

<p style="text-align: center;"><b>MKTG 3031 – 01</b> <b>PRINCIPLES OF MARKETING</b> <b>FALL 2013</b></p>
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**Leroy Robinson, Jr., Ph.D.**  
Associate Professor of Marketing

**UHCL Hotline:** 281-283-2221 (For information on bad weather closings of the University)

<b>Email:</b>	robinsonjr@uhcl.edu	<b>Phone:</b>	(281) 283-3209
<b>Office:</b>	BAYOU 3121-14	<b>Office Hours:</b>	TTh 9:00 a.m. – 10:00 a.m.
<b>Class Times:</b>	TTh 10:00 a.m. – 11:20 a.m.	<b>Class Room:</b>	Bayou 2236

**Note:** An attempt will be made to respond to e-mails and in a timely manner. E-mails sent after 5:00 pm on Thursday will not be addressed until the following Monday.

**Prerequisite** Six semester hours of principles of economics or equivalent

**Textbook:** *Marketing*, 4<sup>th</sup> edition, by Grewal and Levy (McGraw-Hill/Irwin) - ISBN: 0078029007  
<http://www.mhhe.com/grewal4e>

## COURSE DESCRIPTION

MKTG 3031 is an introductory look at the marketing function, especially from the managerial perspective. Major topics include the marketing environment, consumer behavior, the marketing mix, global marketing, technology, and marketing research. The goal is to develop an understanding of marketing theory, marketing practice, and the marketing function as it contributes to the success of an organization in a competitive environment.

## LEARNING OUTCOMES

Upon completion of this course, students will be able to:

- *Apply* the marketing concept, business ethics in marketing, market segmentation and target marketing to organizations.
- *Describe* the product development process, product life cycle, branding strategies of organizations.
- *Identify* the channels of distribution, pricing, sales promotion, advertising, and personal selling strategies of organizations.
- *Discuss* the impact of global issues on marketing decision-making.
- Overall, *converse* about the role of marketing within an organization.

## COURSE FORMAT

Students are expected to study the assigned readings in advance and be prepared to join in class discussions. There will be three exams, all of which will consist of multiple-choice questions. ***No make-up tests will be given.*** At least 2 weeks advance notice must be given in order to make other arrangements in case of dire circumstances. ***If you miss an exam, your lowest test score percentage will be doubled.*** ***The final exam is NOT optional.***

## COURSE EVALUATION

Your grade is determined objectively from the accumulation of points acquired from the following assignments. There are no extra credit points available. Class participation and course respect are the best options for enhancing your grade. **Note:** a grade of "I" (Incomplete) will be awarded only in emergency situations where the student is unable to complete part of the course work due to uncontrollable circumstances, and provided that the student has a passing grade in the course. This decision is at the instructor's discretion.

Exam #1	100	grade points
Exam #2	100	grade points
Exam #3	100	grade points
Quizzes	100	grade points
Class Participation	100	grade points
Total	500	grade points

	B+ = 433 - 447	C+ = 383 - 397	D+ = 333 - 347	F = <298
A = 463 - 500	B = 413 - 432	C = 363 - 382	D = 313 - 332	
A- = 448 - 462	B- = 398 - 412	C- = 348 - 362	D- = 298 - 312	

Class participation may include class assignments, attendance, homework assignments, and participation in class discussions. It is expected that students will contribute questions, comments, and opinions to classroom discussions. **To be considered an active participant, you must contribute above what is expected.** If you are unsure about your participation, talk to the professor.

**Note:** If you are an active participant, then your class participation score will be higher than your average on other course material. If you do not actively participate, then your class participation score will equal your average on other course material. Finally, if your attendance is low and/or you disrupt class by talking or other means, then your class participation score will be lower than your average on other course material.

Exams will consist of multiple-choice questions and cover material presented in the text, assigned readings, and in-class lecture. Your textbook publisher has a support site with practice quizzes: <http://www.mhhe.com/grewal4e>. The following are some of the rules of examinations:

1. Students who are not present for an exam after 30 minutes cannot take the exam.
2. Students must take the exam at the time of their assigned section.
3. No cell phones, personal digital assistants, or any other electronic devices are allowed.

**6 quizzes** will be given, unannounced (if you are not present when the quiz is being given, then you cannot take it) – lowest 2 scores are dropped.

## **ASSESSMENT**

The School of Business may use assessment tools in this course and other courses for curriculum evaluation. Educational Assessment is defined as the systematic collection, interpretation, and use of information about student characteristics, educational environments, learning outcomes and client satisfaction to improve program effectiveness, student performance, and professional success.

This assessment will be related to the learning objectives for each course and individual student performance will be disaggregated relative to these objectives. This disaggregated analysis will not impact student grades, but will provide faculty with detailed information that will be used to improve courses, curriculum, and students' performance.

## **6 DROP RULE**

6 Drop Rule Limitation - Students who entered college for the first time in Fall 2007 or later should be aware of the course drop limitation imposed by the Texas Legislature. Dropping this or any other course between the first day of class and the census date for the semester/session does not affect your 6 drop rule count. Dropping a course between the census date and the last day to drop a class for the semester/session will count as one of your 6 permitted drops. You should take this into consideration before dropping this or any other course. Visit [www.uhcl.edu/records](http://www.uhcl.edu/records) for more information on the 6 drop rule and the census date information for the semester/session.

