

MKTG 3050: Introduction to Marketing

Fall 2017: 9:30 to 10:45 AM MW, HSBA 1002

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Office Hours: 10:00 to 12:00 PM TR, 11:00 to 12:00 MW and by appointment

REQUIRED TEXTS: The following texts will be used in this class.

- Solomon & Marshall (2017) *Marketing: Real People, Real Choices*, 9th Edition. (fowler04382)
- Harry (2014) *The Best Little Marketing Plan*.

COURSE DESCRIPTION

Marketing 3050 is the introductory course in marketing; and it is designed to facilitate an understanding of what marketing is and how it is used in the ordinary (and extraordinary) course of business. Marketing is often viewed as an integral part of business, and some even say that marketing is business and business is marketing. Throughout the course, we will investigate marketing as a concept and as a practice, exploring the range of fields that fall under the purview of marketing. Just some of the topics we'll cover in the coming weeks include consumer behavior, marketing research, integrated marketing communications, buyer behavior, target market selection, marketing strategy, ethics, and a host of others. Ultimately, the introductory course is intended to provide you with the basics of targeting products and services to satisfy customer needs through the four P's of product, price, place, and promotion.

ASSIGNMENTS

Chapter Homework: Each chapter contains a number of homework assignments in your My Marketing Lab site, ranging in number of 4 to 9 homework tasks per chapter for a total of 101 assignments. Each of these are designed to help you master the material before taking the quiz. Each of the homework assignments must be completed before taking the quiz that corresponds to that chapter. The homeworks for each chapter are due at the beginning of each week, and they are collectively worth up to 20% of your grade.

Chapter Quizzes: There are a total of 14 chapter quizzes in Pearson's My Marketing Lab that randomly generate a set of 25 multiple-choice questions. You may take the quizzes up to five times before the due date; however, the highest grade you achieve by class time on the day it is due will determine your score for the quizzes. Also, there is a time limit of twenty minutes for each quiz. Collectively, your chapter quizzes are worth 20% of your grade.

Music Project: This project is both an individual project and group project. As individuals, you will gather information about the music listening habits of people you know based upon a questionnaire provided to you. You will collect that information from at least ten people from several different generations. Once the information is collected and turned in, you will then analyze that information within your group in order to help your group prepare a marketing plan for a new music company. You will need to define the market, prepare a SWOT analysis, and determine your value proposition before outlining how you and your group intend to advance a marketing campaign. You will rely on *The Best Little Marketing Plan* to assist in this endeavor. The final project will be due no later than class time on Monday, November 27th. Additional information will be forthcoming.



Midterm and Final Exam: There will be two exams. These exams will be based upon the reading that is done for class, any class lectures, and any discussions that we undertake. Each exam will also be comprehensive in nature. The midterm exam will occur on Wednesday, October 4th. The final exam will occur on Friday, December 8th between 8:00 and 10:00 AM.

GRADE BREAKDOWN

As you have seen, each assignment is worth a certain number of points, but ultimately, your grade is your choice. If you keep up with the work in a timely fashion over the course of the semester, you will most likely do well in the class; but if you procrastinate and rely simply on your ability to get by, then you may not do as well as you'd like. Remember, ability plus effort equals success.

Assignment	Project Type		Percentage	Due Date
Mid-Term Exam	Ind.		20%	October 4 th
Final Exam	Ind.		20%	December 8 th
Chapter Homework	Ind.		20%	Ongoing
Chapter Quizzes	Ind.		20%	Ongoing
Marketing Plan	Ind/Group		20%	November 27 th

Grades will be scaled according to the range shown at the right. I build grades based upon this system which means that someone who has 89.9 points or 89.9% of the possible grade has exactly that as there will be no rounding up. Let me restate that: ***I DO NOT ROUND UP TO THE NEAREST PERCENTAGE POINT.*** I also do not “give” points away, so if you are a point or two away from an A, do not ask me to “give” you points. However, if you do see a mistake, please bring that to my attention as soon as possible. I will give everyone at least 24 hours to discuss their grade with me before I post them at the end of the semester.

A:	90—100
B:	80—89.9
C:	70—79.9
D:	60—69.9
F:	Below 60

Keep in mind that no one “deserves” a grade; you earn it, and you earn it by working at it. If you slack off a bit and demonstrate average ability, then the best you can hope to get out of the class is a C. Perform in an above average manner, and you may rise to the level of a B. To receive an A in the class, you will have to demonstrate your ability to move above and beyond average expectations, and that means engaging in the work assigned to you and investing in your study of consumer behavior. In other words, you will have to show me that you and your work are something special to get that A.

