each unit. The marketing application questions at the end of the chapters will be used for these assignments. One chapter from each unit will be assigned during the course. Each assignment is worth 30 points

## CASE STUDIES

There are 6 case studies (1 for each unit) that require you to watch a short video, or read a vignette on a company and then answer a few questions about the case. These cases are worth 25 points each and a series of questions during the videos and a concept review after the video concludes.

## INDIVIDUAL ONLINE, TIMED CHAPTER EXAMS

There will be six exams this semester. Each of the six exams will cover the material in the unit and consists of 50 multiple choice and true/false questions. You are allowed two attempts at these exams, but only the highest score is counted in your overall point total for the class. You will have 75 minutes to take each exam.

You can use your books, notes, PowerPoint's, etc. but please remember that these are individual exams —these are **NOT** team exams. Please do your own work on these exams. After you complete your exam, please do not discuss the exam with anyone until after the exam "window" is closed. If anyone shares answers or assists another classmate or gets any type of outside assistance and the instructor finds out through whatever means---the student(s) will receive a "0" for the exam, no exceptions.

It is critical that you are not late in taking your exams. If you are, you will not be able to make it up unless you have contacted me prior to the end of the exam "window". You may contact me by email or phone; see the first page of this syllabus. Should you fail to take an exam, the comprehensive final will replace your missed exam. Additional missed exams will be recorded in the grade book as a zero.

*All assignments and coursework have specific due dates and times. No extensions will be given for any coursework. Any work submitted after the due date will not be counted in your overall grade for the class.*

## **OPTIONAL COMPREHENSIVE FINAL EXAM**

There will also be the option of taking a comprehensive final exam if you are not satisfied with your grade after taking the 6 exams. The comprehensive final exam will take the place of a missed exam or it will take the place of your lowest of the six exams described above. The final will be a timed, online exam with 75 MC questions with a 150-minute time limit. A study guide will be provided for those who opt to take the comprehensive final. If you make lower than your lowest exam score on the comprehensive final, no harm done so it is a good way to earn some extra points. In the past students have done very well on the comprehensive final if they prepare using the detailed study guide that will be provided to you.

## **TEACHING AND LEARNING PARTNERSHIP**

Teaching and learning is a partnership between faculty and students. I will fulfill my partnership obligations by being prepared for every class, serving as an advisor, consultant, mentor and providing clarifications of difficult or confusing concepts. You will fulfill your partnership obligations by being prepared for each class quiz and discussion and being fully participative, responsive, working team member of the class.

The exams and discussion board all play an important role in your education in this course. They are an essential part of the learning process in that they require the synthesis and extension of concepts. They also help both the student and the instructor to evaluate one's progress in mastering the material. Past experience indicates that generally the course material cannot be adequately mastered without active involvement on your part.

## **ACADEMIC HONESTY—UNIVERSITY POLICY**

Plagiarism and cheating are serious offenses and may be punished by failure on exam, paper or project, failure in course; and/or expulsion from the University. For more information refer to the "Academic Honesty" policy in the University Undergraduate catalogue

## **ADA ACCOMMODATION STATEMENT—UNIVERSITY POLICY**

In accordance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973, the University offers reasonable accommodations to students with eligible documented learning, physical and/or psychological disabilities. Under Title II of the Americans with Disabilities Act (ADA) of 1990, Section 504 of the Rehabilitation Act of 1973, and the Americans with Disabilities Amendment Act of 2008, a disability is defined as a physical or mental impairment that substantially limits one or more major life activities as compared to an average person in the population. It is the responsibility of the student to contact Disability Support Services to initiate the process to develop an accommodation plan. This accommodation plan will not be applied retroactively. Appropriate, reasonable accommodations will be made to allow each student to meet course requirements, but no fundamental or substantial alteration of academic standards will be made. Students needing assistance should contact Disability Support Services (256-765-4214).

## **EMAIL DROP PROCEDURE—UNIVERSITY POLICY**

Any student wishing to drop a class may logon to their secure UNA email Portal account and send an email to their instructor of record and a copy of the email to the Registrar's Office at registrar@una.edu. This will be valid for online courses as well as regular courses. The email MUST come from the student's UNA portal account. The Registrar's Office will officially drop a student from the course after receiving a response from the instructor which includes permission to drop with a grade of W, WP, or WF. In the email, be sure that you include your full name, UNA ID number, course section and 5-digit course registration code.

## **IMPORTANT TECHNICAL SUPPORT CONTACT INFORMATION**

- UNA Angel Learning Management System Support: [angelsupport@una.edu](mailto:angelsupport@una.edu) (from your UNA portal e-mail if possible)
- UNA Portal FAQs: <http://unaportal.una.edu/site/faqlogin.html>
- UNA Computer Services Support: [cpsupport@una.edu](mailto:cpsupport@una.edu) (from your UNA portal e-mail if possible).

**Note:** This syllabus is subject to change at the discretion of the instructor but any changes made to this syllabus will not unjustly or adversely impact any student with regard to a final grade in the course.

**UNA College of Education: Alignment of Alabama State Department of Education  
Standards for Business and Marketing Education**

<b>Standard</b>	<b>Assessment</b>
290-3-3-.25(1)(a)1.(i) Knowledge of marketing fundamentals including marketing research.	Selected exam questions related to the following course topic: "Marketing Research" – Passing score
290-3-3-.25(1)(a)1.(ii) Knowledge of marketing fundamentals including promotion.	Selected exam questions related to the following course topic: "Promotion" – Passing score
290-3-3-.25(1)(a)1.(iii) Knowledge of marketing fundamentals including pricing.	Selected exam questions related to the following course topic: "Pricing" – Passing score
290-3-3-.25(1)(b)3. Ability to implement concepts relating to major marketing activities and how businesses use marketing effectively.	Selected exam questions related to the following College of Business Goal #6: "Understand and exhibit the knowledge and comprehension of the basic functions of marketing" – Passing score AND A "Marketing Application Assignment" – Passing score