

AUGUSTA STATE UNIVERSITY

MKTG 3700

Principles of Marketing

COURSE SYLLABUS: Summer 2008

[Professor Schmidt's Home Page](#)

[MKTG 3700 Home Page](#)

Each Student is Responsible for Full and Complete Knowledge of the Syllabus Content as it Contains Information Pertinent to the Course.

INSTRUCTOR INFORMATION:

Professor: Buffie Schmidt, MBA

Contact: Anytime via email: bschmidt@aug.edu

Appropriate hours via telephone: (706) 854.1124

Advising: Office Hours: M & W, 4:00PM – 5:00PM and

By appointment or <http://coba.aug.edu/bschmidt>

Class Dates: Monday's and Wednesday's 8:20PM - 11:00PM

COURSE INFORMATION:

TEXT: Contemporary Marketing-13e. Boone & Kurtz.

Textbook: Hard Back, Thomson Southwestern, 08. ISBN#: 978-0-324-53638-6

REQUIRED ADDITIONAL READING : Projects, presentations and weekly assignments may require research via the internet or visits to local businesses. You may be assigned Internet site reviews during the course. These assignments along with all class conversation and content are potential material for exams.

CATALOG DESCRIPTION:

MKTG3700 Principles of Marketing

An introduction to the basic principles of marketing and the marketing environment, with a focus on understanding ethical planning, implementing, and controlling marketing activities on a local, national, and global scale. *Prerequisite(s): 50 semester hours including C's or better in 12 semester hours of BBA Core Area F.*

STUDENT REQUIREMENTS:

Students are expected to:

- Have access to a computer with Internet capability
- Check the pipeline announcements regularly
- Check and respond to course-related e-mails
- Read assigned textbook chapters and sections
- Submit assignments on time
- Save copies of assignment submissions
- Read the syllabus and follow guidelines set by the instructor in this course
- Make initial contact with the instructor within the first 3 days of the term

- Contact the instructor for clarification, additional information, or special circumstances
- Conduct themselves in a respectfully and as an aspiring ethical business person

TECHNOLOGY REQUIREMENTS:

- All assignments or postings will be in MS Word format.
- Students must have an active email account.
- Students are expected to have access to both Microsoft Word and Microsoft PowerPoint

COURSE POLICIES / COMMUNICATION:

LEARNING PROCESS

The professor assumes joint responsibility in the learning process. The assignments and activities in this course build on the shared experiences of all learners. Each student's preparation of material and participation in class discussions is critical to the learning process and overall success in this course. Please arrive on time and prepared to interact.

ATTENDANCE POLICY

Students are expected to physically and mentally attend each class meeting with enthusiasm for the subject matter. Friendly conversation and sleep should be taken care of outside of the classroom.

Students are responsible for signing the roll upon entering the class. Once the roll has been taken up any late arrivers will be counted absent. If a student leaves prior to the end of the designated class period the professor will remove his/her name from the roll for that day. Once a student has missed 10% or more of the course the professor can withdraw him/her from the course.

SENSITIVE TOPICS AND DISTRACTING PRACTICES

Distracting practices take away from others learning experience and will not be tolerated. All electronic devices (other than those being used for educational purposes during class) will be turned off at the beginning of class. Excessive tardiness, early departures, comic responses, or conducting activities unrelated to class conversation is unacceptable behavior that can lead to expulsion from the course.

Throughout the course we will discuss relevant current topics as they relate to our subject matter. Religion, Race, Gender, Politics, and various other topics must be explored in order to engage in a meaningful discussion pertaining to 'real world' events. The environment of university education encourages students to push their boundaries, debate topics, and open their minds to other points of view. Students should keep this in mind during classroom discussions however, each student is expected to be respectful of others opinions, maintain an open mind, and search for meaning in the world today as 'real world' experiences are explored. We are all on a journey to extend our knowledge, strengthen our critical thinking skills, and ultimately be a more successful human being – sometimes this is best achieved by walking in someone else's shoes.

DUE DATES

Due dates are clearly defined in the 'Schedule of Readings and Assignments' at the end of the syllabus. Changes to these dates will be clearly posted in the 'Announcement' section of pipeline. Assignments, Projects, and Exams are NOT accepted after their respective due dates.

PARTICIPATION / ATTENDANCE / MAKE-UP :

The student is responsible for all text book and external reading assignments, independent projects, learning activities, power point presentations and evidence of active participation in the class as well as written examinations.

WEEKLY ASSIGNMENTS, PAPERS, PROJECTS OR EXAMINATIONS CANNOT BE MADE UP AND WILL NOT BE ACCEPTED OR GRADED IF THEY ARE TURNED IN LATE. In the event of an extreme emergency in which documentation is provided of the emergency AND prior notification and approval is received from the professor, make-up for any missed assignment may be arranged on a case-to-case basis.

