

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

Course Number:	Marketing 371
Section:	01 (MOTUWETHFR 8:00 – 9:50 am; SHB 338)
Course Title:	Principles of Marketing
Prerequisites:	Junior Standing
Instructor:	Dr. Irfan Ahmed
Office:	SHB 236 W
Phone:	294-1276
Email:	irfanahmed@shsu.edu
Office Hours:	M--Th 12:30 – 3:30 pm.
Required Text:	<i>MKTG</i> by Lamb, Hair and McDaniel, 9 th ed., Thompson Southwestern.
Other materials:	Class overheads to be downloaded from Blackboard, and materials handed out in class or provided electronically through BlackBoard and SamMail.

Course Description: This course provides an introductory overview of marketing theory and practice. The course is built around the concepts of exchange and the building of relationships between marketers and their constituents through the management of the elements of the marketing program. Elements of consumer behavior, marketing intelligence and environmental analysis will also be covered. Awareness of the global nature of marketing activities and ethical considerations in marketing decision-making will be promoted.

Course Objectives: The major objectives of this course are:

1. To gain an understanding of the fundamental principles and concepts of marketing.
2. To examine the marketing environment.
3. To learn the tasks of the marketing manager.
4. To develop a basic understanding of consumer behavior.
5. To study the elements of the marketing mix.

Course Topics: Topics covered during the semester will include:

- | | |
|-----------------------------|------------------------|
| - the marketing environment | - global perspectives |
| - consumer behavior | - industrial marketing |
| - market segmentation | - target marketing |
| - market research | - decision support |
| - product development | - branding |
| - channels/distribution | - advertising |
| - marketing communications | - public relations |
| - sales promotion | - personal selling |

Course Topics (continued)

- pricing
- social responsibility
- non-profit marketing
- marketing ethics
- global marketing
- strategic planning

Grading/Evaluation:

- Exams: There will be three exams, each worth 100 points. Exams will cover designated chapters, class lectures and activities, and material handed out in class or provided electronically. All exams will consist of multiple choice and true/false questions. The grade on the optional comprehensive final may be used to replace the lowest grade out of the three exams.
- Attendance/Participation, 50 points.
 - o You can earn a maximum of 30 points for your attendance, subject to the number of absences, and avoidance of disruptive behavior as described below.
 - o You are considered absent if you have not arrived by the end of the roll call, which will usually be at the beginning of class.
 - If you have 2 or fewer absences, you can receive all 30 points
 - For each absence after that, there will be a 10 point deduction.
 - **More than five total absences will lead to an automatic grade of F in the course.**
 - You are allowed one tardy during the course. Subsequent incidences of tardiness will be counted as absences.
 - Leaving the class before it is dismissed without the Professor's permission will lead to loss of attendance for that period.
 - o You are expected:
 - To be in class on time, and not disrupt the class by going in and out of class or in other ways.
 - Not to receive or make mobile phone calls or do text messaging, nor conduct private conversations while the class is in progress. **Engaging in these or any other disruptive activities will reduce your class attendance grade.**
 - o The remainder of the class participation grade (20 points) will be based on your active contribution to class discussions. Your participation must be regular, articulate, professional, and contribute to the class understanding of the material being discussed. Class participation will be judged on regularity, quantity and quality of input. Irrelevant and disruptive participation will not receive any credit, and may lower your class participation score. **You have to actively participate in order to get the class participation points – just being there will not be enough.**

A total of 350 points is possible in the course. The following criteria will be used to determine your course grade:

315 – 350:	A
280 – 314:	B
245 – 279:	C
210 – 244:	D
Below 210:	F

Opportunities for extra credit, **if any**, will be announced in class and will be available **to all** students. No special opportunities for extra credit will be offered to individual students.

Religious Holy Days 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 must notify the instructor, not later than the 2nd class day, of each scheduled class day that he/she will be absent for a religious holiday.

Disabled Student Policy:

As per University policy, students requiring accommodations due to disabilities may request accommodations through the Counseling Center in the Lee Drain Building.

Class and General Conduct:

Consumption of food, drinks and tobacco products during class is prohibited. The use of mobile phones, other communication devices, and laptop or other portable computers during class is prohibited, unless permission has been given in advance. Civility and respect for others is expected. Students are expected to abide by all applicable University regulations.

One Week Review Window:

Students will have one week from the date of release of any course component grade and attendance record to review their grade/attendance. Grades or attendance records will not be available for review after this period ends.

Academic Misconduct:

All students who enroll at Sam Houston State University agree to assume the responsibilities of citizenship in the campus community. Academic dishonesty will not be tolerated.

Tentative Schedule

Week	Dates	Topics	Reading
1	May 30	Introduction	Chapter 1 Chapter 2 Chapter 3
	May 31	Overview of Marketing Strategic Planning	
	June 1	The Marketing Environment, Social Responsibility and Ethics	
2	June 4	Global Vision in Marketing	Chapter 4
	June 5	Consumer Decision Making	Chapter 5
	June 6	Business Marketing	Chapter 6
	June 7	Segmenting and Targeting Markets	Chapter 7
	June 8	Exam 1 (Chapters 1, 2, 3, 4, 5, & 6)	
3	June 11	Decision Support Systems and Marketing Research	Chapter 8
	June 12	Product Concepts	Chapter 9
	June 13	Developing and Managing Products	Chapter 10
	June 14	Marketing Channels and SCM	Chapter 12
4	June 18	Exam 2 (Chapters 7, 8, 9, 10, and 12)	
	June 19	Retailing	Chapter 13
	June 20	Integrated Marketing Communications	Chapter 14
	June 21	Advertising, and Public Relations	Chapter 15
5	June 25	Sales Promotion and Personal Selling	Chapter 16
	June 26	Pricing Concepts	Chapter 17
	June 27	Customer Relationship Management	Chapter 19
	June 28	Exam 3 (Chapters 13, 14, 15, 16, 17 and 19)	
	June 29	Optional Comprehensive Final	

Note: The coverage of topics is tentative and may be changed if necessary. The schedule of exams is firm.

**MKT 371
PERSONAL INFORMATION SHEET**

The purpose of this information sheet is to provide a brief background about you, so that your Professor may get to know you a little better. This form will also be used for contact information about you. All information will be held in confidence and not used for any other purpose. This form will be shredded after the end of the semester.

Name: _____ ID# _____
(Last), (First)

Phone(s): _____ E-mail: _____

Major: _____ Classification: _____

Professional:

Presently work as: _____ with _____

Have worked as : _____ with _____ for ___ years

_____ with _____ for ___ years

Your career goals in brief:

Personal:

You are from _____

and have lived in _____, _____,

Your hobbies/interests are: _____

Your favorite leisure activities: _____

music: _____

reading: _____

TV show _____

web-site _____

Anything else about yourself that you would like to share with the Instructor: