

MKTG 3301 (SECTION 1)
Principles of Marketing (face-to-face)
Spring 2018, 3.0 credit hours

INSTRUCTOR INFORMATION

Leroy Robinson Jr., Ph.D., Associate Professor of Marketing

Classroom Location: Pearland Room 111

Office Location: Bayou Building 3121, Room 14

Office hours are on Tuesdays and Thursdays in Pearland between 9 AM and 10 AM and by appointment.

I can be reached at robinsonjr@uhcl.edu

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

APPLIED CRITICAL THINKING STATEMENT



This course has been authorized by UHCL as an Applied Critical Thinking (ACT) course, which means that in addition to learning about the specified course content, students will be engaged with some or all of the Elements of Thought and Universal Intellectual Standards of critical thinking. The objective of an ACT course is to develop the student's ability to become skilled at analysis and evaluation by applying a set of intellectual tools that may be effectively used across all disciplines (as well as to the student's personal life).

Based on the Foundation for Critical Thinking (<http://www.criticalthinking.org/>), critical thinking involves thinking for a purpose, asking questions, using information, applying concepts, drawing inferences and conclusions, identifying assumptions, anticipating implications and consequences, and recognizing points of view. The Universal Intellectual Standards that are applied to these Elements of Thought of critical thinking in order to develop Intellectual Traits include clarity, accuracy, precision, relevance, depth, breadth, logic, significance, and fairness.

COURSE DESCRIPTION – HOW CRITICAL THINKING IS PRESENT

MKTG 3301 is an introductory look at the marketing function from the managerial perspective. Major topics include the marketing environment, consumer behavior, the marketing mix, global marketing, technology, and marketing research.

Marketers must have the ability to analyze situations, think critically about solutions to customers' problems, and creatively provide the necessary customer value.

The goal is to develop an understanding of marketing *theory*, marketing *definitions*, and marketing *concepts* as they *logically* contribute to the success of an organization in a competitive business environment.

STUDENT LEARNING OUTCOMES

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

1. **Define** the role of marketing in organizations with *precision*.
2. Discuss the *significance* of ethical issues on marketing decision-making and the resulting **implications**.
3. Explain why marketers must consider *relevant* macroenvironment factors and consumer **information** to make *precise* decisions.
4. *Accurately* articulate the **model** of the consumer buying process.
5. Understand marketing **issues** in foreign markets and describe with *clarity* and *accuracy* the various market entry strategies.
6. Understand the fundamental **concepts** of marketing, including marketing research, market segmentation, targeting, and positioning and how they make a *significant* impact on customer value.
7. *Precisely* draw **inferences** and make **conclusions** of the product, price, place, and promotion strategies of organizations.
8. Understand the *significance* of the **implications** and **consequences** of the product, price, place, and promotion strategies of organizations.

TEXTBOOKS (REQUIRED)

Marketing, 6th edition, by Grewal and Levy (McGraw-Hill/Irwin) – Any option is ok.

Option 1 - Hardcopy: ISBN10: 1259709078 | ISBN13: 9781259709074

Option 2 - Connect (eTextbook: buy or rent): ISBN10: 1259898857 | ISBN13: 9781259898853

<http://www.mheducation.com/highered/product/9781259709074.html?exactisbn=true#>

COURSE FORMAT

The course involves weekly assignments. You will find that the textbook is very comprehensive and will require a time commitment for you to complete a thorough reading of the chapters as they are assigned. It will be difficult to catch up if you fall several chapters behind.

Students are expected to study and be prepared to join in any class discussions online. There will be six quizzes and three exams, all of which will consist of multiple-choice questions. *NO make-up exams 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 points will be doubled. The final exam is NOT optional.* No exam cannot be taken after its scheduled time.

COURSE EVALUATION

Your grade is determined objectively from the accumulation of points acquired from the following assignments. There are no extra credit points guaranteed. Class participation is the best option 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 is worth	100 grade points	The following is the grade point distribution:
Exam #2 is worth	100 grade points	A = 463 - 500 grade points
Exam #3 is worth	100 grade points	A- = 448 - 462 grade points
Quizzes (4) are worth	40 grade points	B+ = 433 - 447 grade points
CT Activities (3) are worth	60 grade points	B = 413 - 432 grade points
Class Participation is worth	100 grade points	B- = 398 - 412 grade points
<hr/>		C+ = 383 - 397 grade points
Total for all assignments is	500 grade points	C = 363 - 382 grade points
		C- = 248 - 362 grade points
		D+ = 333 - 247 grade points
		D = 313 - 332 grade points
		D- = 298 - 312 grade points
		F = less than 298 grade points

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 dialogues. 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 are 50 multiple-choice questions worth 2 points each (80-minute time limit). The exams are closed-book, closed-notes. You are expected to comply with the Honor Code Pledge stated at the beginning of the exams as well as the [UHCL Academic Honesty Policy](#).