Students are responsible for initiating contact with the professor. The professor is available 24 hours via email and reasonable working hours via telephone. Students are encouraged to contact the professor at the first indication of difficulties with the class, scheduling, or a situational crisis which may impact the course outcome.

STUDENT FACULTY INTERACTION

Initial Contact: Student is expected to be present in class on the first day of class; if the student can not make it to class they are expected to contact the professor prior to class.

Ongoing Contact: Students may contact the professor at any time via email and during reasonable working hours via telephone. Course interaction will predominantly take place in the classroom however, Pipeline's Chat, Message Board, Files, Announcements and Email will also be utilized. *All students are required to check their ASU email and the course pipeline account every 24 hours*

Assignments/Announcements: It is the responsibility of the student to check for updates/changes to weekly assignments, due dates etc.

File Exchange: *Weekly assignments* are to be turned in at the beginning of each class.

Exams are to be turned in at the end of the designated class periods. *Project power point files* are to be posted to the file section of pipeline with the following titles (GP #) or (IP 'student name'.) Assignments are not accepted via email. ALL Files are to have at the top of the first page the Students first and last name, the students assigned number, and the title of the assignment. **Omission of this information will result in the reduction of 5 points from each assignment.*

HONOR CODE:

The awarding of university degree status attests that an individual has demonstrated mastery of a significant body of knowledge and skills of substantive value to society. Any type of dishonesty in securing those credentials therefore invites serious sanctions, up to and including, a WF in the course, and expulsion from the institution (*see Acadmeic Honesty Section in ASU Catalog*). Examples of dishonesty include actual or attempted cheating, plagiarism, or knowingly furnishing false information to any university employee.

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**Based on the above course policies the:
Participation is 10% of the students overall grade
There 12 class days requiring participation thus,
Each absence or inability to contribute to class discussion = loss in .83% points**

COURSE EVALUATION INFORMATION:

METHODS OF EVALUATION

Weekly Assignments	15%
Group Project	15%
Chapter Main Points	15%
REAL LIFE	15%
3 Exams (includes final)	30%
Participation	10%
Extra Credit	Misc. Points

GRADING SCALE

A	90-100
B	80-89
C	70-79
D	60-69
F	59 and below

NOTE: Grades are not ‘given out’ by the professor, they are ‘earned’ by the student. So please make sure that you ‘earn’ a grade with which you can live. Extra credit is not given on an individual basis; if offered it is outlined in the syllabus (or announced during the course) and available to the entire class. There will be no other exceptions made or help given outside of the ‘normal’ course experience.

SCHEDULE OF READING AND ASSIGNMENTS:

Students will find a chart of specific assignments on the professor’s webpage, at the end of this syllabus, and on Pipeline for each weekly reading. Posting and Due dates are defined in course requirements. ****SEE CHART AT BACK OF SYLLABUS**

NOTE: These dates and assignments ARE subject to change if deemed necessary to meet the objectives of this course. Most likely at least one change WILL take place during the semester. All information pertaining to the change will be posted on pipeline with a 24hr notice. Students are responsible for keeping up with the course timeline.

COURSE ASSIGNMENTS:

WEEKLY ASSIGNMENTS:

- The weekly assignments will be posted on pipeline under ‘files.’ They are due at the beginning of class on the day in which that chapter is to be discussed. These assignments will coincide with the scheduled weekly readings.
- If an assignment requires discussion – postings to the message board under the appropriate topic will be required for full credit.
- All submitted documents should have the students first and last name, the students assigned number, and the chapter of the assignment at the top of the page. Omission of any of these items will result in the loss of 5 points from each assignment
- LATE ASSIGNMENTS, PAPERS, PROJECTS ETC., ARE NOT ACCEPTED OR GRADED.

NOTE Any assignments turned into my box in room N112 MUST be signed and time stamped by the work study student on duty in order for credit to be given.

PROJECTS/PRESENTATIONS:

Students may seek outside input including collaboration with other students when preparing their power point presentation. A Project Group can be created on Pipeline to encourage cross group collaboration and the development of professional networking skills. Projects will be graded on Creativity, Depth, Detail, Presentation style, Communication ability, and Accuracy of Concept. All projects will be presented in class

GROUP PROJECTS:

- Should be 10-15 minutes
- Fully cover the topic
- Involve all group members in the presentation
- Be informative and interesting
- Power Point and appropriate dress REQUIRED (GP 1)

REAL LIFE PRESENTATIONS:

- Should be 5-10 minutes
- Fully cover a topic from the designated chapter
- Be interesting, and demonstrate obvious relationship to students 'real life'
- Power Point and appropriate dress REQUIRED (IP 'student name')

CHAPTER MAIN POINTS:

- Students are to lead a discussion with the class concerning the main points of the chapter
- Grade will be determined on preparedness and thorough coverage of chapter concepts, not on accuracy of interpretation.

