

COURSE:

PRINCIPLES OF MARKETING

~~CRN 35608~~ **MKT 3013**

~~Time: 6:00 PM - 7:55 PM, Monday, Wednesday~~

~~Business Building, Room BB 3.03.24~~

credit hours / Prerequisites

PROFESSOR:

Dr. Dan Davied

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Office #: BB 4.03.10

Office Hours: ~~Before & after regular class~~, or by appointment

*> choose 1 unless
you really don't
mind getting
emails in both*

TEXT:

MKTG¹⁰ (2016-2017 edition) by Charles W. Lamb, Joseph F. Hair, Jr. and Carl McDaniel. Cengage Learning ISBN-13: 978-1-305-63182-3.

COURSE
DESCRIPTION:

Marketing activities surround us in modern life. We use products to express who we are, who we want to be, and how we want to be seen by others. We spend time almost every day with entertainment venues such as music, movies, sports events, games, websites, magazines, and TV programs whose sponsors value us as 'audiences' and 'customers'. We are bombarded by information 24/7 about what and where we can find the answers (in the form of products, services or experiences) to our every need. Understanding how marketers think and act is an important component of our competence as consumers, managers and citizens. This class provides an introduction to the concepts, tools, theories, and strategies that marketing activities contribute to profit-seeking and non-profit organizations. During the semester we will learn about and discuss a broad array of marketing concepts.

Marketing decisions determine the source and size of revenues for all profit and non-profit organizations. Even if you never plan to be a marketer, all business functions must cooperate effectively to achieve your organization's goals. Thus the better you understand how marketing works, the more likely your organization can maximize synchronicity and efficiency. The statements below describe the goals of UTSA's BBA program and how this course fits into those goals.

COURSE
OBJECTIVES:

The goals of UTSA's Bachelor of Business Administration Degree Program are that students will be able to:

1. Use quantitative analysis and quantitative and non-quantitative reasoning to effectively identify and solve business problems.
2. Communicate, both orally and in writing, information and ideas pertinent to business decision-making.
3. Use current information technology to support business decision-making.
4. Identify ethical and legal issues in a business context and find alternatives that demonstrate ethical values.
5. Incorporate a global perspective in business decisions.

The curricula, assignments and testing for Marketing 3013 are designed to support the above BBA degree goals. At the end of the semester you should:

1. Have insight into buyers and their behaviors in the marketplace. (BBA goals 1 & 4)
2. Know what kinds of decisions need to be made to formulate a marketing strategy for a specific organization. (BBA goal 1)
3. Be knowledgeable about trends in marketing and in the marketplace. (BBA goals 3 & 5)
4. Understand the strengths and weaknesses of different marketing tools and be able to put them to work in a marketing plan. (BBA goals 1 & 2)
5. Have an informed opinion about marketing's impact on our society. (BBA goals 4 & 5).

Applying these within the weekly modules should be a priority to ensure alignment within the course.

PREREQUISITES: None listed in 2014-2015 UTSA undergraduate catalog. > move up

CLASS FORMAT: My goal is to create an ^{online} in-class environment in which you can be an active participant in your own learning about marketing. (Our class time will mix the ideas and concepts put forward in our text with both positive and negative experiences from several industries.) My presentations are designed to reinforce the material in the text, by reviewing key concepts from the text material and developing examples of how to apply those marketing concepts to real-world situations. We may also hear from practitioners about their marketing problems and solutions. Some ^{content} classes will be dedicated to learning about advanced marketing concepts not discussed in the text. If you don't attend class, you will miss opportunities to practice for our exams where you will be asked to define, apply and differentiate several marketing concepts. ^{Review the content} Key concept Review activities would be great as interactive drag+ drops, crosswords, puzzles, etc.

Yes! This "example" perspective should be the focus of your future mini lectures!