Students who are not present for an exam after 30 minutes cannot take the exam.

STUDY TIPS

This type of introductory course covers a great deal of information. Here is a list of my study tips:

1. Thoroughly read the chapters
2. Use the PowerPoint slides to identify important areas (you will still NEED to READ the chapters for complete information)
3. Contact your classmates and ask about their study techniques and/or form study groups
4. Contact: [Student Success Center](#) (Tutoring, Supplemental Instruction, Academic Coaching, & Workshops)
5. Contact: [Office of Counseling Services](#)
6. Go to [Academic Support](#) for other resources

CRITICAL THINKING OVERVIEW

Critical thinking is that mode of thinking - about any subject, content, or problem - in which the thinker improves the quality of his or her thinking by skillfully taking charge of the structures inherent in thinking and imposing intellectual standards upon them.

(Taken from Richard Paul and Linda Elder, *The Miniature Guide to Critical Thinking Concepts and Tools*, Foundation for Critical Thinking Press, 2008)

The Paul-Elder framework has three components:

- The elements of thought (reasoning)
- The intellectual standards that should be applied to the elements of reasoning
- The intellectual traits associated with a cultivated critical thinker that result from the consistent and disciplined application of the intellectual standards to the elements of thought

ELEMENTS OF CRITICAL THINKING *

The elements of thought are as follows:

1. All reasoning has a *purpose*
2. All reasoning is an attempt to figure something out, to settle some *question*, to solve some *problem*
3. All reasoning is based on *assumptions*
4. All reasoning is done from some *point of view*
5. All reasoning is based on *data, information, and evidence*
6. All reasoning is expressed through, and shaped by *concepts and ideas*
7. All reasoning contains *inferences or interpretations* by which we draw *conclusions* and give *meaning* to data
8. All reasoning leads somewhere or has *implications and consequences*

UNIVERSAL INTELLECTUAL STANDARDS *

“Universal intellectual standards are standards which should be applied to thinking to ensure its quality. To be learned they must be taught explicitly. The ultimate goal, then, is for these standards to become infused in the thinking of students, forming part of their inner voice, guiding them to reason better.”

Clarity

- Could you elaborate?
- Could you illustrate what you mean?
- Could you give me an example?

Accuracy

- How could we check on that?
- How could we find out if that is true?
- How could we verify or test that?

Precision

- Could you be more specific?
- Could you give me more details?

Could you be more exact?

Relevance

- How does that relate to the problem?
- How does that bear on the question?
- How does that help us with the issue?

Depth

- What factors make this difficult?
- What are some of the complexities of this question?
- What are some of the difficulties we need to deal with?

Breadth

- Do we need to look at this from another perspective?
- Do we need to consider another point of view?
- Do we need to look at this in other ways?

Logic

- Does all of this make sense together?
- Does first paragraph fit in with your last one?
- Does what you say follow from the evidence?

Significance

- Is this the most important problem to consider?
- Is this the central idea to focus on?

Which of these facts are most important?

Fairness

- Is my thinking justifiable in context?
- Am I taking into account the thinking of others?
- Is my purpose fair given the situation?
- Am I using my concepts in keeping with educated usage, or am I distorting them to get what I want?

INTELLECTUAL TRAITS *

Consistent application of the “standards of thinking” to the “elements of thinking” result in the development of the following intellectual traits:

- Intellectual Humility
- Intellectual Courage
- Intellectual Empathy
- Intellectual Autonomy
- Intellectual Integrity
- Intellectual Perseverance
- Confidence in Reason
- Fair-mindedness

CHARACTERISTICS OF A WELL-CULTIVATED CRITICAL THINKER *

A well-cultivated critical thinker:

- Raises vital questions and problems, formulating them clearly and precisely
- Gathers and assesses relevant information, using abstract ideas to interpret it effectively
- Comes to well-reasoned conclusions and solutions, testing them against relevant criteria and standards
- Thinks open-mindedly within alternative systems of thought, recognizing and assessing, as needs are, their assumptions, implications, and practical consequences
- Communicates effectively with others in figuring out solutions to complex problems

* Paul, R., and Elder, L. (2009). *Critical Thinking Concepts and Tools*. Tomales, CA: Foundation for Critical Thinking.

