

Valdosta State University  
 Harley Langdale, Jr. College of Business Administration  
 Department of Marketing and Economics  
 Fall 2013

**Course Title:** MKTG 3050E, Introduction to Marketing

**Professor:** Jie G. Fowler, Ph.D.

**Office:** Thaxton 316

**Office Hours:** 8:30 am-9:30 am & 1:30 pm-3: 30 pm (Tuesday and Thursday).

**E-Mail:** [jgfowler@valdosta.edu](mailto:jgfowler@valdosta.edu).

**Required Text:**

- *Marketing* by Charles W. Lamb, Joseph F. Hair and Carl McDaniel (South-Western Cengage Learning)

## COURSE DESCRIPTION

In general, Marketing 3050 is an introductory course in marketing. The course is a broad overview of the fundamental terms and concepts in contemporary marketing as well as an introduction to current real world marketing strategies. In fact, all of you come into this class with an experience in marketing. In this class, you will learn how to critically analyze the marketing experience and how managers strategically use marketing to further their organizations goals. You need to think beyond your personal experience to understand how marketing impacts a target group and all consumers. This is an application focused course. We will analyze the basic terms, concepts and principles in marketing and how marketing managers use these principles in developing marketing plans and strategy.

## COURSE OUTCOMES

**University Educational Outcomes**

1. Students will demonstrate understanding of the society of the United States and its ideals.
3. Students will use computer and information technology when appropriate.
4. Students will express themselves clearly, logically, and precisely in writing and in speaking, and they will demonstrate competence in reading and listening.
7. Students will demonstrate the ability to analyze, to evaluate, and to make inferences from oral, written, and visual materials.
8. Students will demonstrate knowledge of principles of ethics and their employment in the analysis and resolution of moral problems.

**LCOBA Educational Outcomes**

1. Business majors will be able to effectively utilize analytical skills to solve business problems.
2. Business majors will be effective oral and written communicators in a business environment.
3. Business majors will be able to recognize and resolve business dilemmas in a legal and ethical manner.
4. Business majors will be aware of the global business environment.
5. Business majors will be competent in management-specific areas.
7. Business majors will be competent in the use of technology.

**Major Educational Outcomes**

1. Marketing majors will be knowledgeable of current behavior theory and be able to apply it in target market selection.
2. Marketing majors will be able to develop a marketing mix capable of reaching a selected target market.

**Additional Outcomes**

1. Develop an understanding of basic principles and concepts in marketing.
2. Learn how marketing strategy is applied and used in the business world
3. Evaluate the role of the external environment, including competition on market planning and strategy.
4. Understand the impact of society and international conditions on marketing.
5. Develop a basic understanding of how to segment markets and understand how managers develop marketing strategies for specific target markets.
6. Develop a marketing mix and strategy using Product, Place, Promotion and Price.
7. Develop an understanding of Consumer Centric and Integrated Marketing Communication approaches to marketing strategy.
8. Understand the implications of new technologies and innovations on marketing practices.
9. Develop skills in analyzing marketing strategies used in the marketplace.
10. Marketing as an exciting and fun career.
11. Think about the ethical issues involved in marketing.

## NOTES AND ADDITIONAL SOURCES

If you miss class, get the notes from someone in the class. ***I won't provide them to you.*** Also check to see if you missed any important announcements. From time to time I make changes to assignments, exam dates. etc in class, it is your responsibility to check with class mates on these issues.

As part of the learning environment, I expect you to be reading articles about marketing, and analyzing marketing experiences you encounter (advertising, services, retail, internet, etc). At the start of each class we may discuss articles, books or marketing experiences you have encountered. The best way to learn about marketing is to apply the principles in your book to the marketing environment that surrounds all of us. I have listed some possible sources for articles about marketing and the textbook and website have additional sources. There are numerous other sources of marketing oriented information available.