The Flipped Classroom and Your Grade: Keep in mind that the structure of this class relies upon you working quite a bit outside of the classroom in developing an understanding of the various topics and concepts we cover. We will then be working on integrating that understanding into your marketing knowledge and applying that knowledge to various situations within the classroom. As such, much of the work (and the corresponding grades) is associated with your preparation. In other words, you choose your grade based upon how well you prepare for class time.

One Final Note: All business majors must complete this class with a C in order to be eligible for graduation with a business degree.

CLASS POLICIES

Your classroom should be a place for open, honest, and unadulterated conversation and learning. It will be a place where I or your fellow classmates may challenge your own thoughts and philosophies on topics ranging from the treatment of women in advertising to the impact of consumer culture on the human body to much more controversial topics. But it will also be a community of respect for others where we seek to help and understand. As such, a few policies need to be in place to assure that everyone is treated with fairness and respect.

Harassment: Neither the Marketing Department nor LCOBA nor I will tolerate sexual or racial harassment in the classroom. As I see it, classroom harassment is any behavior that makes another student feel threatened or uncomfortable in the presence of another student. This classroom harassment can occur outside of the classroom and through various media such as texting and Facebook. **If I witness any such harassment in my class during any discussions or otherwise, you will be asked to leave the classroom immediately.** As such, the person asked to leave will fail the class and be subject to disciplinary review at the university level.

If you should experience problems in this area, you may contact me, the Chair of the Department of Marketing & International Business, the Dean of LCOBA, or the Campus Affirmative Action & Diversity Office.

Academic Dishonesty: Plagiarism and cheating will not be tolerated. All forms of academic dishonesty will result in a grade of "F" being assigned to the course. Academic dishonesty includes, but is not limited to, plagiarism, copying exam answers, and unauthorized use of aids during exams. The academic integrity violations, as presented on page 61 of that VSU Student Academic Handbook are listed as follows:

- No student shall use or attempt to use unauthorized materials or devices to aid in achieving a better grade in a component of a class.
- No student shall receive or give or attempt to receive or give assistance not authorized by the instructor in the preparation of an 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.
- No student shall engage in plagiarism, which is presenting the words or ideas of another person as if they were the student's own. Essays, term papers, laboratory reports, tests, online writing assignments, and other similar requirements must be the work of the student submitting them.

Some typical examples of plagiarism are:

- a) Submitting an assignment as if it were one's own work when, in fact, it is at least partly or entirely the work of another.
- b) Submitting a work that has been purchased or otherwise obtained from an Internet source or another source.
- c) Incorporating the words or ideas of an author into one's paper without giving the author due credit, e.g., 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.

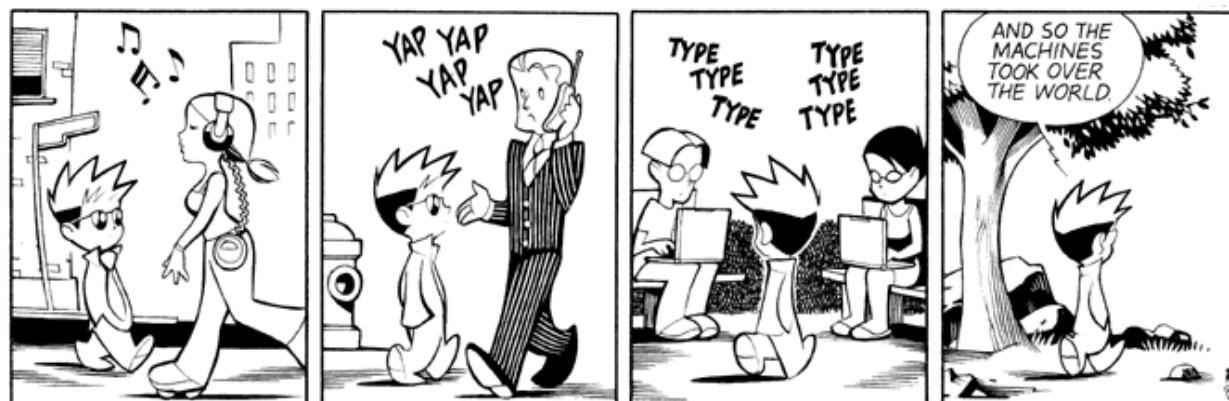
Many Internet sites are available to guide you through the citation process. One that I recommend is the Online Writing Lab (OWL) at Purdue University. The address is: <http://owl.english.purdue.edu/>



Asked to Leave: There may be occasions when I ask a student to leave me classroom. If I do so, then that student will not be welcome back into the class, and he or she will automatically fail the class without exception. I will do not do this capriciously, and such a consequence will only be reserved for those who harass or bully others, engage in academic dishonesty, or become unduly disruptive in the class.