CRITICAL THINKING: CENTRAL QUESTION

Every course in a field of study has a central question that it revolves around. It allows a way to understand every item in the course. The goal is to use the central question in your thinking as you encounter all content in the readings, videos, and assignments. The central question for this course is “how do marketers offer value to customers?”

CRITICAL THINKING: FUNDAMENTAL AND POWERFUL CONCEPTS

The fundamental concepts are ones that can be used to think about and reason through a large number of questions, problems, and information. Fundamental concepts need to be learned in a deep way. A thorough understanding of the fundamental concepts of this course will help you address, in a meaningful way, the central question. The fundamental concepts of this course include customer value, marketing strategy, consumer behavior, and the marketing mix.

CRITICAL THINKING: QUALITY EMPHASIS

Applied critical thinking requires curiosity, connections, creativity, and communication (4Cs) in the context of an academic community. As a result, the university has identified these 4Cs as key qualities to characterize Applied Critical Thinking for its QEP. This course will focus on:

Connecting is the ability to see how disparate types of ideas, information, and data fit together: noting consistencies and contradictions, assessing bias, and evaluating credibility. Developing connections may include formulating categories, creating frameworks, or clarifying meaning in ways that will lead to greater understanding.

CRITICAL THINKING: ACTIVITIES

Activity #1 “Facts and Opinions about Consumer Issues” (20 points)

This activity is a written assignment where each student has to distinguish “fact” from “opinion” in regard to information provided for consumer decision-making. Upon completion, the student will be able to explain why marketers must consider *relevant* macroenvironment factors and consumer *information* in order to make *logical* decisions (SLO #3).

Activity #2 “SEE-I (State, Elaborate, Exemplify, and Illustrate)” (20 points)

This activity is a written assignment where each student must demonstrate clarification and understanding of a marketing concept. Upon completion, the student will be able to understand the *concepts* of marketing, including marketing research, market segmentation, targeting, and positioning and how they make a *significant* impact on consumers (SLO #6).

Activity #3 “Drawing Inferences and Making Conclusions from Advertising” (20 points)

This activity is a written assignment where each student must draw inferences about the kind of consumer the advertiser is targeting. Upon completion, the student will be able to *precisely* draw *inferences* and make *conclusions* of the product, price, place, and promotion strategies of organizations (SLO #7).

CRITICAL THINKING: ASSESSMENT

Excellent (activity score greater than 90%)

Able to skillfully recall, recognize, and/or use concepts from class to solve a great majority of marketing problems, including extremely challenging content.

Acceptable (activity score between 76% to 90%)

Able to adequately recall, recognize, and/or use concepts from class to solve a strong majority of marketing problems.

Unacceptable (activity score of less than 76%)

Unable to adequately recall, recognize, and/or use concepts from class to solve marketing problems.

UNIVERSITY 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 of 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 <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 (found at Dean of Students website, the Faculty Handbook, the Student Handbook, the Senior Vice President and Provost's website, the Graduate Catalog, and the Undergraduate Catalog) 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 in the professional community, 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."

EXAM PROCTORING

Exams will be proctored in a face-to-face setting on the UHCL campus in a specific campus classroom at a specified date and time. If you are unable to come to campus to take an exam, you may use ProctorU. ProctorU is a service for proctoring online exams. With a computer and webcam, you can take online exams at home, at work, or almost anywhere you have Internet access.

ProctorU connects you directly to their proctor via webcam so you can both see and talk to one another. ProctorU's proctor also monitors your computer while you complete the exam. You may also have your exam proctored at a testing center at a university that is a member of the National College Testing Association. The use of ProctorU or a testing center will be at your own expense.

ProctorU's current prices are:

- exam length 0-30 minutes: \$8.75
- exam length 31-60 minutes: \$16.25
- exam length 61-120 minutes: \$22.50
- exam length 121-180 minutes: \$30.00
- exam length more than 180 minutes: \$37.50

If you wait until 72 hours before the exam to make an appointment with ProctorU, there is an extra \$5 charge. To take the exam immediately (during the testing window) the fee is an additional \$8.75. The cost of proctoring at a testing center varies, but is typically at least \$25 per exam.