**** SEE PRESENTATION & PROJECT GUIDELINES AT BACK OF SYLLABUS**

REAL LIFE:

Students must prepare a presentation relating the assigned chapters to their REAL LIFE. Be creative in your presentation and approach. Show your personality, win over your audience, sale your idea/view. Show your true marketing insight! Be sure to site sources.

INTERNET REVIEWS:

Students may be assigned website reviews. These reviews should be presented in memo format critiquing the topics outlined in the individual assignments.

WRITTEN EXAMS:

Tests will cover several chapters and consist of a combination of multiple choice, True/False, Fill in the blank, discussion questions and diagrams. All exams are to be the student's individual work unless otherwise stated. Exams will be given in class and can not be made up. If you are absent you will receive a grade of 'zero'.

The final examination will be cumulative in nature as complete mastery of the material can only be demonstrated through practical application and critical thinking which represent true understanding of critical facts and principles. The Final Exam may be given in several parts. Any part given as take home that is submitted late will automatically receive a grade of 'zero'.

GRADE OF INCOMPLETE:

An 'incomplete' may only be done for students whose progress in a course has been satisfactory, but who are unable to receive a final grade because of circumstances beyond their control. A student must request an incomplete grade and give the reasons to the professor. The student and professor must sign a 'Petition for and work to remove an incomplete grade' form and submit it to the student services record's office immediately after the class is over. The professor must file a 'Change of grade form' once the incomplete is removed. This form is also filed with the student services record's office. An incomplete for continuing students must be removed by the midterm of the next term of enrollment, or one calendar year, if the student drops out of the program and is temporarily not taking classes. Students who receive 'incomplete' should be aware of regulations related to 'incomplete' An 'incomplete' not removed during the specified time, automatically becomes an 'F'.

EXTENUATING CIRCUMSTANCES:

It is the student's responsibility to inform the instructor of unusual circumstances that may impact performance in the course, timely submission of work, withdrawal from the class or other issues. Normally, the guidelines established in this syllabus will prevail; however, each situation is addressed individually.

EXTRA CREDIT:

- Extra credit is not available for this course.
- If a student misses less than 3 days of class (2 in summer), the lowest exam grade will be dropped when final grades are calculated. The final exam grade can not be dropped.

Extra credit is not given on an individual basis; if offered it is outlined in the syllabus (or announced during the course) and available to the entire class. There will be no other exceptions made or help given outside of the 'normal' course experience.

GRADING PRACTICES/CLASSROOM MANAGEMENT:

MY responsibility:

- If I ask you to complete it you can be assured that I intend to read it.
- Challenge you. Assist in strengthening your critical thinking skills. Broaden your knowledge base and increase your retention level. All via discussions and exams questions surrounding the application of, not memorization of, chapter material.
- Typically, I grade each student's question #1, then each student's question #2, etc., as a means to assess the penetration level of the topic. Thus, I do not accept assignments late.
- When you graduate into the 'real world' tardiness to work, missing deadlines, inappropriate time management, or your dog urinating on your lap top will not be viable excuses or tolerated for extended periods of time. Thus, I do not accept assignments late.
- I WILL discuss your grade(s) with you at any time that you prearrange with me or during office hours. I WILL NOT discuss your grade during class or immediately following class in the classroom.
- The professor DOES claim to be human and therefore will make mistakes thus,

YOUR responsibility:

- You SHOULD keep a copy of all of your assignments until the graded copy is returned to you.
- You MUST have the graded copy that was returned to you in order to dispute a recorded grade.
- You have ONE WEEK from the time a graded item is returned to CHALLENGE a question/answer. After that time, your grade will stand despite any inconsistency discovered.
- When absent YOU are responsible for getting with a classmate to determine what you missed.
- Checking Pipeline and Email every 24 hours.
- Noting due dates, getting assignments to class on time, making arrangements prior to absences for items due days absence (this includes athletic related and excused absences)
- You may at any time arrange for a guest speaker to speak to the class on a subject matter of importance to the class or in relation to the material being covered. Please let the professor know in advance so that proper protocol can be followed with the invitation and preparation of the speaker.

PRESENTATION GUIDELINES:

All business professionals should be comfortable speaking to an audience. Professionals in the Marketing industry spend a great deal of time in front of groups presenting ideas/concepts. The items below will assist you in developing a professional presentation.

