

**SAM HOUSTON STATE UNIVERSITY**  
**COLLEGE OF BUSINESS ADMINISTRATION**  
**COURSE # : MARKETING 371**  
**COURSE TITLE: Principles of Marketing**  
**Fall 2007**

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**Course Title:** Principles of Marketing

**Prerequisites:** Junior Standing

**Class Times:** Section 02 WF 12:30-1:50pm  
Section 04 TTH-9:30-10:50am  
Section 10 TTH 11-12:20pm

**Office Hours:** Wed,Fri 9:30-11AM.  
TTH 12:30-3:30pm  
& by appointment

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**Required Text:** Marketing by Lamb, Hair, McDaniel 8th edition, publisher Thompson-Southwestern

**Course description:** This course includes marketing functions, transportation, assembling, storage, trade channels, cost, co-operative marketing, trade association, market analysis, marketing structures and agencies, types of middlemen, international marketing, and current marketing practices. The class will consist of lecture and class discussion. **Students are expected to read assignments before class so that meaningful discussions in class can take place. Students are encouraged to share examples from their own experiences that relate to class material.**

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:**

- 1.** The major objectives of this course are for students include gaining an understanding of the fundamental principles and concepts of marketing.
- 2.** Examine the marketing environment.
- 3.** Along with learning the task of the marketing manager, students should develop a basic understanding of consumer behavior.
- 4.** Study the elements of the marketing mix.

**Course Expectations:** To maximize the learning experience, students are expected to:

- (1) Be prepared for each class by reading the assigned chapters from the text and
- (2) Participate actively in class discussions that are appropriate, and articulated so as to enrich class understanding of the topic being discussed.

## Course Evaluation Process

### **Grading/Evaluation:**

#### Quizzes

There will be a total of 18 quizzes (one for each chapter) to be administered via Blackboard prior to each lecture. Each quiz will be worth 20 points. The 15 best scores will be totaled. Thus, quizzes are worth 300 points.

#### Exams

Four (4) exams will be administered. Each is worth 100 points.  
Thus, the total points from exams are 400

#### In-class Exercises

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

**Exams:** Four (4) exams will be administered, three exams during the semester and one (1) final exam. Exams will consist of objective questions such as multiple choice. All exams are worth 100 points each. There will be no makeup exams. Please don't miss exam day. **If exam day is missed, student will take the mandatory comprehensive final or receive a zero for the exam missed.( This only includes one exam to miss, any more exams missed and student will receive a zero for each exam missed)**

The total number of points could be different than given above, due to extra assignments. Any extra assignments will be discussed in class and assigned in class. Note! If you are a borderline case for a grade, you will increase the probability of getting the higher grade if you have good attendance according to instructor discretion. A borderline case is defined as one point below the grade.

#### Points

<b>Quizzes:</b>	<b>300 (best 15 of 18)</b>
<b>Exams</b>	<b>400 (3 exams 1 final)</b>
<b>In-class</b>	<b>100 (25 pt. Each)</b>
<b>TOTAL</b>	<b>800 possible points</b>

(total # of pts of student \ 800 = student grade, ex. 700\800 = .88 or 88%)

#### Grading Scale:

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

### Attendance:

**Regular attendance is expected and will be taken daily. Attendance is also used to evaluate borderline cases in determining final grades.** The University allows for 3 hrs, or 2- 1 1/2 hr classes for the maximum days missed. Any additional days missed will be left to the discretion of the instructor as to when or if an additional point will be added to final grade. **Students are expected to arrive at class on time, Not get up to leave in the middle of class.**

### Other

- Students are responsible for abiding by all published University rules and regulations as printed in the Undergraduate Catalogue, Student Guidelines, and in other official University publications.
- No makeup exams will be given.
- Assignments are due on the due date at the beginning of class on exam day.
- **Attendance is used to evaluate borderline cases in determining final grades. Students are expected to arrive at class on time, Not get up to leave in the middle of class or during break, and stay for the entire class period. (If you must leave please tell instructor prior to class)**
- Students must setup an account to use the University Information System and to send and receive mail.
- Students must bring SCANTRON forms (882 – E) to class on exam days.
- There will be no early finals or other examinations given for any reason.
- **No Smoking, eating, drinking, tobacco products, or illegal usage of drugs are permitted in classroom on campus, cell phones that are turned on are not allowed in class at any time, please turn off or on vibrate.**
- **Academic Misconduct: “All students who enroll at Sam Houston State University agree to assume the responsibilities of citizenship in the campus community.” (Undergraduate Catalogue 1988-1990, p. 56) Any form of cheating will not be tolerated!**
- **Blackboard will be used to post assignments, notes of powerpoint for class and for announcements about class and changes.**

Emergency closing procedures of the University Center depends on the procedure of North Harris Montgomery Community College District. This is when an emergency is declared and classes are cancelled and closes the building. NHMCCD is a member of the School Closing Notification System developed by Read Communication in conjunction with the Harris County Office Emergency Management. To check if The University Center is closed due to an emergency, log onto <http://www.tuc.edu> , click on “What’s New?” and then click on <http://school-closings.net> . Also you may call the campus, The University Center, 936-273-7516—Debbie Jacobson, or 936-273-7510—Reginald Jayne, I will contact The University Center if there is an emergency and leave instructions with this office. If Montgomery College cancels classes and closes due to a weather-related emergency, the The University Center will also be closed.

### Policies

- Students with Disabilities Policy: It is the policy of Sam Houston State University that no otherwise qualified disabled individual shall, solely by reason of his/her disability, be excluded from the participation in, be denied the benefits of, or be subjected to discrimination under any academic, Student Life program or activity. Students with disabilities may request academic assistance when needed from a Committee for Continuing Academic Assistance for Disabled Students by visiting the Director of the Counseling Center.
- Religious Holiday 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 should be absent for a religious holy day.

### **TENTATIVE COURSE SCHEDULE**

#### **Mkt 371 FALL 2006**

Exam1 -- Chapters 1, 2, 3, 4, 5

Exam 2 -- Chapters 6, 7, 8, 9, 10

Exam 3 -- Chapters 11, 12, 13, 14

Final -- Chapters 15, 16, 17, 18

**Remember to come to class regularly to keep up with chapters that are to be discussed and covered on the exam. This course schedule could be altered and it is important. It is your responsibility to know what is on the exam.**