PRESENTATION SLIDES: Copies of my PowerPoint presentation slides will be made available to you via Blackboard Learn in order to facilitate your note-taking. These slides are not a substitute for ^{reviewing all content + reading the text} coming to class and may not make sense unless you have been in class to hear the discussion and examples that support the outlines. I make every effort to upload to Blackboard Learn the presentation slides before class, but I reserve the right to update the actual lectures given during class.

OPTIONAL MATERIALS: Below are some important and useful websites linked to your textbook.

Utilize these as assignments!

Website for registering the access code that comes with the book: (It's on a cardboard insert inside the text; be careful to not lose it). When you register your book, you will then have access to a variety of online study aids: podcasts; practice quizzes; other study aids such as crossword puzzles and beat-the-clock glossary reviews:
http://www.mktg4me.com/mktg_1e/student_splash.html
 Introduction to the textbook & how it was developed:
http://www.swlearning.com/marketing/mktg/mktg_1e/themktgstory.html

Student companion site—some more helpful reviews of chapter material:
<http://www.cengagebrain.com/shop/isbn/9781285091860>

Our textbook can be ordered directly from the publisher at the student companion site above.

READING
ASSIGNMENTS:

Reading assignments from the textbook are indicated in the attached schedule. ~~Reading assignments should be completed prior to attending class.~~

GRADING:

Exams: There will be five exams during the semester. Each exam will contain 50 multiple choice questions. I encourage you to study in groups, quizzing each other and reviewing the material in addition to reading and outlining chapters. Your textbook also has online practice exams that can help test how well you know the material.

Final Exam: The optional final exam will consist of 100 multiple choice questions which focus on the key marketing concepts covered during the semester.

The exams and Research Requirement will be weighted as follows:

Five Semester Exams (18 pts. each)	90 points
Pop Quizzes	10 points
TOTAL	100 points

Pop quizzes don't work well online.

Grade Scale: Beginning with the Fall 2011 semester UTSA began adopting the plus/minus (+/-) grading system. The following table lists (1) Grade Percent, (2) equivalent Letter Grade, and (3) equivalent Grade Points earned, which will be used to evaluate each student's academic achievement.

Grade Percent	Letter Grade	Grade Points
96.7% - 100%	A+	4.00
93.4% - 96.6%	A	4.00
90.0% - 93.3%	A -	3.67
86.7% - 89.9%	B+	3.33
83.4% - 86.6%	B	3.00
80.0% - 83.3%	B -	2.67
76.7% - 79.9%	C+	2.33
73.4% - 76.6%	C	2.00
70.0% - 73.3%	C -	1.67
66.7% - 69.9%	D+	1.33
63.4% - 66.6%	D	1.00
60.0% - 63.3%	D -	0.67
00.0% - 59.9%	F	0.00

Why is it "optional"?

Explain this

Link within modules

Replace with assignments as discussed in our meeting.

How much is the final exam worth?

Be sure to outline the amount of points your new assignments will include.

EXAM POLICIES

Each student is required to complete any combination of five regularly scheduled exams, or four regularly scheduled exams plus the final (comprehensive) exam. If a student misses a regularly scheduled exam, the student will be required to take the final exam, so that the student completes a total of five exams during the semester.

You must bring a ParScore multiple-choice exam form (the long, pink/red version), your UTSA ID card and several #2 pencils to each exam.

All exams will start on time. If you arrive late, you may not be permitted to take the exam. Once the first class member has finished and left the classroom, no one will be allowed to begin an exam and you will be counted as having missed taking the exam. If the exam has started when you arrive, please proceed to the front of the classroom and find out if you can still take it. If you want to make sure you have the most time to take an exam, sit at the front of the classroom.

If you do not understand a question on the exam, ask for clarification! However, it is important that you do not disrupt the exam-takers around you. It may be necessary for you to wait to ask your questions until you have finished the entire exam (with the exception of the questions you want to ask about). In this situation, just come to the front of the classroom, ask your questions of me or the TA, and use the table at the front to sit and mark your answers before turning in the exam.

You may be asked to change seats during the exam.

