

**Sam Houston State University**  
**College of Business Administration**  
**Department of Management and Marketing**  
**Fall 2007**

<b>Course Number:</b>	Marketing 371
<b>Course Title:</b>	<b>Principles of Marketing</b>
<b>Prerequisites:</b>	Junior Standing
<b>Instructor:</b>	Tina Knickerbocker
<b>Office:</b>	AB1-236T
<b>Phone:</b>	294-1975
<b>Email:</b>	gba_tk@shsu.edu
<b>Office Hours:</b>	TTH 8:00 – 12:00, F 12 – 4
<b>Required Text:</b>	<i>Marketing</i> , Charles Lamb, 1st ed., 2007, Thomson

**Course Description:** This course provides an introductory overview of both marketing theory and practice. Instruction is centered on the basic marketing mix elements known as the “Four P’s”: Product, Pricing, Promotion and Distribution (Place). Coverage is also given to support activities such as market research and competitive intelligence. Finally, a global perspective is promoted throughout.

**Course Objectives:** The major objectives of this course are:

1. to gain an understanding of the fundamental principles and concepts of marketing.
2. to examine the marketing environment.
3. to learn the tasks of the marketing manager.
4. to develop a basic understanding of consumer behavior.
5. to study the elements of the marketing mix.

**Course Topics:** Topics covered during the semester will include:

- the marketing environment
- consumer behavior
- market segmentation
- market research
- product development
- channels/distribution
- marketing communications
- sales promotion
- pricing
- social responsibility
- non-profit marketing
- global perspectives
- industrial marketing
- target marketing
- decision support
- branding
- advertising
- public relations
- personal selling
- ethics
- global marketing
- strategic planning

**COURSE EVALUATION PROCESS:** Course averages are determined by the following process:

Exam 1	100
Exam 2	100
Exam 3	100
Final Exam	100
Quizzes and Homework	<u>100</u>
Total	500

There will be four major exams during the course and a comprehensive final. The final is mandatory of all students.

Grades in the course will be determined by the following total points:

90-100%	A
80-89%	B
70-79%	C
60-69%	D
0-59%	F

Each exam will include objective questions. A scantron form 882 will be required to take the exams.

If a student misses any unannounced quizzes or class work due to an unexcused absence the student will not be allowed to make up the missed work. Regular and punctual attendance is expected.

**Make up Exams:**

In order to qualify for a make-up exam, **the student must inform the instructor prior to the time of the exam**, via email or phone message, of their inability to take the exam at the assigned time. The make-up exam must be taken prior to the graded exams being handed back to the class. There will be no provision for making up a second missed exam. The student will receive a “0” for the second missed exam.

**Religious Holy Days Policy:**

Students who are absent from class for observance of a religious holy day will be allowed to take an examination or complete an assignment scheduled for that day within one week of returning to class. The student, not later than the 15<sup>th</sup> calendar day after the first day of the semester, must notify the instructor of each scheduled class day that he/she will be absent for a religious holiday.

**Disabled Student Policy:**

It is the policy of SHSU that no otherwise qualified disabled individual shall, solely by reason of his/her handicap, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic, Student Life Program, or activity. Handicapped students may request academic assistance when needed from a

Committee for Continuing Academic Assistance for Disabled Students by visiting the Director of the Counseling Center in the Lee Drain Building.

**Class Conduct:**

Smoking, drinking, eating and use of cell phones during class is prohibited.

**Academic Misconduct:**

All students who enroll at Sam Houston State agree to assume the responsibilities of citizenship in the campus community. Cheating will not be tolerated.