



MKTG 3723 Section x30

Principles of Marketing Course Syllabus

Course Dates: June 1 - July 1, 2021
Credit Hours: 3
Professor: Andrea Bennett, Ph.D.
Pronouns: She, her, hers
Office: Dillard Building Room 215
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Office Hours: MTW 1-2 pm (virtual); by appointment (preferred)

Zoom Link for Virtual Office Hours: <https://msutexas-edu.zoom.us/j/96412150961?pwd=b2w5R21DQU1PU054MkI5Uy9BQ0VuZz09>
(also available via D2L by clicking Zoom under the Communication tab)

Communication Expectations

D2L, including News items and emails, is the primary tool that I will use to communicate directly with you during this semester. Therefore, please make sure that you have set up your D2L account to forward emails and notifications to your preferred email address.

Students should communicate with me either through the D2L email platform or by emailing me directly (preferred). I will always try to respond to your emails as quickly as possible, usually within a few hours during normal working hours (M-R 9am-5pm). However, please allow 1 business day for a response. If you do not hear back from me within 1 business day, please send me a polite reminder email -- I am not ignoring you; I've likely just gotten busy or did not realize that I had the email. Note: If you email me Friday-Sunday, it might be Monday before I respond.

Students will be able to see their grades for and review their responses to Unit Exams immediately upon their completion. For Discussion Posts, I will have the submission graded and the grade posted within one week of the forum's closing. I will update the Marketing Certification grades throughout the semester, as students begin uploading their certificates. Extra credit points will be posted throughout the semester, but will not take priority in grading.

Any questions or issues about grading discrepancies should be brought to my attention immediately and will be addressed immediately thereafter.

Welcome to MKTG 3723 (Principles of Marketing)!

This course is designed to provide a foundational overview of the study and practice of marketing. Throughout this semester, we will become familiar with marketing in-general and then delve more thoroughly into each of the 4 P's (product, place, promotion, and price) that

provide the foundation on which marketing theory and practice are built. My goal is for you to leave this course not only with a theoretical understanding of marketing, but also with a keen awareness of how marketing impacts your daily lives.

Course Description (from MSU catalog)

A description and analysis of business activities designed to plan, price, promote, and distribute products and services to customers. Topics include the marketing environment, consumer behavior, marketing channels, governmental regulations, advertising, and current marketing practices.

Prerequisites: Junior standing or above or consent of the chair, and ECON 2433 or equivalent

Course Structure

This online course will be taught asynchronously (that is, there will be no formal meeting times or Zoom lectures), though I will post links to the recordings from the Spring 2021 in-person class to provide additional content/context for the materials.

Students are welcome to take advantage of virtual office hours outlined at the beginning of this syllabus or to schedule (preferred) a virtual meeting with me by emailing andrea.bennett@msutexas.edu or contacting me through D2L.

Course Objectives

Upon completion of this course, students should be able to:

1. Define *marketing* and explain its role in and importance to individuals, for-profit firms, nonprofit and government organizations, and society.
2. Understand the importance of strategic marketing and describe various tactics used in its processes.
3. Understand the importance of consumer behavior to marketers. Describe various elements that can impact consumer behavior, noting which marketers can control or influence and which are beyond marketing's influence/control.
4. Understand and describe the elements of the marketing mix for products (4Ps):
 - a. **Product:** Define "products" and understand the New Product Development process and the Product Life Cycle
 - b. **Place:** Identify various marketing channels and supply chain members and their functions
 - c. **Promotion:** Define the promotion mix and understand the elements and importance of integrated marketing communications
 - d. **Price:** Define transactions and explain various pricing strategies and objectives
5. Understand real-world applications of course content and apply analytical thinking and writing to critique marketing practice and theory.