Students with Special Needs: Students with disabilities are encouraged to contact the instructor for a confidential discussion of their individual needs for academic accommodation. It is the policy of the Valdosta State University to provide flexible and individualized accommodation to students with documented disabilities that may affect their ability to fully participate in course activities or to meet course requirements. Students requiring classroom accommodations or modifications because of a documented disability must contact the Access Office for Students with Disabilities located in room 115 Nevins Hall (Phone: 245-2498 or 219-1348).

Cell Phones: Technology is a wonderful thing. It allows us to connect with people all over the country and, in fact, all over the world. With laptops, we get on to Facebook or some other website and have a variety of conversations with friends, family, and strangers alike. With cell phones, we've even managed to reduce conversations to a thumb-typed shorthand so that we can connect with our friends across campus (or even in the same class) whenever we want. However, there is a time and a place for using technology to connect with the other side of the world. *My class is not the time or the place.*



In other words, unless you have some sort of serious issue (i.e. a pregnant spouse), all cell phones will be turned off and put away while in class. If a cell phone rings, vibrates, or becomes otherwise noticeable to me or anyone else in the class, you will automatically lose two percentage points from your final

grade. In other words, do not leave the cell phone on the desk or within my sight. If I see you texting in class, then you will also lose your two percentage points from your final grade. If I see you texting in class a second time, you will then lose four percentage points. A third time, and you will lose another 8 percentage points. In other words, if you get caught texting three times during the course of a semester, you will lose a total of 14 percentage points from your final grade.

Attendance: This class is your class, and as such, you are expected to attend class regularly. I do understand that sometimes life gets in the way, and class attendance is not always possible. However, if you miss more than four class periods, you will drop a letter grade for each class period you miss after that. For those of you who attend every single class period, I will drop your lowest *graded* assignment and double the value of your best *graded* assignment.

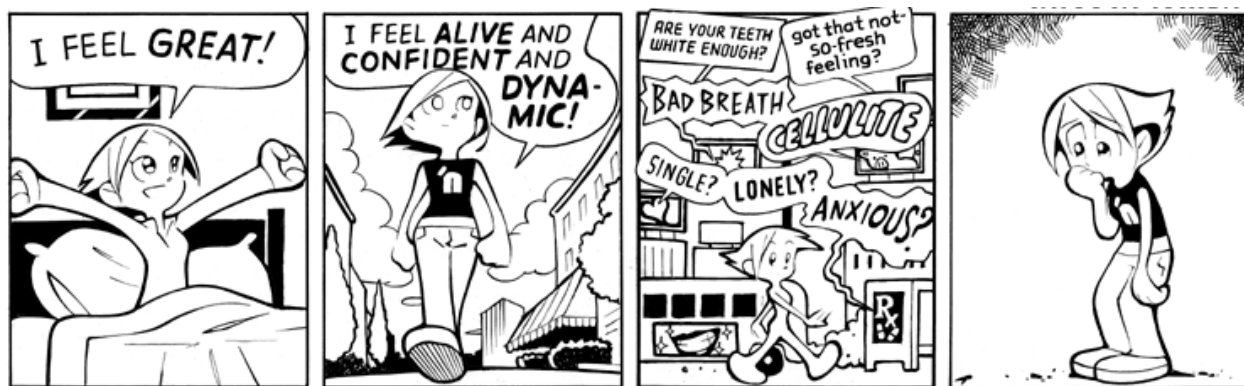
You will also be required to arrive on time. Given the size of the class, late arrivals can be quite disruptive and therefore will not be tolerated. If you arrive late, you will not be allowed in the classroom, and you will be counted as absent. If you have a class on main campus and cannot get here on time, then you will need to make arrangements accordingly.

Bathroom Breaks: We're all adults here which means that we should probably be able to hold our bladders until the end of class. When you stand up in the midst of the classroom discussion, it can be quite disruptive and is, for the most part, unnecessary. If you feel the need to disrupt class by standing up and leaving to go to the bathroom, take your things with you as you will not be readmitted into the class.