MEDIA CHOICE/USAGE

Power point is required. Please remember you are not to write a book- only reminders and main points. Do not use sentences or tiny fonts. Correct of usage of power point is expected and graded. If you need assistance with this please ask professor for separate handout.

OUTLINE:

- | | |
|-----------------|----------------------------------|
| I. Introduction | Attention getter |
| II. Preview | Summarize your topic/main points |
| III. Body | Detail information |
| IV. Review | Summarize your topic/main points |
| V. Conclusion | Memory jogger |

CONTENT

Correct usage of chapter Terms and Concepts

PRESENTATION ETIQUETTE

Professionalism:

- | | |
|---------------------|---|
| Attire: | Professional appearance of student |
| Preparation: | Rational outline, concise thoughts, maintain time limit, demand and hold audience attention |
| NonVerbal Behavior: | Gestures, Hand use, eye contact, use of space and materials |
| Verbal Behavior: | Speech pattern, voice inflection, pronunciation |

Creativity:

- | | |
|---------------------|---|
| Appearance of work: | The project is well put together using consistent style that would be highly appropriate for a presentation in a 'real' business environment. |
| Originality: | Project distinguishes itself from other projects. |
| Final Stretch: | Student demonstrates ability to 'reel in' their audience with creative (yet appropriate) touches |

DELIVERY

- Stayed within time frame
- Used time appropriately and wisely

PRESENTATION GRADING RUBRIC

- 15pts Media Choice/Usage
- 15pts Outline Followed
- 15pts Content

20pts Professionalism
20pts Creativity
15pts Delivery

PROJECT GUIDELINES:

GROUP PROJECTS

The course project will be completed in groups. Each group will complete and present a critique of a marketing campaign. The group should then determine if the campaign is effective and discuss any changes they would recommend. Each group has been assigned two chapters. Terms and concepts from these two chapters should be searched out and discussed as they relate to the groups campaign

- Once a choice is made for the group's topic it must be approved by the professor.
- Each group is given class time prior to project presentations to brief the class on their product and progress with their project. The group is encouraged to take questions/suggestions from classmates and use this as a brainstorming session.
- Presentations will be given during the final two weeks of the course
- Group topics are due at the second class meeting
- The write up is due the day of the presentation

PROJECT WRITE UP CONTENT

- Handout copy of power point slides (6 slides per sheet)
- Marketing Plan summarizing findings (See pg 60-73 in text)
 - DO NOT leave out a section
- Be sure to also INLCUDE:
 - History of campaign chosen
 - Effectiveness of campaign (include supporting facts/examples)
 - Ex. Target market effectively reached
 - Changes the group would recommend (include rational)
 - Terms/Concepts from designated chapters defined and discussed in relation to groups campaign
 - Summary including knowledge gained from this exercise

Group presentations should be between 10 and 15 minutes. Do not go over or under the time suggestion. You will need to practice prior to presenting in order to effectively communicate your information and to demonstrate smooth transitions between group members. Remember - you do not have to cover every aspect of your project in the presentation. However, your presentation should be informative and demonstrate an indepth anaylsis into at least one aspect of a marketing campaign.

This is the most rigorously graded item in the course. If you do not work on this each week it is unlikely that you will receive a favorable grade.

SCHEDULE OF READING ASSIGNMENTS:

M, W

8:20-11:00 PM

May 14 - July 3 (Exams 7-8)

Class #	Class Week	Class Date	Class Content Material	Class Assignments / Items Due
1				
2	Wk 1	14-May-08	Syllabus & introductions	bring resume, choose project topics
3		19-May-08	Chapters 1,2	Chapter Main Points & weekly assignments
4	Wk 2	21-May-08	Chapters 3,4	Chapter Main Points & weekly assignments
		26-May-08	Chapters 5,6	Chapter Main Points & weekly assignments
5	Wk 3	28-May-08		Group briefing (1st half) & REAL LIFE
6		2-Jun-08	EXAM 1	
7	Wk 4	4-Jun-08	Chapters 8,9	Chapter Main Points & weekly assignments
8		9-Jun-08	Chapters 10,11	Chapter Main Points & weekly assignments
9	Wk 5	11-Jun-08	Chapters 12,13	Chapter Main Points & weekly assignments
10		16-Jun-08		Group briefing (2nd half) & REAL LIFE
11	Wk 6	18-Jun-08	EXAM 2	
12		23-Jun-08	Chapters 15,16	Chapter Main Points & weekly assignments
13	Wk 7	25-Jun-08	Chapters 18,19	Chapter Main Points & weekly assignments
14		30-Jun-08	Project Presentations	REAL LIFE
15	Wk 8	2-Jul-08	Project Presentations	

TBD

FINAL