Textbook & Instructional Materials

Required Materials:

- *Principles of Marketing* (2010), University of Minnesota Libraries Publishing (Creative Commons License CC BY-NC-SA), accessible via [Link to Publisher Information](https://open.lib.umn.edu/principlesmarketing/front-matter/publisher-information/)
<https://open.lib.umn.edu/principlesmarketing/front-matter/publisher-information/>
- Other materials as provided/assigned by instructor

Course Technology & Skills

Minimum Technology Requirements:

To be successful in this online course, students will need **at least**:

- Reliable computing device (a laptop or desktop is preferred, but success is possible with a tablet or, perhaps, a smart phone)
- Reliable internet access
- Microsoft Office Suite or Google Docs
- MSU Desire 2 Learn

Computer Skills & Digital Literacy:

To be successful in this online course, students must be able to **at least**:

- Use D2L
- Use email with attachments
- Access presentations on Google Slides

Technical Assistance:

Students in need of technical assistance should contact [MSU's Help Desk](#)

Study Hours and Tutoring Assistance

ASC offers a schedule of selected subjects tutoring assistance. Please contact the ASC, (940) 397-4684, or visit the [Link to ASC homepage](#) for more information.

Important Dates

- **Last Day to drop with a grade of "W":** June 17 @ 4pm (after 4pm, drops will receive grades of "F")
- **Deadline to file for August graduation:** June 28
- **Final exams:** July 1

Note: It is the student's responsibility to visit with their academic advisor prior to withdrawing from a class must come to the Dean of Students office located in the Clark Student Center, room 104, to fill out a withdrawal slip.

Course Activities

Activities	Points
Unit Exams	5 @ 100 points each = 500 points
Discussion Participation	4 @ 50 points each = 200 points
Marketing Certification	50 points
Total Course Points	750

Please note: In the case of decimals, I will follow the rules of basic mathematics and round down decimals <.5. I will round up .5 and greater.

For example, a 79.5% will round up to 80% (B), but 79.4% will round down to 79 (C)

Grading Scale

Actual Points	Percentage	Letter Grade
671 and Higher	90 and Above	A
596 to 670	80 to 89	B
521 to 595	70 to 79	C
446 to 520	60 to 69	D
Less than 446	Less than 60	F

Brief Descriptions of Course Activities

Unit Exams

You will have five (5) unit (non-cumulative) exams throughout this course. Exams will be posted to D2L and are due by the date outlined in the Course Schedule.

Discussion Participation

The class will be divided into two groups, and group members will be required to engage in four (4) discussions of marketing-related articles that I will post to your Group Discussion Boards. The due date for weekly participation is outlined in the Course Schedule.

Discussions are worth 50 points each; therefore, be mindful to give these assignments the consideration and attention they require to accumulate the maximum amount of points.

Discussion Participation will be graded according to students':

- **Application of Marketing Concepts (20%):** Discussion posts should address the article's relevance to the concepts and strategies discussed in MKTG 3723.
 - It should be clear from posts that the student has an exceptional understanding of the relevance of the course's concepts and strategies and their real-life application.

- **Application to the Marketing Discipline (20%):** The discussion post should exceptionally address how the information presented in the article adds to the knowledge within the field and/or practice of marketing.
 - All of the following questions should be addressed: Why is this article significant to marketers? Why would a marketing professional be interested in this article? How would a marketer use the information provided by the article to make better decisions?
 - The student's answering of the above questions should indicate an exceptional understanding of the application of marketing theory and concepts to practice.
- **Application to Society (20%):** The discussion post should exceptionally address how the information presented in the article affects various social entities.
 - All of the following questions should be addressed: How does the information in the article affect the broader business world (beyond marketing)? How does the information in the article affect society? How does the information in the article affect policymakers? How does the information in the article affect consumers? How does the information in the article affect you?
 - The student's answering of the above questions should indicate an exceptional understanding of how the practice of marketing has larger societal impacts.
- **What's Next (20%):** The discussion post should indicate the student's exceptional understanding of the comprehensive analysis of the article and analytical thinking of how the information in the article can be more broadly applied.

In addition to the CONTENT criteria outlined above, Discussion Participation will also be graded according to:

- **Understanding & Terminology (6.67%):** Discussion posts should provide an excellent analysis and demonstrate a thorough understanding of the topics presented in the class.
 - Posts should provide persuasive arguments and ideas that are well-supported by external sources (either the material that has been covered in-class or additional resources provided by the student).
 - The posts' contributions should be relevant to the intended topics.
 - Posts should consistently use correct course terminology, concepts, and frameworks to demonstrate your understanding and application of the concepts learned in class. Part of your grade will be determined by your correct usage of the course terminology, concepts, and frameworks.
- **Contribution to Team Learning (6.67%):** Posts should be engaging and foster conversation within the group (this is a CONVERSATION; not individuals speaking into the ether). Examples of engaging posts include those that:
 - Post meaningful questions to the group

- Attempt to motivate further group discussion
- Present creative approaches to the topic
- **Writing, Usage, and Mechanics (6.67%):** Posts should be professionally written and free of grammatical, spelling, punctuation, usage, and/or capitalization errors.