Contacting the Professor: Throughout the semester, you may find need to contact me via email. When you do so, please include in the subject line the class designation followed by a dash followed by a brief description of the subject of your email. For instance, if you need to ask a question about a particular due date, the subject line of your email would look like this: **MKTG 3620—Consumer Research Due Date**. Or, if you need to set up a time to meet with me, then the subject line would look like this: **MKTG 3620—Appointment**. Doing so allows me to organize your emails so that I can refer back to them at a later date if necessary. I will not, however, answer any emails having to do with a question about the content of a particular lecture or a test question. For any questions you have concerning the content of the class—including lectures, test questions, project clarification, etc.—please see me during my office hours or by appointment.



I do answer my phone between the hours of 9:00 AM and 11 PM unless otherwise occupied. If I do not answer, please leave a message stating your name and the class for which you are calling. I will return your call or text as soon as I can. And finally, you can always stop by my office. I am often there even beyond my office hours, so stop by if you have any immediate or pressing questions.



A Few Thoughts on Your Participation: This is your class, and I expect you to take ownership of the class. By that I mean, come to class prepared to participate, to ask questions, and to challenge yourself and your fellow students and even me. Please feel free to come to me with any problem you have in the classroom, be it with another student or with my approach in class. And please feel free to tell me how I'm doing as we progress.

Also keep in mind that the classroom is full of students who are trying to learn from the lectures as well as from each other. Sometimes comments pass between students during a lecture. That happens and is often perfectly understandable. However, when those comments become disruptive to the professor or to the other students in class, then the student responsible for those comments may be asked to leave the classroom. This doesn't mean you shouldn't participate or comment or even crack a joke when it seems appropriate. Just do not be disruptive when doing so (and everyone will know what is disruptive when it happens).

Marketing, in and of itself, is not necessarily a controversial topic and very few if any of the skills or techniques we discuss in class will have any controversy attached to them. However, it is very possible that we will discuss a variety of topics or that I will display some consumer images in class that will have some level of controversy associated with them. I conduct an open classroom where anyone can say anything as long as they do so with respect for others. If you have an opinion, feel free to express that opinion but also be prepared to listen to other opinions that may be in opposition to yours, and also be prepared to support that opinion in some way. Ultimately, we need to be respectful of one another as we advance through the semester. Anyone who is not respectful will be asked to leave the class.

Student Opinion of Instruction: As students in this class, at the end of the term, all of you will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available through Banner. You will receive a notification at your VSU e-mail address when the SOI is available, usually at least one week before the end of the term. SOI responses are anonymous, and as your instructor, I will be able to view only a summary of all responses two weeks after final grades have been submitted. Although I will not see individual responses, I will be able to determine who filled out an SOI and who did not. Complete information about SOIs, including how to access them and a timetable for this term, is available at <http://www.valdosta.edu/academic/OnlineSOIPilotProject.shtml>.

CALENDAR

Day	Date	Chapter	Lecture	Exams	Chapter Due Dates
01	Aug 14		Syllabus Overview		
02	Aug 16				
03	Aug 21	Marketing	History of Marketing		Homework
04	Aug 23		Marketing		Chapter Quiz 1
05	Aug 28	Sustainable Ethical etc.			Homework
06	Aug 30				Chapter Quiz 2
	Sep 4	LABOR DAY HOLIDAY	LABOR DAY HOLIDAY		Homework
07	Sep 6	Planning	Planning		Chapter Quiz 3
08	Sep 11	Research	Productivity		Homework
09	Sep 13				Chapter Quiz 4
10	Sep 18	Analytics	Profit		Homework
11	Sep 20		Power		Chapter Quiz 5
12	Sep 25	CB and Business markets	Perception		Homework
13	Sep 27				Chapter Quiz 6
14	Oct 2	Segmentation	Positioning		Homework
15	Oct 4			Midterm	Chapter Quiz 7
	Oct 9	FALL BREAK	FALL BREAK		Homework
16	Oct 11	Product 1	Product		Chapter Quiz 8
17	Oct 16				Homework
18	Oct 18	Product 2			Chapter Quiz 9
19	Oct 23	Price	Price		Homework
20	Oct 25				Chapter Quiz 10
21	Oct 30	Deliver the goods	Place		Homework
22	Nov 1		Push/Pull		Chapter Quiz 11
23	Nov 6	Customer experience			Homework
24	Nov 8				Chapter Quiz 12
25	Nov 13	Promotion 1	Promotion		Homework
26	Nov 15		Persuasion		Chapter Quiz 13
27	Nov 20		Publicity		
	Nov 22	THANKSGIVING HOLIDAY	THANKSGIVING HOLIDAY		
28	Nov 27	Promotion 2	Packaging		Homework
29	Nov 29				Chapter Quiz 14
30	Dec 4				
				Final	