

Spring 2008

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

Marketing 371 (Principles of Marketing)

This is *NOT* a Writing Enhanced Class

Section 10 (CID 2802): TT / 9:30 - 10:50 / SHB 335

Section 6 (CID 2796): TT 11:00-12:20 / SHB 306

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Blackboard: www.shsu.edu
Office Hr: MW: 9:00 – 12:00 & TT: 1:00-3:00 or by appointment
Any office hours may be interrupted by Official University business (e.g., committee meetings)

Required Text: MKTG 2007/2008 edition by Lamb, Hair, and McDaniel; Thomson Southwestern. ISBN 978-0-324-54836-5

Suggested Text: You may use any other Principles of Marketing textbook for reference purposes (e.g., *Principles of Marketing* by Kotler & Armstrong; *Marketing* by Zikmund & d'Amico; *Basic Marketing* by McCarthy & Perreault).

Supplement: Study guides may be available at the bookstore but they are NOT required.

General Comments and/or Policies:

☞ **Course Description:** This course provides an introductory overview of both marketing theory and practice. Instruction is centered on helping managers make better marketing decisions.

☞ **Course Objectives**

- * To gain an understanding of the fundamental principles and concepts of marketing.
- * To provide an understanding of Marketing's role in the firm.
- * To introduce the "Marketing Concept" as a basic philosophy of conducting business.
- * To study the elements of the "Marketing Mix" (how products are priced, promoted, and distributed).
- * To provide an understanding of the scope of the job faced by marketing managers in today's competitive business environment.

Success in meeting these objectives will be measured by way of a number of exams. The exams are geared to ensure that students know the "language of marketing" and have a working knowledge of the basic terminology.



Classroom Rules of Conduct: Students are expected to assist in maintaining a classroom environment that is conducive to learning. Students are to treat faculty and students with respect. **Students are to turn off all cell phones, PDA, Blackberry, IPOD, and all noise making devices (e.g., beepers) while in the classroom. Under no circumstances are cell phones or any electronic devices to be used or seen during class.** Students may tape record lectures provided they do not disturb other students in the process. **Your computer must be turned off during class, unless you have permission from the instructor to turn it on. Please do not play games, send messages, surf the internet, etc. during class.**

- * Due to the continuous abuse and misuse of the class electronic devices policy during the previous semesters, I am implementing the following *new policy*.
 - The first time your cell phone/beeper goes off (during class) or I catch you playing games or text messaging, etc., you will be warned. **This includes walking out during class to answer a phone call and returning later. If you need to leave the class for some reason, please inform me prior to class.**
 - The second time there will be a 5% reduction on your overall average for the semester (i.e., if you have an 83%=B at the end of the semester, you will now have a 78%=C).
 - The third (and all subsequent) time(s) is when you drop a letter grade for each incident.
More specifically:
- * You should be prepared for every class. That is, you are responsible for reading the text before coming to class. I may open every class by asking someone to summarize the topic of the day. Also, do not hesitate to ask questions in class, because usually another student has the same question.
- * Please refrain from coming late and/or leaving early, talking to other students during class, and reading the newspaper. **Tardiness (which here includes coming late or leaving early) will be treated as ½ of an absence.**
- * As per **university policy**, *there will be no smoking, drinking, and eating* allowed in the class.
- * Please refer to the Catalogue, Schedule, and www.SHSU.Edu for *important dates* (e.g., drop date, final exam, and spring break).
- * **No assignments will be accepted late** (*no acceptance*)
- * Every attempt will be made to make the lecture notes available *prior to class* on Blackboard (www.shsu.edu) or on the network drive (i.e., t:\mkt\ssm\mkt472\).
- * Although every thing will be covered thoroughly in class, you are still responsible for reading the text. Do not hesitate to ask questions in class, because usually another student has the same question.
- * * Please refrain from coming late and/or leaving early, talking to other students during class, and reading the newspaper.
- * As per **university policy**, *there will be no smoking, drinking, and eating* allowed in the class (except for bottled water). In addition, no pets or visitors are allowed to attend class.
- * Please refer to the Catalogue, Schedule, and www.SHSU.Edu for *important dates* (e.g., holidays, drop date, resignation date, final exam day, thanksgiving break, spring break).
- * Every attempt will be made to make the power point slides available *prior to class* on Blackboard (www.shsu.edu) or on the network drive (i.e., t:\mkt\ssm\mkt371\).



Student Absences on Religious Holy Days: Students are allowed to miss class and other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. Students remain responsible for all work.

See *Student Syllabus Guidelines*: http://www.shsu.edu/~vaf_www/aps/documents/861001.pdf