### PERIODICALS

- The Economist
- Marketing Management
- Marketing News
- Marketing Research
- Advertising Age
- BusinessWeek
- Forbes
- Fortune
- Harvard Business Review
- Sloan Management Review
- New York Times (The business section has a twice weekly columns on marketing and advertising)
- Financial Times
- Wall Street Journal ( Includes a daily section on Marketing)

### WEBSITES

- Ad Age <http://www.adage.com/>
- CNN <http://www.cnn.com/>
- Far Eastern Economic Review <http://www.feer.com/>
- Direct Marketing Assoc. <http://www.the-dma.org/>
- Guerilla Marketing <http://www.gmarketing.com/>
- Marketing Power <http://mail.marketingpower.com>
- Yahoo <http://www.yahoo.com/>
- New York Times <http://www.nytimes.com>
- Business 2.0 <http://www.business2.com>
- The Economist Magazine www site <http://www.d-comm.com/>
- WSJ news and forecasts <http://wall-street-news.com/forecasts>
- Direct Magazine <http://www.directmag.com>

## GRADING SCHEME

Exam 1 .....	100
Exam 2 .....	100
Exam 3 .....	100
Final Exam (Cumulative).....	150

A	90 – 100%
B	80 – 89.9999...%
C	70 – 79.9999...%

D 60 – 69.9999...% / F Less than 60%

Chapter quiz 1 .....	15
Chapter quiz 2 .....	15
Chapter quiz 3 .....	15
Chapter quiz 4 .....	15
Chapter quiz 5 .....	15
Chapter quiz 6 .....	15
Chapter quiz 7 .....	15
Chapter quiz 8 .....	15

Observation discussion/Summary .....	10
Marketing Plan .....	50
Marketing Plan presentation .....	15

Total 645 points.

\*For business major, you need a C to pass this class.

### Exams

There will be three in-semester exams and one final exam. Each exam will include material from the textbook, classroom discussion, and any supplemental material provided by the instructor. All the exams will be taken place in the classroom and each of the first three exams (excluding the final) is composed with 50 multiple choice questions based upon the chapters/lectures I taught during that session. The comprehensive/cumulative final exam is composed with 75 multiple choices questions.

*Exam Policies:* It is the student's responsibility to bring pencils and calculators to every exam. PLEASE NOTE: You are not allowed to use your cell phone as a calculator and sharing calculators is not permitted.

Students also need to be on time to all exams. Make-up exams are offered under extremely exceptional circumstances (i.e. a family member's funeral or a trip to the ER, but NOT I'm pledging a fraternity/sorority and didn't have time to study) and must be taken within one week of the scheduled date for the missed exam. The make-up exams will be entirely essay questions, so I strongly recommend you only take it if you really, really have to. Should a student miss a scheduled make-up exam, his or her grade for that exam will be a zero.

## Chapter quiz

Students are required to take online quizzes on BlazeView in class. Each quiz pertains 15 multiple choices. Though it is open notes, close book, I strongly recommend you to take notes on your own when you read the textbook before the test. You are allowed to take the quiz up to two times within 30 minutes and the best result will be counted for your grades. If you miss the quiz, you will be assigned “0” for this specific quiz. ***I do not give make-up quizzes disregard the reason you miss the class.***

## Observation Discussion

We will have a trip to a local retailing store to observe consumer buying behavior. You are required to be prepared before observation, e.g., designing observation form and anticipating specific behavior you may encounter. Discussion will take place after observation. You are encouraged to share your observation process and findings with the fellow students in class. Your grade will be contingent upon your participation, observation quality and findings.

## Marketing Plan

There will be ONE group project with each group consisting of approximately five students. This project is intended to develop your abilities to analyze a problem and to familiarize you with marketing strategies. This project is also designed to provide you with experience in applying marketing concepts and methods to a current marketing problem. Even though I will spend time to explain the project in class, the majority of your time working on this project will be spent outside of the classroom, so please plan your time accordingly.