Exam grades will be posted on Blackboard Learn as soon as possible after the exam. During the class after the exams are posted, I will go over the following topics: overall distribution of grades on the exam; high, low and median scores; any questions that were difficult or thrown out. Your ParScore form will not be returned to you. However, if you would like to review your answers and compare them with the exam's answer key, please make an appointment with me.

~~Although I do not assign extra credit,~~

Students wishing to strive for a higher grade ~~or earn "extra credit"~~ are encouraged to take the five regular in-class exams and the (optional) comprehensive final exam. I will then use the five highest exam grades, along with the Pop Quiz grades to compute your final course grade.

EXTRA CREDIT:

GRADES ON
BLACKBOARD:

It is your responsibility to verify the accuracy of recorded grades. Grades will be posted and updated on Blackboard regularly throughout the semester. You should immediately report errors. In order to maintain integrity of the course, comply with UTSA grading policies, and promote fairness, any recorded grades will not be changed after the final exam. Final

This is a drop 1 exam and take the final exam instead policy? Needs to be spelled out to students.

Revise for online tests: When will it be available?

• 24 hrs window at minimum

How long to complete?

• 1 min per question?

One question at a time?

You may not stop once you begin. etc. etc.

grades are not subject to negotiation. Questions regarding the change of a final course grade, after it has been recorded by the Registrar's Office, should be directed to the Associate Dean of Undergraduate Affairs for appeal and approval.

ATTENDANCE:

A significant portion of your learning will take place during the in-class instructor led presentation and discussion of key marketing concepts along with the identification of various marketing strategies available to the marketing executive. Consequently, class attendance is required. It is recognized that there may be some occasions beyond the student's control which will require the student to miss class. If a student misses more than three classes during the semester that student should contact the instructor to discuss a written make-up assignment. Students who miss an in-class exam will be required to take the final exam.

Attendance is taken in each class via a sign-in sheet. If you arrive more than 15 minutes "after" class begins, you may take your seat, however, you will not be permitted to sign-in and you will be considered as having missed the class.

QEP:

The UTSA Quality Enhancement Plan (QEP: *Quantitative Scholarship: From Literacy to Mastery*) provides you with the skills needed to evaluate and interpret data, understanding risks and benefits, and make informed decisions in your personal and professional lives. The plan focuses on integrating quantitative reasoning and communications skills in existing courses across the undergraduate curriculum. Chapter 19 is presented with an emphasis on marketing strategy risk assessment through the use of contribution margin/break-even analysis.

CLASS
BEHAVIOR:

Eating, drinking and use of tobacco products are not permitted in the classroom. Please turn off electronic communication devices (e.g. pagers, cell phones, PDAs) during class time, and show respect for fellow students, their opinions and the instructor. If your classroom behavior disrupts the learning environment (e.g. using a smart-phone during class) for other students or the instructor, you may be asked to leave the room.

STATEMENT OF
THE UTSA
HONOR PLEDGE:

"On my honor, as a student of The University of Texas at San Antonio, I will uphold the highest standards of academic integrity and personal accountability for the advancement of the dignity and the reputation of our university and myself."

SCHOLASTIC
DISHONESTY:

"Scholastic dishonesty" includes, but is not limited to, cheating, plagiarism, collusion, falsifying academic records, and any act designed to give unfair advantage to the student (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor, providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other

assignment), or the attempt to commit such an act. (UTSA Student Code of Conduct - Section 203)

Unless stated otherwise, all work in this course is to be completed on an individual basis. Any deviation from this policy or other acts, or attempted acts, of cheating, collusion or plagiarism will be considered scholastic dishonesty.

ACADEMIC
SUPPORT

I encourage you to utilize the academic support services available to you through the Tomás Rivera Center (TRC) to assist you with building study skills and tutoring in course content. These services are available at no additional cost to you. The TRC has several locations at the Main Campus and is also located at the Downtown Campus. For more information, visit the web site at www.utsa.edu/trcss or call (210) 458-4694 on the Main Campus and (210) 458-2838 on the Downtown Campus.

I am attaching our syllabus template with some information you may want to utilize in yours.