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| RCOBA Letterhead |

**Spring 2016 MKT 3350 Introduction to Marketing**

**Section 003**

**Class:** MWF, 10-10.50am room BA 101

**Instructor:** Dr. Jeffrey Harper

**Office:** W 352

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**Web Page:** <http://harper.ba.ttu.edu>

**Textbook: Marketing 5th edition by Grewal/Levy**

**ISBN:**9781259304880

**Connect Registration:** <http://connect.mheducation.com/class/j-harper-spring-2017-mkt-3350-sec-3>

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**Office Hours:**  MW 1-2pm and by appointment

**Course Objectives:**

The primary purpose of this course is to provide an overview of the discipline of marketing, both as a philosophy of business and as a series of business practices.

The course will explore the field of marketing, as it directs the organization’s resources to satisfy customers’ wants and needs through the exchange process, at a reasonable profit to the organization. Specifically, we will examine how marketers: understand consumers’ needs and wants; develop products and services that provide superior value; and how they price, distribute, and promote products and services effectively, both domestically and internationally.

The course will direct your study of the organization (either a profit-oriented firm or a non-profit organization) as a market entity existing in a competitive environment. The emphasis will be on understanding the importance of quality, value, and customer relationship management in obtaining a competitive advantage in today’s marketplace. In addition, we will consider the ethical and societal issues related to marketing.

**Teaching Methods:**

The course builds upon a variety of pedagogical techniques including lecturing, in‑class discussions, and active-learning exercises.

**Name Tags**: Please bring a name tag that I can read from a distance and that you will display on your desk and bring to class every day that has the following information:

Your Name

Major

Hometown

**Expected Learning Outcomes:**

Upon successful completion of this course, students should develop:

* The ability to identify marketing mix elements.
* The ability to analyze marketing strategy formulation and implementation.
* The ability to describe customer centric organizations
* The ability to apply marketing concepts and strategies to offer sound solutions to real world marketing problems
* The ability to demonstrate higher order thinking and critical thinking
* The ability to realize ethical dilemmas in marketing and apply decision marketing tools
* The ability to work in teams
* The ability to use concepts to persuasively communicate suggested solutions to marketing problems
* The ability to apply marketing concepts to marketing one’s self

**Option 1. Means of Assessment of Learning Outcomes without final:**

Exam # 1 (33.333%) 100 points

Exam # 2 (33.333%) 100 points

Exam # 3 (33.333%) 100 points

**If class meets attendence goal there will be no final. This does not mean the final is optional but that we would not have a final. If we have a final all exams will be equally weighted**

**Option 2. Means of Assessment of Learning Outcomes with final (or if you take optional final):**

Exam # 1 (25%) 100 points

Exam # 2 (25%) 100 points

Exam # 3 (25%) 100 points

Exam # 4 (25% **comprehensive final)**\* 100 points

**Exams and Quizzes:** There will be three exams (with the possibility of a fourth exam being a comprehensive final exam) on the dates specified in the course outline. The exams are not comprehensive except for the final exam which if given is comprehensive. **You are required to take all exams.** All exams must be taken on the assigned date. If you miss an exam (unless it is allowed under university policy) then you will be required to take the comprehensive final exam. **Also, if you come late for the exams and an exam has already been turned in you will not be allowed to take the exam and you will have to take the comprehensive final exam.** The examinations are “closed book” and consist of multiple-choice questions. There are **no make-up exams** except as allowed by university policy for observance of religious holy days in accordance with OP 34.19 or official university business in accordance with OP 34.04. Advanced notice of absences due to religious observances or official university business must be given in writing to the instructor of the class. All exams refer to material from the book chapters and the lectures. Students are responsible for both in terms of preparation for the exams. **Note:** It is not possible to cover everything from the assigned texts in class and not everything discussed in class can be found in the book – students are still responsible for revising both types of course material. In addition to the exams, there will be quizzes over each chapter.  **THERE IS NO EXTRA CREDIT, PROJECTS, and PAPERS ETC…** All grades will be posted on blackboard.