The project will require that the student choose a specific product or a brand that I provide (e.g., a football team, a fashion retailer, a magazine) and conduct a Marketing Plan Analysis for the chosen topic. During the second week of the class, please come by my office with your group to sign up the project topic. I only provide up to seven topics for the class. If you come to my office late, you should be aware that you may not have many choices.

The paper should be 10 to 15 page (single-space) on average. It should consist of introduction (1 page), environmental analysis (2-3 pages), SWOT analysis (2 pages), target markets/consumer behavior in the industry (1-2 page), and previous marketing mix strategies (2-3 pages), strategic recommendation (1-2page). The structure and writing of the paper will count for parts of your grades as well. Please list at least 20 references, following APA style. You are expected to cite literature e.g., books, popular magazines, newspapers etc. In the case that you cannot find literature support, a short interview and observation are required.

The presentation of the marketing plan should last about 30 minutes long on average. The format of the presentation varies from group to group. In order to earn a good grade, you need to be highly creative. You are encouraged to bring video clips, commercials, print ads, movies, music or other techniques to support your presentation.

At the end of the semester each student will evaluate the contributions of themselves and the

others in the group on a percentage basis. Individual grades will be determined by weighting the group grades, based on these evaluations. Group work does not mean everyone in the group will get the same grade on all group projects. If your group is having problems or you have group members who are not carrying their share of the work, you should contact me. The individual grades where applicable on the group projects will be adjusted at the end of the semester to reflect any contribution deviations within a group. If a group member does not carry his or her fair share of the work, this individual's final project grade will be assigned "0".

## CLASSROOM CONDUCT AND POLICIES

Attendance and participation are very important in creating a class environment that is both interesting and meaningful to the student. You should attend class regularly and be on time. Be prepared to ask and answer questions. From time to time, you may be called upon to answer questions on the day's material. Therefore, it is to your benefit to come to class prepared. Attendance will be checked during every class period throughout the semester either by calling roll at the beginning of the class period or by having students get into groups and work on in-class group activities. I will also make a seating chart to check your attendance. So, please find a seat you are comfortable with at the beginning of the semester. Please remember that you are not allowed to change your seat unless you inform me ahead of time.

***You are allowed to miss one class without informing me. 1% of your final overall grades will be reduced for each class*** that you miss (starting from the second class you miss). For instance, if you miss 3 classes, I will reduce your final grade by 3 %. Further, as outlined in the student handbook, if you miss more than 20% of the classes, then you should not expect a passing grade in the course irrespective of your performance on the tests and the project. If you want to be excused from class for a valid reason (e.g., job interview), check with me beforehand, preferably through email. If you are unable to attend class because you fall sick or have some last minute emergency, send me an email before class. ***No points will be awarded for unexcused absences.***

NOTE: This course should be regarded as such with TIMELY attendance and ACTIVE professional participation in class. You are expected to be prepared (i.e. read notes before class), to contribute to the class, and to act in a professional/courteous manner at all times.

Students are expected to read the text and current literature to identify articles that illustrate concepts and principles from the course and share information about these articles with fellow students during classroom discussions.

Level of professionalism, tact, and maturity are considered in attaining *and* maintaining class participation points. ***You final overall grades will be lost (2 percent) due to any one of the following:***

- chronic tardiness and/or leaving class early
- unrecognized talking during class, in addition to losing class participation, the student may be asked to leave.

- rudeness to the instructor and/or fellow students
- debating an incorrect test answer when going over the test in class (justify the answer via class notes and/or the class text and/or the literature, make an appointment during office hours, and present it)
- asking about receiving class participation points
- use cell phone (texting) in class
- cell phone ring off
- make inappropriate jokes in class
- make fun of fellow students or the professor
- show negative attitudes to the professor/disrespect the professor or fellow students
- chat with friends, read the paper/magazine, do crossword puzzles
- any other unprofessional behavior or act unbecoming a student

Positive and negative participation will be recognized. Excessive negative class participation will negatively affect the final overall grades. A seating chart will be passed during the first week to facilitate the recording of attendance and participation.