Please note: I reserve the right to award any student additional points (beyond the 50 allotted to the assignments) for exceptional Discussion Participation.

Marketing Certification

Students are required to complete Google's (free) Fundamentals of Digital Marketing online certification and to upload a pdf or jpeg of their certificate of completion to D2L by the date outlined in the Course Schedule.

Please note: This online course is provided by Google. It consists of 26 self-paced modules that are estimated to require about 40 hours to complete. Students should begin working on this requirement as soon as possible.

Final Exam

There is no final exam in this course.

Extra credit

1. Students who complete the Syllabus Agreement posted to D2L and who complete the Bonus Group Discussion Introduction post by 11:59 p.m. on June 6 will receive 5 points of extra credit for each item.
2. Students may submit links to news stories and/or podcast episodes that are recent (i.e., posted on or after Jan. 1, 2021) and relevant to marketing topics for up to 5 points of extra credit for each submission. Students must also include a brief explanation of the content of the article/episode and why it is relevant to our discussion of the principles of marketing. There is no cap on the number of submissions students may provide, but each submission should be unique and must include the required explanation of the content's relevance to the course.
3. There are four free extra credit business writing courses posted to D2L, which can be completed throughout the semester. Students should upload a screenshot verifying their completion to the appropriate dropbox to receive 5 points of extra credit for each completed course.
4. If additional opportunities for extra credit in the course emerge, you will be informed in advance by the instructor.

Instructor General Class Policies

Rules of Engagement

Because a positive learning environment facilitates learning outcomes, each student is expected to exhibit courteous and positive learning behaviors. There is no tolerance for disruptive behaviors. To that end, the following guidelines for interactions between students and between students and the instructor must be followed. Failure to abide by the rules of

engagement will result first in a reminder and could ultimately result in removal from the class.

- Email communications should be professional and well-written. Emails to the instructor that are unprofessional (e.g., those written using “text talk”) will not receive a response.
- While the freedom to express yourself is a fundamental human right, any communication that utilizes cruel and derogatory language on the basis of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law will not be tolerated.
- Treat your instructor and classmates with respect in any communication online or face-to-face, even when their opinion differs from your own.
- Make every attempt possible to use the correct name and pronouns when referring to the instructor or students.
- Speak from personal experiences. Use “I” statements to share thoughts and feelings. Try not to speak on behalf of groups or other individual’s experiences.
- Use your critical thinking skills to challenge other people’s ideas, instead of attacking individuals.
- Avoid using all caps while communicating digitally. This may be interpreted as “YELLING!”
- Be cautious when using humor or sarcasm in emails or discussion posts as tone can be difficult to interpret digitally.
- Proofread and fact-check your sources.
- Keep in mind that online posts can be permanent, so think before you type.

Late Work

No late submission will be graded. Students who experience an emergency should contact the instructor for late submission permission. Valid documentation is required.

Make Up Work/Tests

All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her/his responsibility to contact the instructor immediately. Valid documentation is needed for the acceptance of late assignments. The student will receive a score of zero (0) for all late assignments, exams, and projects.

Note: The due dates and times for activities are posted in Central Time.

Attendance

Students are expected to attend all meetings of the classes in which they are enrolled. Although in general students are graded on intellectual effort and performance rather than attendance, absences may lower the student’s grade where class attendance and class

participation are deemed essential by the faculty member. In those classes where attendance is considered as part of the grade, the instructor should inform students of the specifics in writing at the beginning of the semester in a syllabus or separate attendance policy statement. An instructor who has an attendance policy must keep records on a daily basis. The instructor must give the student a verbal or written warning prior to being dropped from the class. Instructor's records will stand as evidence of absences. A student with excessive absences may be dropped from a course by the instructor. Any individual faculty member or college has the authority to establish an attendance policy, providing the policy is in accordance with the General University Policies.

Course Incomplete

A student is expected to complete a course of study during a semester. In an emergency, the instructor may assign a grade of "incomplete" with complete documentation for the situation. It is important to note that "incomplete" is rarely given. A student needs to complete the course within 30 days of the beginning of the next long semester or the incomplete grade will become an F.

