

**Marketing 371**  
**Principles of Marketing**  
**Fall 2007**

Instructor: Susan Cooper  
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Office SHB 236S  
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Class Times: Monday 9:30-11:00  
 TuTh 9:30-12:30  
 Wed 8:00-12:30  
 Friday 8:00 & 11:00

Office Hours: Monday 8:00-9:30 & 11:00-2:00  
 TuTh 8:00-9:30 & 12:30-2:00  
 Wed 12:30-2:00  
 Friday 9:30 & 12:30-2:00

**Required Text:** Marketing, Lamb, Hair, McDaniel, 8<sup>th</sup> edition

**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.

**Course Evaluation Process**

Four Exams	100 points each
Comprehensive Final	Replacement grade
1 Assignment	50 points each
15 out of 18 quiz	10 points each

**Course Grades:** Grades in this course are determined by applying the following scale to a student's average. Using the above evaluation process from textbook material, lectures & class discussion and any assigned supplemental reading.

> 89.5	A
79.5-89.4	B
.69.5-79.4	C
59.5-69.5	D
< 59.5	F

**Other Course Requirements:**

- 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.**
- An optional Comprehensive Final will replace any missed test score if necessary and can be taken in place of the regular final.
- **Regular attendance is expected and will be used to evaluate all borderline cases.**
- 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.
- Students showing up more than 10 minutes late on exams days will not be permitted to take the exam
- **Electronics will not be permitted during class**
- **Smoking, food Drinks are not allowed in class at any time.**

## Polices

- Students with Disabilities Police: 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 2007

Introduction, syllabus

Chapter 1

Chapter 2

Chapter 3

Chapter 4

Review for Exam 1

### **Exam 1**

Chapter 5

Chapter 6

Chapter 7

Chapter 8

Review for Exam 2

### **Exam 2**

Chapter 11

Chapter 12

Chapter 15

Chapter 16

Chapter 17

Chapter 18

Review exam 3

### **Exam 3**

Chapter 13

Chapter 14

Chapter 19

Review for Final

### **FINAL EXAM**