I want to create an environment in which you are mentally engaged in class by reading the material beforehand and coming prepared with something to contribute. To encourage this, a portion of your course grade will depend on your attendance and participation. This is not to say you will earn your grades by just showing up. Unprofessional behaviors such as coming late to class, leaving early without permission, falling asleep or being disruptive, will affect your grade. ***In extreme cases, you will be asked to leave the classroom if I perceive you disrupting my teaching, making inappropriate comments, or insulting fellow students or the professor. Your final overall grades will be reduced by 20 percent if you are asked to leave the classroom.***

### **Cell Phone and Other Electronic Device (e.g., laptop) Policy**

By the beginning of the class period, I expect that your cell phone and laptop will be turned off. In other words. Violations of the cell phone policy include: e.g., your phone ringing during class, sending text or picture messages during class, or playing games on your phone during class time. ***For each offense, your final grade will be lowered by 2% for each offense.*** If you are caught more than three times, you will be asked to leave/drop the class. Under no circumstances is your cell phone allowed to be out of your bag or used during an exam. If caught with a cell phone during an exam, you will fail/have an “F” in the course.

### **Academic Honesty**

It is also imperative that your work on individual assignments and exams, as well as your group project, reflect your own knowledge and efforts. As mentioned above, your individual assignments should be a reflection of your own individual opinion and as a result, you are not permitted to collaborate on the assignments. Copying each other’s work is not acceptable and will lead to an “F” in the course for all parties involved. Cheating off of other student’s exams or acting in an academically dishonest manner is not tolerated and will result in an “F” in the course. Please read the following university policy carefully and keep this in mind when taking your exams:

- *No student shall receive or give or attempt to receive or give assistance not authorized by the instructor in preparation of any essay, laboratory, report, examination, or other assignment included in any academic course.*
- *No student shall take or attempt to take, steal or otherwise procure in an unauthorized manner any material pertaining to the conduct of a class, including but not limited to tests, examinations, laboratory equipment, and roll books.*
- *No student shall sell, give, lend, or otherwise furnish to any unauthorized person material which can be shown to contain the questions or answers to any examinations scheduled to be given at any subsequent date in any course of study offered by the University without authorization from the University.*
- *Plagiarism is prohibited. Themes, essays, term papers, tests, and other similar requirements must be the work of the student submitting them. When direct quotations are used, they must be indicated, and when the ideas of another are incorporated in the paper they must be appropriately acknowledged.*

### **Accommodations**

Valdosta State University complies fully with the requirements of the Americans with Disabilities Act (ADA). If you believe that you are covered under this act, and if you have need for special arrangements to allow you to meet the requirements of this course, please contact the Access Office for Students with Disabilities in Nevins Hall, 245-2498. Also, please discuss this need with the instructor at the time of the first class.

\*There is no food or drink permitted in our classroom.

### **SOI**

At the end of the term, all students will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available on BANNER. Students will receive an email notification through their VSU email address when the SOI is available (generally at least one week before the end of the term). SOI responses are anonymous to instructors/administrators. Instructors will be able to view only a summary of all responses two weeks after they have submitted final grades. While instructors will not be able to view individual responses or to access any of the data until after final grade submission, they will be able to see which students have or have not completed their SOIs, and student compliance may be considered in the determination of the final course grade. These compliance and non-compliance reports will not be available once instructors are able to access the results. Complete information about the SOIs, including how to access the survey and a timetable for this term is available at <http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml>.

### **HOW TO DO WELL IN THIS CLASS**

Tips for the Exams and the Class as a whole:

- Come to class every day ready to pay attention and take notes.
- Read the chapters before you come to class and ask questions for clarification.



- Buy the textbook!!
- Do not copy definitions and statements directly out of the book, translate them into your own words.
- Express an opinion and justify it. Many of the questions assigned do not have a right or wrong answer, they are asking for your opinion. What I want to see is your opinion and then your reason behind your opinion.
- Write in complete sentences and spell check your work.