College Policies and Procedures

Refer to College Policies and Procedures Manual.

University Policies/Procedures

Cheating/Plagiarism/Academic Dishonesty

Cheating, collusion, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individual's to whom credit is given). Additional guidelines on procedures in these matters may be found in the Office of Student Conduct.

"Plagiarism" includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.

Student Honor Creed

"As an MSU Student, I pledge not to lie, cheat, steal, or help anyone else do so."

As students at MSU, we recognize that any great society must be composed of empowered, responsible citizens. We also recognize universities play an important role in helping mold these responsible citizens. We believe students themselves play an important part in developing responsible citizenship by maintaining a community where integrity and honorable character are the norm, not the exception. Thus, we, the students of Midwestern State University, resolve to uphold the honor of the University by affirming our commitment to complete academic honesty. We resolve not only to be honest but also to hold our peers accountable for complete honesty in all university matters.

We consider it dishonest to ask for, give, or receive help in examinations or quizzes, to use any unauthorized material in examinations, or to present, as one's own, work or ideas which are not entirely one's own. We recognize that any instructor has the right to expect that all student work is honest, original work. We accept and acknowledge that responsibility for

lying, cheating, stealing, plagiarism, and other forms of academic dishonesty fundamentally rests within each individual student.

We expect of ourselves academic integrity, personal professionalism, and ethical character. We appreciate steps taken by University officials to protect the honor of the University against any who would disgrace the MSU student body by violating the spirit of this creed.

Written and adopted by the 2002-2003 MSU Student Senate.

Safe Zones Statement

The instructor considers the course and course environment to be a place where you will be treated with respect as a human being - regardless of gender, race, ethnicity, national origin, religious affiliation, sexual orientation, political beliefs, age, or ability. Additionally, diversity of thought is appreciated and encouraged, provided you can agree to disagree. It is the professor's expectation that all students consider the classroom a safe environment.

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a 100% refund of applicable tuition and fees. Dates are published in the schedule of classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. However, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exist in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Disability Support Services

Midwestern State University is committed to providing equal access for qualified students with disabilities to all university courses and programs, and by law all students with disabilities are guaranteed a learning environment that provides reasonable accommodation of their disability. This guarantee is provided through Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. The ADA reads: "No qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of a public entity, or be subject to discrimination by any such entity." The Director of Disability Support Services serves as the ADA Coordinator and may be contacted at (940) 397-4140, TDD (940) 397-4515, or 3410 Taft Blvd., Clark Student Center 168.

Smoking/Tobacco Policy

College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy

To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

Grade Appeal Process

Students who wish to appeal a grade should consult the Midwestern State University [link for undergraduate catalog](#).

Course Schedule

Information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use in the beginning of the semester. However, the instructor reserves the right, acting within the policies and procedures of MSU Texas, to make changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes, if any.

Calendar (subject to change if necessary)

Week	Dates	Topics	Notes
1	June 1 - 6	Course Orientation UNIT 1: INTRO TO MARKETING Chapters 1, 2, 3, 5	Complete Syllabus Agreement and Discussion Group Introduction (5 points extra credit each) by 11:59 pm Sunday, June 6 Exam 1 due Sunday, June 6, at 11:59 pm
2	June 7 - 13	UNIT 2 : PRODUCT Chapters 6, 7	Discussion Participation 1 due Wednesday, June 9, at 11:59 pm Exam 2 due Sunday, June 13, at 11:59 pm.
3	June 14 - 20	UNIT 3: PLACE Chapter 9	Discussion Participation 2 due Wednesday, June 16, at 11:59 pm Exam 3 due Sunday, June 20, at 11:59 pm

4	June 21 - 27	UNIT 4: PROMOTION	<p>Discussion Participation 3 due Wednesday, June 23, at 11:59 pm</p> <p>Exam 4 due Sunday, June 27, at 11:59 pm</p> <p>Remaining <u>Extra Credit Opportunities</u> and <u>Marketing Certification</u> must be completed by Sunday, June 27, at 11:59 pm</p>
5	June 28 - July 1	UNIT 5: PRICE Chapter 15	<p>Discussion Participation 4 due Wednesday, June 30, at 11:59 pm</p> <p>Exam 5 due Thursday, July 1, at 5 pm</p>