## **ACADEMIC HONESTY**

The Academic Honesty Policy at UHCL states: "Academic honesty is the cornerstone of the academic integrity of the university. It is the foundation upon which the student builds personal integrity and establishes a standard of personal behavior."

Because honesty and integrity are such important factors, you should be aware that failure to perform within the bounds of these ethical standards is sufficient grounds to receive a grade of "F" in this course and be recommended for suspension from UHCL. The Honesty Code of UHCL states: "I will be honest in all my academic activities and will not tolerate dishonesty."

## **DISABILITY SERVICES**

The University of Houston System complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, pertaining to the provision of reasonable academic adjustments/auxiliary aids for students with a disability. In accordance with Section 504 and ADA guidelines, each University within the System strives to provide reasonable academic adjustments/auxiliary aids to students who request and require them. If you believe that you have a disability requiring an academic adjustments/auxiliary aid, please contact your University's student disability services center. [Disability Services Office (281) 283-2626].

## **STUDENT LIFE POLICIES**

The Student Life Policies can be found at <http://www.uhcl.edu/studentervices> and selecting "Student Life Policies."

<b>DATE</b>	<b>CONTENT</b>
<b>August</b>	27 Chapter 01: Overview of Marketing
	29 Chapter 01: Overview of Marketing
<b>September</b>	3 Chapter 02: Developing Marketing Strategies and a Marketing Plan
	5 Chapter 03: Social and Mobile Marketing
	10 Chapter 04: Marketing Ethics
	12 Chapter 05: Analyzing the Market Environment
	17 Chapter 06: Consumer Behavior
	19 Chapter 06: Consumer Behavior
	24 Chapter 07: Business-to-Business Marketing
	26 <b>Exam #1, CHs 01 – 07 ONLY</b>
<b>October</b>	1 Chapter 08: Global Marketing
	3 Chapter 09: Segmentation, Targeting, and Positioning
	8 Chapter 10: Marketing Research
	10 Chapter 11: Product, Branding, and Packaging Decisions
	15 Chapter 11: Product, Branding, and Packaging Decisions
	17 Chapter 12: Developing New Products
	22 Chapter 12: Developing New Products
	24 Chapter 13: Services: The Intangible Product
	29 Chapter 13: Services: The Intangible Product
	31 <b>Exam #2, CHs 08 – 13 ONLY</b>
	5 Chapter 14: Pricing Concepts for Establishing Value
<b>November</b>	7 Chapter 15: Strategic Pricing Methods
	12 Chapter 16: Supply Chain and Channel Management
	14 Chapter 17: Retailing and Multichannel Marketing
	19 Chapter 18: Integrated Marketing Communications
	21 Chapter 19: Advertising, Public Relations, and Sales Promotions
	26 Chapter 19: Advertising, Public Relations, and Sales Promotions
	28 THANKSGIVING HOLIDAY
	3 Chapter 20: Personal Selling and Sales Management
	5 Chapter 20: Personal Selling and Sales Management
<b>December</b>	12 <b>Exam #3, CHs 14 – 20 ONLY</b>

**Warning:** All statements in this syllabus are tentative and subject to change.  
The student is responsible for staying informed of all changes

<b>CALENDAR OF IMPORTANT DATES</b>
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**Registration Dates**

April 8 - 18, 2013	Fall Pre-Registration
April 19 - August 23, 2013	Fall 2013 Pre-Registration <i>by 5 p.m.</i> <i>(no appointment time necessary)</i>
August 24 - September 3, 2013	Fall Late Registration begins at 8 a.m.

**Payment Dates**

August 23, 2013	Fall Payment Deadline for Fall Pre-Registration by 5 p.m.
September 4, 2013	Late Registration Fee Payment Deadline by 6 p.m.

**Class Dates**

August 26, 2013	First Class Day - <i>Fall Regular 15-Week Session</i>
December 7, 2013	Last Day of Class - <i>Fall Regular 15-Week Session</i>
December 7 - 14, 2013	Final Exams for 100% online courses
December 9 - 14, 2013	Final Exams - <i>Fall Regular 15-Week Session</i>

**Holidays**

September 2, 2013	University Holiday - <i>Labor Day</i>
November 27 - 30, 2013	University Holiday - <i>Thanksgiving Holiday (Students)</i>

**Other Important Dates**

August 19, 2013	Fall 2013 Semester Financial Aid Disbursements Begin
August 26 - September 25, 2013	Apply to graduate for Fall 2013
September 11, 2013	Census Date for Fall 2013
September 11, 2013	Last Day to Drop or Withdraw Without Receiving a Grade - <i>Fall Regular 15-Week Session</i>
September 26 - October 25, 2013	Apply to graduate for Fall 2013 (late)
November 7, 2013	Fall Submission of Theses/Projects to Library for Format Check
November 11, 2013	Last Day to Withdraw - <i>Fall Regular 15-Week Session Course(s)</i>
December 14, 2013	Official Closing of Fall 2013 Semester
December 15, 2013	Commencement Ceremony - Reliant Arena
December 20, 2013	Grades available over E-services Online