- ☞ **Students with Disabilities Policy:** It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should visit with the Office of Services for Students with Disabilities located in the Counseling Center.
See *Student Syllabus Guidelines*. http://www.shsu.edu/~vaf_www/aps/811006.html
- ☞ **Visitors in the Classroom:** Only registered students may attend class. Exceptions can be made on a case-by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.
- ☞ **Student Syllabus Guidelines:** You may find a more detailed description of the policies online. These guidelines will also provide you with a link to the specific university policy or procedure.
See: <http://www.shsu.edu/syllabus/>
- ☞ **Academic Dishonesty:** Students are expected to maintain honesty and integrity in the academic experiences both in and out of the classroom. Any type of *scholastic dishonesty* (e.g., *cheating, plagiarism, collusion, etc.*) will **NOT** be tolerated at all. If any student(s) is/are found involved in any act of academic dishonesty, serious action will be taken. Please make sure *not* to plagiarize anyone else's work either intentionally or unintentionally. Plagiarism is defined as *using someone else's words or ideas without proper attribution*. The proliferation of Web pages and electronic publications makes it easy for plagiarism, accidental or otherwise, to occur. When in doubt, make sure to include a full citation as a reference at the end of the paper.
See: <http://www.shsu.edu/administrative/faculty/sectionb.html#dishonesty>
- ☞ **Attendance:** Regular attendance is *strongly recommended, encouraged, and required* to succeed in this course. Based on personal experience, **success in Mkt 371 is highly correlated with attendance**. Therefore, a record of class attendance will be maintained (with the assistance of a seating chart). Attendance may be taken *any time* during the lecture period. ***It is your responsibility (not the professors) to make sure that you have signed the attendance sheet or given credit for attendance.*** The following attendance policy will be implemented in this course (**only exception is official university business**):
- ✓ Any student who misses **LESS THAN 4 (i.e., 3 or less) classes** during the entire semester will automatically receive a **CURVE**. The "*end of the semester curve*" (i.e., once all the grades are in) will be given to bring the *class average to 75%* for all exams (e.g., if the class average at the end of the semester is 73%, then you will receive a 2% curve). If the class average is greater than 75, then a "*border line curve*" (e.g., 89, 79, 69, and 59) will be given.
 - ✓ Any student who misses **BETWEEN 4 and 6 classes** during the entire semester will not receive any curve but will also not be penalized.
 - ✓ Any student who misses **MORE THAN 6 classes** (i.e., 7 or more) will **LOOSE 5%** on the overall end of the semester average for each class they miss (beyond the 6th class). For example, if your exam average is 73% and you miss 9 classes, then your final grade will be 73%-15%=58%, which will be an "F"
- ☞ **Exams:** Exams will be conducted at the completion of certain sections of the textbook (see course outline). Each of the first four *exams* will be "*standalone*". You are allowed to drop 1 of the 5 exams. The *optional final exam* will be *comprehensive* (over all chapters covered in class). All exams will be closed book and notes. All exams will be some combination of multiple choice, true-

false, open-ended questions, etc. If you come *beyond 10 minutes* of the scheduled time, you will not be allowed to take the exam. **Each exam will be maximum 1 hour 20 minutes long.** A **CURVE MAY** be given at the *end of each periodic exam only* if the class average is <70% (to bring the exam average to 70%). **NO EARLY OR LATE EXAMS WILL BE GIVEN.** YOU MUST take each of the scheduled exams at the scheduled time (*official university business is the only exception*). **In the interest of saving class time, I will not be able to go over your exams in class. You may come to my office during office hours if you want to go over your exam.**

Make-up/Improvement Exam

- * One of the exams is the **ONLY MAKEUP EXAM** in this course. If you miss 1 of the first 4 exams at the scheduled time, you will receive a 0 (zero) for that exam and that exam will be your drop exam. That means, you will have to take the optional fifth exam
- * If you miss *more than one* periodic exam (i.e., 2 or more), then you will automatically receive an "F" in the course.
- * If you take the first 4 exams at the scheduled time and would like to improve your grade, you may take the 5th exam (this will be done by replacing your lowest grade on the first 4 exams).

☞ Weight - Grades for the semester will be assigned on the following basis: **Exams** - 95%; **Attendance/Participation** – 5%. All exams will be graded on a 100-point scale (e.g., 50 m/c questions @ 2 points each)

☞ Final Grade – **No grades will be given over the telephone.** Final grades will be posted on Sam-Info *between 24-48 hours after the scheduled final exam.* Final grades will be based on the following grading system (%): 90.00-100.00=A; 80.00-89.99=B; 70.00-79.99=C; 60.00-69.99=D; <60.00=F

☞ Syllabus - This syllabus is a tentative outline for the semester. It is meant to be a guide. Several items are subject to change (e.g., exams may be moved up in time, certain topics may be stressed more or less than indicated, etc.).

Course Outline

WEEK	DATE	TOPIC	CHAPTER
1B	1/17	Introduction	
2A	1/22	An Overview of Marketing	1
2B	1/24	Strategic Planning for Competitive Advantage; Personal Profile due	2
3A	1/29	Social Responsibility, Ethics, and the Marketing Environment	3
3B	1/31	Developing a Global Vision	4
4A	2/5	Review, Catch-up	
4B	2/7	Exam 1	1-4
5A	2/12	Consumer Decision Making	5
5B	2/14	Business Marketing	6
6A	2/19	Segmenting and Targeting Markets	7
6B	2/21	Decision Support Systems and Marketing Research	8
7A	2/26	Review, Catch-up	
7B	2/28	Exam 2	5-8
8A	3/4	Product Concepts	9
8B	3/6	Professional Commitment (no class)	
9A, 9B	3/11, 3/13	Spring Break	
10A	3/18	Developing and Managing Products	10
10B	3/20	Service and Nonprofit Organization Marketing	11
11A	3/25	Marketing Channels and Supply Chain Management	12
11B	3/27	Retailing	13
12A	4/1	Review, Catch-up	
12B	4/3	Exam 3	9-13
13A	4/8	Integrated Marketing Communication	14
13B	4/10	Advertising and Public Relations	15
14A	4/15	Sales Promotion and Personal Selling	16
14B	4/17	Pricing Concepts	17
15A	4/22	Setting the Right Price	18
15B	4/24	Review, Catch-up	
16A	4/29	Professional Commitment (no class)	
16B	5/1	Exam 4	14-18
17A	5/6	Customer Relationship Management	19
17B	5/8	Review, Catch-up	
18	5/13, 5/15	Optional Comprehensive Final Exam	1-19