

SAM HOUSTON STATE UNIVERSITY

Department of Management & Marketing

MARKETING 371 – PRINCIPLES OF MARKETING

Fall 2007 – Syllabus

Instructor: David M. Lee, M.B.A.

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Office Hours: Before and after class and by appointment

E-mail: to be announced

Class Time: Mondays & Tuesdays; 6:00 pm – 9:00 pm

Class Location: TUC 200

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. Prerequisite: Junior standing. (Source: *Sam Houston State University catalog, 2006-2008*)

Text

MKTG; Lamb, Charles W., Joseph F. Hair, and Carl McDaniel; Thomson South-Western Publishing; 2008.

Course Summary/Philosophy

This course will consist of a combination of lectures, discussions, group projects, video cases, written cases, current events discussion, guest speakers, etc. I will use a variety of sources to expose you to several ideologies of marketing. The purpose of this class is to serve as an additional resource to further your knowledge and understanding of marketing and its function within an organization. Other resources include the textbook, news sources, your own experiences (as consumers, commercial viewers, ad readers), etc. It is vital to your own understanding and development and that of your peers that you come to class prepared to discuss and share your own ideas and things you read and see outside of class.

Attendance and Class Participation

Your success in this class is directly related to your level of involvement in it. There are 3 things you can do to ensure your success: 1) Read and process all chapters and other assignments before class, 2) Identify and read as many current events articles, from a variety of sources, as you can find and share that information with the class, and 3) attend each class meeting and actively participate in class discussions. Each of these activities will add to your knowledge and understanding of the course material, which in turn will likely be reflected in your grades on each assignment, assuming that you put the appropriate time and effort into those assignments. Not only will you finish this class with a good grade (probably your primary objective), but you will also learn a few things along the way (my primary objective). Keep in mind that class participation grades are determined by two things: class attendance and the value/quality of your contribution to class.

Assignments

You will have 3 outside assignments throughout the course of the semester. Specific instructions will be handed out in class for each assignment. These assignments are to be completed individually, and must be typed, double-spaced, in 11-point Times New Roman font. I expect that each assignment will be approximately 2-3 pages. They must be turned in at the beginning of class on the stated due date. Any assignments turned in after that deadline will lose 10% and an additional 10% per day after that.

Semester Project

Your semester project will be to create a marketing plan. This will require independent, primary and secondary research outside of class. You will be allowed to work in groups of 3-5 students. Each group must be formed by class the week of September 10. Projects are due in class on December 3, at the beginning of class. Your written

report will likely be approximately 10-15 pages. Again your written portion must be typed, double-spaced, in 11-point Times New Roman font. You will receive further instructions at a later date.

Exams

There will be 4 exams throughout the semester. Each one will cover 2 sections of the textbook. Exams will include all textbook readings, lecture notes, cases, articles, etc., associated with the stated chapters. Format of the exams will be multiple choice, short answer, and essay questions. Make up exams are not given. You must make arrangements IN ADVANCE if you can not be here. Failure to take a test at the scheduled time or make arrangements IN ADVANCE will result in a grade of 0 for that exam.

Academic Honesty

All students are expected to recognize and uphold standards of intellectual and academic integrity. You should familiarize yourself with the University's policy on issues such as plagiarism, cheating on tests, unauthorized collaboration, falsification, multiple submission, etc. Penalties for academic dishonesty are quite severe, up to and including expulsion.

Classroom Learning Environment

Laptops and cell phones are not allowed in class. When in class, your responsibility is to be actively engaged in class discussion. In order to create an environment for EVERYONE to get the most out of that class discussion, no outside distractions are permitted.

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.

Semester Grades

Assignment Grades

Exam 1 – 100 points

Exam 2 – 100 points

Final Exam – 100 points

Homework 1 (Literature Review) – 25 points

Homework 2 (Target Market Analysis) – 25 points

Homework 3 (Pricing) – 25 points

Semester Group Project – 100 points

Attendance & Participation – 25 points

Semester Grade

A 450 pts.

B 400 pts.

C 350 pts.

D 300 pts.

F 299 pts. and below.

(In fairness to all students, no extra credit is given)

Schedule

Test 1 9/24 Chapters 1-8

Test 2 10/29 Chapters 9-13

Final Exam 12/10 Chapters 14-19

Final Exam during Final Exam Week. Date & time TBA.

*“Tell me and I forget, show me and I learn, involve me and I understand.” -Chinese proverb
“The man who says he can and the man who says he can’t are both right.” -unknown*