

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

<b>Course Number:</b>	Marketing 371
<b>Course Title:</b>	<b>Principles of Marketing</b>
<b>Prerequisites:</b>	Junior Standing
<b>Instructor:</b>	John J. Newbold
<b>Office:</b>	SHB 236P
<b>Phone:</b>	936-294-1274
<b>Email:</b>	jnewbold@shsu.edu
<b>Office Hours:</b>	TTh 8:00 AM – 9:30 AM, 11:00 AM – 2:00 PM
<b>Required Text:</b>	<i>Marketing</i> , Grewal & Levy, 1 <sup>st</sup> ed., 2007 Note: We will be using the <i>online</i> version of the text

**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 to:

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

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

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

## Grading/Evaluation:

### Exams

Four (4) exams will be administered. Each is worth 200 points.  
An optional Final Exam will be worth 50points. Thus, the total points from exams are 800 - 850

### In-class Exercises

Four (4) exercises at 25 points each: 100 points total

### Attendance/Participation

Worth 100 points.

- You are expected to:
  - Arrive at class on-time
  - Not get up to leave in the middle of class
  - Stay for the entire period
- Once roll call has been taken, there will be no modifications
- **TARDIES ARE TREATED AS ABSENCES.** You are considered absent if you have not arrived by the end of the roll-taking process.
  - **3 absences or less = 100 points**
  - **More than 3 absences = 0 points**

### Points

Exams	800
In-class exercises	100
Attendance	100

Thus, a total of 1,000 points is possible.(1,050 with Final)

Grading Scale: 100% - 90% = A  
89% - 80% = B  
79% - 70% = C  
69% - 60% = D  
Below 60% = F

### **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.

# Tentative Schedule

<u>Date</u>	<u>Chapter</u>	<u>Reading &amp; Lecture Assignment</u>
Sept 25	<b>5</b>	<b>Consumer Behavior</b>
Sept 27	<b>6</b>	<b>Business to Business</b>
Oct 2	<b>7</b>	<b>Global Markets</b>
Oct 4	<b>8</b>	<b>Segmenting and Targeting</b>
Oct 9	<b>9</b>	<b>Marketing Research</b>
Oct 11		<b>Review for Exam</b>
Oct 16		<b>Exam 2: Ch 5 - 9</b>
Oct 18	<b>10</b>	<b>Developing New Products</b>
Oct 23	<b>11</b>	<b>Managing the product Portfolio and Branding</b>
Oct 25	<b>12</b>	<b>The Role of Services</b>
Oct 30	<b>13</b>	<b>Pricing Concepts</b>
Nov 1	<b>14</b>	<b>Setting Prices</b>
Nov 6		<b>Review for Exam</b>
Nov 8		<b>Exam 3: Ch 10 - 14</b>
Nov 13	<b>15</b>	<b>Channel and Supply Chain Management</b>
Nov 15	<b>16</b>	<b>Retailing</b>
Nov 20	<b>17</b>	<b>Integrated Marketing Communication</b>
Nov 22	<b>18</b>	<b>Advertising</b>
Nov 27		<b>No Class: Happy Thanksgiving</b>
Nov 29	<b>19</b>	<b>Personal Selling</b>
Dec 4		<b>Review for Exam #4</b>
Dec 6		<b>Exam 4: Ch 15 - 19</b>
Dec 11, Dec 13		<b>Final Exam</b>