**Quizzes**

Each day, each group will email me a **WORD** attachment, 20 **multiple choice questions** **(no true false)** and answers, over the next day’s material. These will need to be emailed to me no later than 11 pm each day and need to be in ***microsoft word ).*** Each day I will give a daily quiz from these questions. If you give me good quiz questions I will use them on the exam. I will post all quiz questions onto the website for exam preparation. I will use these quizzes as a participation tool (this is how I track attendance). **If the level of questions does not meet my expectations then we will have a daily quiz that I create for a grade! It is the responsibility of each group to know when they are responsible for the quiz.** We will go in numerical order ie group 1, then group 2, then group 3 etc. **By taking the quizzes daily and having no fewer than 2 or less absences results in 2pts added to your final grade.** If you have a 76 and do not miss more than 2 times you will end up with a 78 which is a “C”. If you have a 78 and do not miss more than 2 times you will end up with an 80 which is a “B”. I will round your grade one time. If however you have a 77 and get the two points added for attendance you have a 79 which is a “C.” I will not add another point no matter what the circumstances, amount of begging or crying etc…

Also regarding attendance, if your birthday happens to fall on a class day you can opt to not come to class that day without it counting against your absences ***unless it occurs on a test day***.

Students are strongly encouraged to actively share their views in class discussions. Attendance alone is not considered active participation. Disrespectful or disturbing behavior of students during class time will have a negative impact on the class participation grade and the student(s) will be asked to leave the class room. ***Use of cell phones, outside reading material and tobacco products is prohibited in class. If I catch you texting or using your cell phone in class, I will ask you to leave the class room thereby marking you “absent.”***

**Grading Format:**

90 – 100 points = A

80 – 89 points = B

70 – 79 points = C

60 – 69 points = D

0 – 59 points = F

**Please Note:**

* PowerPoints of all lectures will be posted for downloading on the instructor’s webpage as the semester progresses.
* Students are responsible for all announcements made in class and on the instructor’s webpage.
* This syllabus has a pedagogical purpose and is not contractual in nature. The instructor may modify the syllabus including the class schedule during the course of the semester.

**Class Conduct:**

Standards of academic honesty will be observed in accordance with TTU policy, as detailed in Operating Policy 34.12. Cheating (as defined by Operating Policy 34.12) during an exam or quiz will result in the grade F for the respective exam and will be reported to the Dean for further disciplinary action. Also, “misrepresenting facts” (as defined by Operating Policy 34.12) or obtaining information via plagiarism (as defined by Operating Policy 34.12) will be reported to the Dean for further disciplinary action.

**ACADEMIC INTEGRITY / DISHONESTY (Operating Procedure 34. 12)**

As stated in the TTU Catalog: “It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work that they have not honestly performed is regarded by the faculty and administration as a serious offense and renders the offenders liable to serious consequences, possibly suspension.”

**DISABILITY ACCOMMODATION (Operating Procedure 34.22)**

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, please contact Student Disability Services in West Hall or call 806-742-2405.

**RELIGIOUS HOLY DAY OBSERVANCE (Operating Procedure 34.19)**

A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

**GRADE AND COURSE COMMUNICATION: Blackboard**

**Email:** If you email me I will not answer an email that does not include which one of my four classes that you are in. Without this information it is impossible for me to give you an accurate answer. Also, please allow 24 hours before I respond as I have over 600 students which has a tendency to fill up my in box pretty quickly. Additionally, if you email me after 5pm it is very unlikely that I will be able to respond due to my responsivities at home until the following day. However, I will do my very best to respond as promptly as possible.

**My Course Rules:**

1. Do not be distracted during class or distract others: examples of distracting behavior would be texting, reading email, sleeping, surfing the web, listening to music etc. If you are caught doing this you will be marked absent and asked to leave the class room. Habitually being asked to leave will result in your advisor and/or Dean being informed and for further disciplinary action which may result in your being dropped from the class.

2. Be on time to class: By being on time you will not cause a disruption to your other classmates

3. Bring your name tag every day

4. Do not read or talk to your neighbor once class has started. I will treat you with respect and expect the same in return.

5. If you have a question about the material raise your hand and ask If you have a question please feel free to stop by me by raising your hand and I will answer your question. If I still don’t answer it I will attempt every way possible to explain the question. I firmly believe that answering questions is my job and that there are no bad questions.

6. If you need to email me: I will only respond to professionally written correspondences. If you address me in your email as: “hey,” “harper,” or “bro” for example, I will not read nor respond to your email. Additionally, I cannot respond to your email without knowing which class of mine you are in. Therefore it is in imperative to not only emailing me in a professional manner but to also include which class you are referring to. Professionally written correspondences also does not include short hand text phrases or emoji’s. As I’m a middle aged adult, I do not know what these are and will not waste my time trying to figure them out.

7. Don’t cheat, plagiarize: If you are caught cheating or plagiarizing on any assignment you will immediately be given an “F” for the course and you will be reported to the dean for further disciplinary action.

