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| RCOBA Letterhead |

**Spring 2016 MKT 3350 Introduction to Marketing**

**Section 002**

**Class:** July 10-August 10th, 2016 at University College Dublin

**Instructor:** Jeffrey Harper

**Office:** W 352

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**Textbook:** Marketing Mcgraw-hill



**Connect Registration:** <http://connect.mheducation.com/class/j-harper-summer-2016-mkt-3350>

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**Office Hours:**  MW 12-1.30pm 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 (33.3%) 100 points

Exam # 2 (33.3%) 100 points

Exam # 3 (33.4%) 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.

**Attendance Policy: If you miss one class for an unexcused absence (excused is for sickness however being hungover is not being sick) you will lose 5 pts from your final average. If you have two unexcused absences, you can expect to lose 10 pts to your final average. If you miss three or more classes due to unexcused absences, you will be dismissed from the program and you will be required to leave the program.**

**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**

**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** |
| July 13 1-4pm | Class Overview | Get book  Read Chapter 1 |
| July 14 10.30-12pm | Ch. 1 Overview of Marketing | Read Chapter 2 |
| July 15 10.30-12pm | Ch 2 Developing Marketing Strategies and Marketing Plan | Read Chapter 5 |
| July 18 1-4pm | Ch 5 Analyzing The Marketing Environment | Read Chapter 6 |
| July 19 1-4pm | Ch 6 Consumer Behavior | Read Chapter 7 |
| July 20 1-4pm | **Test 1 Ch 1,2,5 & 6** | Read Chapter 8 |
| July 21 1-4pm | Ch 8 Global Marketing | Read Chapter 9 |
| July 22 1-4pm | Company visit Publicis |  |
| July 26 1-4pm | Ch 9 Segmentation, Targeting & Positioning | Read Chapter 10 |
| July 27 1-4pm | Ch 10 Market Research | Read Chapter 11 |
| July 28 1-4pm | Ch 11 Product, Branding, and Packaging Decisions | Read Chapter 1 |
| July 29 1-4pm | **Test 2 Ch 8,9,10 & 11** | Read Chapter 13 |
| Aug 1 1-4pm | Ch 13 Services The Intangible Product | Read Chapter 17 |
| Aug 2 1-4pm | Ch 17 Retailing and Omnichannel Marketing | Read Chapter 18 |
| Aug 3 1-4pm | Ch 18 Integrated Marketing Communications |  |
| Aug 4 1-4pm | Test Ch 13, 17, & 18 | Read Chapter 15 |