The Online exam will ONLY be available Friday (6:00 am) through Saturday (10:00 PM).

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

Student Life Policies can be found at the UHCL Dean of Students Office.

COURSE CALENDAR

Week 1	January 16	School Closure	
	January 18	Elements/Standards of Critical Thinking	
Week 2	January 23	READ Chapter 1 Overview of Marketing	
	January 25	READ Chapter 2 Developing Marketing Strategies	
Week 3	January 30	READ Chapter 3 Social and Mobile Marketing	
	February 1	READ Chapter 4 Conscious Marketing	
Week 4	February 6	READ Chapter 5 Analyzing the Market Environment	CT Activity #1 (In Class)
	February 8	READ Chapter 6 Consumer Behavior	
Week 5	February 13	READ Chapter 6 Consumer Behavior	
	February 15	TAKE Exam #1, Chapters 1 - 6	
Week 6	February 20	READ Chapter 8 Global Marketing	
	February 23	READ Chapter 9 Segmentation, Targeting, and Positioning	
Week 7	February 27	READ Chapter 10 Marketing Research	
	March 1	READ Chapter 11 Product and Branding Decisions	
Week 8	March 6	READ Chapter 11 Product and Branding Decisions	CT Activity #2 (In Class)
	March 8	READ Chapter 12 Developing New Products	
Week 9	March 13	Spring Break	
	March 15	Spring Break	
Week 10	March 20	READ Chapter 12 Developing New Products	
	March 22	READ Chapter 13 Services: The Intangible Product	
Week 11	March 27	READ Chapter 13 Services: The Intangible Product	
	March 29	TAKE Exam #2, Chapters 8 - 13	
Week 12	April 3	READ Chapter 14 Pricing Concepts for Establishing Value	
	April 5	READ Chapter 15 Strategic Pricing Methods	
Week 13	April 10	READ Chapter 15 Strategic Pricing Methods	CT Activity #3 (In Class)
	April 12	READ Chapter 16 Supply Chain and Channel Management	
Week 14	April 17	READ Chapter 16 Supply Chain and Channel Management	
	April 19	READ Chapter 17 Retailing and Omnichannel Marketing	
Week 15	April 24	READ Chapter 18 Integrated Marketing Communications	
	April 26	READ Chapter 18 Integrated Marketing Communications	
Week 16	May 1	<i>No Class - Finals Week</i>	
	May 3	TAKE Exam #3, Chapters 14 – 18	

I fully expect that you will ARRIVE to class ON TIME!

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

CALENDAR OF IMPORTANT DATES

General Calendar Dates

Oct. 30 - Nov. 9, 2017	Early Registration (appointment time only via E-services)
Nov. 10, 2017 - Jan. 12, 2018	Open Registration by 5 p.m. (no appointment time necessary)
Jan. 9, 2018.....	Semester Financial Aid Disbursements Begin
Jan. 12, 2018.....	Payment deadline for Spring Early/Open Registration by 5 p.m.
Jan. 13 - 23, 2018.....	Late Registration begins at 8 a.m.
Jan. 16 - Feb. 15, 2018.....	Apply to graduate for Spring (On-Time)
Jan. 24, 2018.....	Payment Deadline for Spring (Late) by 6 p.m.
Feb. 16 - March 17, 2018.....	Apply to graduate for Spring (Late)
May 12, 2018.....	Official Closing of Spring 2018 Semester
TBD	Commencement Ceremony
May 24, 2018.....	Grades available over E-Services Online

Regular 15-Week Session

Jan. 16, 2018.....	First Class Day
Jan. 31, 2018.....	Census Day
April 10, 2018	Last day to Drop/Withdraw
April 28 - May 7, 2018	Online Final Exam Period
April 30, 2018	Last Day of Class
May 1 - May 7, 2018.....	Face-to-Face Final Exam Period

1st 8-Week Session

Jan. 16, 2018.....	First Class Day
Jan. 23, 2018.....	Census Date
Feb. 20, 2018	Last Day to Drop/Withdraw
March 10, 2018.....	Last Day of Class
March 10, 2018.....	Final Exams

2nd 8-Week Session

March 19, 2018.....	First Class Day
March 26, 2018.....	Census Date
April 23, 2018	Last Day to Drop/Withdraw
May 12, 2018.....	Last Day of Class
May 12, 2018.....	Final Exams

Holidays

Jan. 15, 2018.....	Martin Luther King Jr. Day
March 12-18, 2018	Spring Break