**If you are caught texting, talking, doing homework for other classes, you will be asked to leave and will be counted absent. DO NOT USE YOUR CELLPHONE IN CLASS, to Text, Facebook, Instagram etc.. IF I CATCH YOU DOING ANY OF THE ABOVE EVEN ONE TIME, YOU WILL BE DISMISSED FROM CLASS AND GIVEN A ZERO FOR THAT DAY’S QUIZ, NO EXCETPIONS!!!!**

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| **Date** | **Tentative Course Schedule**  **Topic** | **Assignment** |
| Jan 20 & 23 | Class Overview | Get book  Read Chapter 1 |
| Jan 25 | Ch. 1 Overview of Marketing | Read Chapter 1 |
| Jan 27 | Ch. 1 Overview of Marketing | Read Chapter 2 |
| Jan 30 | Ch 2 Developing Marketing Strategies and Marketing Plan | Read Chapter 2 |
| Feb 1 | Ch 2 Developing Marketing Strategies and Marketing Plan | Read Chapter 2 |
| Feb 3 | Ch 4 Marketing Ethics | Read Chapter 4 |
| Feb 6 | Ch 4 Marketing Ethics | Read Chapter 4 |
| Feb 8 | Ch 5 Analyzing The Marketing Environment | Read Chapter 5 |
| Feb 10 | Ch 5 Analyzing The Marketing Environment | Read Chapter 5 |
| Feb 13 | Guest Speaker- Matt Colby, CEO Goosehead Insurance |  |
| Feb 15 | **Test 1 Ch 1,2,4 & 5** | Read Chapter 6 |
| Feb 17 | Ch 6 Consumer Behavior | Read Chapter 6 |
| Feb 20 | Ch 6 Consumer Behavior | Read Chapter 8 |
| Feb 22 | Ch 8 Global Marketing | Read Chapter 8 |
| Feb 24 | Ch 8 Global Marketing |  |
| Feb 27 | Special Lecture | Read Chapter 9 |
| March 1 | Special Lecture Global Marketing | Read Chapter 9 |
| March 3 | Special Lecture Global Marketing | Read Chapter 9 |
| March 6 | Ch 9 Segmentation, Targeting & Positioning |  |
| March 8 | Ch 9 Segmentation, Targeting & Positioning | Read Chapter 10 |
| March 10 | Ch 10 Market Research ? | Read Chapter 10 |
| March 20 | Ch 10 Market Research | Study for Exam |
| March 22 | Ch 10 Market Research | Read Chapter 11 |
| March 24 | **Test 2 Ch 6,8,9 & 10** | Read Chapter 11 |
| March 27 | **Guest speaker Dr. Stephanie Thomas** | Read Chapter 12 |
| March 29 | Ch 11 Product, Branding, and Packaging Decisions |  |
| March 31 | Ch 11 Product, Branding, and Packaging Decisions | Read Chapter 12 |
| April 3 | Ch 12 Developing New Products | Read Chapter 12 |
| April 5 | Ch 12 Developing New Products | Read Chapter 13 |
| April 7 | Ch 13 Services The Intangible Product | Read Chapter 13 |
| April 10 | Ch 13 Services The Intangible Product | Read Chapter 15 |
| April 12 | Ch 15 Strategic Pricing Methods | Read Chapter 15 |
| April 14 | Ch 15 Strategic Pricing Methods | Study for exam |
| April 17 | Easter-no class |  |
| April 19 | **Test 3 Ch 11, 12, 13 & 15** | Read Chapter 17 |
| April 21 | Ch 17 Retailing and Omnichannel Marketing | Read Chapter 17 |
| April 24 | Ch 17 Retailing and Omnichannel Marketing | Read Chapter 18 |
| April 26 | Guest Speaker- Dr. Stephanie Thomas | Read Chapter 18 |
| April 28 | Ch 18 Integrated Marketing Communications | Read Chapter 18 |
| May 1 | Ch 18 Integrated Marketing Communications | Read Chapter 18 |
| May 3 | Ch 19 Advertising, Public Relations, and Sales Promotions | Read Chapter 19 |
| May 5 | Ch 19 Advertising, Public Relations, and Sales Promotions | Read Chapter 19 |
| May 8 | Special Lecture |  |
| May 13  10-1pm | **Comprehensive Final Exam (May be optional)\*** |  |

\*Comprehensive Final is if class does not meet 80% rule.