## TEACHING SCHEDULE

Date	Topic
8/13	Syllabus/Introduction
8/15	Syllabus/Chapter 1: Overview of Marketing From groups Seating chart Discussion of Marketing Plan
8/20	<b>Chapter quiz 1: Chapter 2</b> Chapter 2: Strategic Planning for Competitive advantage
8/22	Discussion of Marketing Plan-Last day of choosing the topic Chapter 3: Ethics and Social responsibility
8/27	<b>Chapter quiz 2: Chapter 4</b> Chapter 4: Marketing Environment
8/29	Marketing Plan-environmental analysis/SWOT
9/3	<b>Exam 1</b>
9/5	<b>Chapter quiz 3: Chapter 6</b> Chapter 6: Consumer decision making
9/10	<b>Chapter quiz 4: Chapter 8</b> Chapter 8: Segmenting and targeting markets
9/12	Marketing Plan-Consumer behavior and target markets
9/17	<b>Chapter quiz 5: Chapter 10</b> Chapter 10: Product concept
9/24	<b>Chapter quiz 6: Chapter 13</b> Chapter 13: Marketing channels
9/26	Chapter 15: Retailing Chapter 13: Marketing channels
10/1	Marketing Plan: Product and channels
10/3	<b>Exam 2</b>
10/8	<b>Chapter quiz 7: Chapter 16</b> Chapter 16: Promotional Planning for competitive advantage
10/10	Chapter 17: Advertising
10/15	Product placement
10/17	Marketing Plan: Promotion and Pricing strategies
10/22	<b>Chapter quiz 8: Chapter 9</b> Chapter 9: Marketing Research
10/24	Observation field trip: Valdosta Mall
10/29	No class/I will be attending SMA conference
10/31	No class/I will be attending SMA conference
11/5	Discussion of observation
11/7	<b>Exam 3</b>
11/12	Presentation
11/14	Presentation
11/19	Presentation

11/21	Presentation
11/26	Thanksgiving holiday
11/28	Thanksgiving holiday
12/3	Exam Prep/Paper due
<b>Final</b>	<b>Dec 5 7:15-9:15 pm</b>

*\*I reserve the right to change the schedule at any time; however, I will also provide ample notification for any changes that are made.*

### Appendix A: Peer Evaluation

Name \_\_\_\_\_

Presentation Name/Number \_\_\_\_\_

#### Please email my the evaluation form before Final Within-Group Peer Evaluation (Confidential)

List your fellow group members and assign a percentage (0-100%) to reflect his/her contribution to the group effort. If all members contributed equally and everyone worked to his/her fullest and to the best of his/her ability, assign 100% to each group member. Otherwise, assign a lesser percentage to the group member(s) who did not contribute 100%, followed by a specific reason(s) for this assignment.

Examples of cooperative and productive group work include, but are not limited to, the following:

- Attend and participate in group meetings
- Provide substantive contributions to the oral/written presentation/project
- Work cooperatively with fellow group members

PRESENTATION	All group members (omit yourself)	Contribution (0-100%)	Reason(s) if assigning a less than 100% contribution

\*Please complete this form in its entirety. One point per group member [per report] will be deducted from the project grade for any group member(s) not submitting a progress report on the due date (or submitting with omissions).

**NOTE: The average percentage of the evaluation will be multiplied by the grade for each memo. That score will become the student's final project grade.**

### Appendix B: Presentation Rubrics

<b>Book Presentation</b>	<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>F</b>	<b>Pts</b>
<b><u>Presentation</u></b>						
The presentation is prepared in an appropriate format.						
The presentation exhibits an effective use of technology in classroom.						
The presentation exhibits personal presentation skill e.g., conversation with audiences.						
The presentation exhibits a good time management skill						
The presentation contains topic of the chapter						
The presentation contains personal experiences						
<b>TOTAL</b>						