

Sam Houston State University
College of Business Administration
Department of Management & Marketing

Course Number: Marketing 371
Course Title Principles of Marketing
Prerequisites: Junior Standing
Instructor: Roger D. Abshire
Office: SHB 233
Phone: 294-1256
Office Hours: By appointment

Required Text: MKTG, Lamb, Hair, McDaniel, 2007-2008 Edition.

Supplemental Text: None

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.

Course Objectives: The major objectives of this course are for students:

1. to gain an understanding of the fundamental principles, generalizations and theories of Marketing.
2. to gain factual knowledge (terminology, classifications, methods) of Marketing
2. to examine the marketing environment.
3. to learn the task of the marketing manager.
4. to develop a basic understanding of consumer behavior.
5. to study the elements of the marketing mix.

Course Evaluation Process:

Exams: Four exams will be administered. Exams may consist of objective and subjective questions. Exams are worth 100 points each. Each student is required to take the final exam.

Pop Test: Pop tests may be administered over the assigned material.

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

Make-up Exams: Make-up exams will be administered on 2 May 2007 @ 9:00 a.m.

Religious Holy Days Policy: Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. University policy 861001 provides the procedures to be followed by the student and instructor. A student desiring to absent himself/herself from a scheduled class in order to observe (a) religious holy day(s) shall present to each instructor involved a written statement concerning the religious holy day(s). This request must be made in the first fifteen days of the semester or the first seven days of a summer session in which the absence(s) will occur. The instructor will complete a form notifying the student of a reasonable timeframe in which the missed assignments and/or examinations are to be completed.

Disabled Student Policy: It is the policy of Sam Houston State University 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 or Student Life program or activity. Disabled students may request help with academically related problems stemming from individual disabilities from their instructors, school/department chair, or by contacting the Chair of the Committee for Continuing Assistance for Disabled Students and Director of the Counseling Center, Lee Drain Annex, or by calling (936)294-1720.

Class Attendance: Regular and punctual class attendance is encouraged. A record of class attendance will be maintained. Students who miss more than seven (7) class periods will lose ten points per class period missed above seven.

Academic Misconduct: "All students who enroll at Sam Houston State agree to assume the responsibilities of citizenship in the campus community." (Undergraduate Catalogue 1988-1990, p. 56) Cheating will not be tolerated!

Class Conduct: Smoking, drinking and eating are prohibited.

Important Dates:

Remember: Success is not the result of spontaneous combustion, you must set yourself afire!

Chance favors the prepared mind.

Louis Pasteur