

Principles of Marketing – MKT 3013

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Required Textbook: *Essentials of Marketing*, Lamb, Hair, McDaniel, Thomson/South-Western, Fifth Edition (if you choose to use an earlier edition, the responsibility for assignments is yours)

Course Description: This course is an introductory study of the marketing process covering consumer behavior, product planning, marketing institutions and functions, promotional and pricing strategies. This course orients the student to the internal and external environment in which he or she will be making marketing decisions.

Required Prerequisites: To maintain your enrollment in MKT 3013, it is necessary that you have 60 or more passed hours (i.e., you are a junior or senior according to MSU records). You MUST drop the class if you do not have at least 60 hours!

Learning Objectives: At the conclusion of this course, the student should be able to describe the importance of the marketing process and identify the variables that make up the marketing mix; discuss the external environment of marketing and explain how it affects a firm; explain the various types of consumer buying decisions; explain the major differences between the business and consumer markets; describe differing types of business goods and services; explain positioning strategies and product differentiation; discuss product item, product line and product mix; explain the concept of product life cycles; describe future trends in retailing; explain the goals of promotion; and discuss the importance of pricing to the economy and to the firm.

Course Requirements: This course has five major components:

- 1) Required weekly textbook readings;
- 2) Required weekly review of power point lectures;
- 3) Required weekly review of lecture notes;
- 4) Weekly WebCT activity (see below); and
- 5) Students must take quizzes and exams online.

Lectures and Quizzes: Lectures and quizzes for the entire unit will be available for day 1 of the unit. This will allow some flexibility, but students should remember in the traditional class we would cover one chapter and one quiz a week. As this is a summer course, the student has the responsibility of getting the work done. Thus, there is flexibility for the student which can be beneficial or negative. If quizzes are left to the last moment, problems may arise in which case the student will be responsible. It is highly recommended that the practice quiz that is available is taken during the first week so that all students learn the proper procedure for taking quizzes/exams.

Videos: Each chapter will have a short video clip (15 - 25 mins) that illustrates some of the key concepts covered in the chapter. Instructions on how to get these videos are posted on the website. Below are the videos we will cover for each chapter.

Chapter	Featured Video
1	Wahoo's Fish Taco
2	Record Technology
3	Automated Food Systems
4	Cowgirl Enterprises
5	Café Pilon
6	Le Travel Store
7	Specialty Cheese Company
8	Flucker Cricket Farms
9	Ping/Karsten Mfg.
10	Ping/Karsten Mfg
11	The Art Store
12	Cloud 9 Shuttle

WebCT Activity: Each student must show activity on WebCT within 3 weeks of the start of the course. If there is no activity, the student will be declared a “No Show”, and dropped from the class. A chat room/email list will be set up which will allow students to pose questions to each other and myself. Any communication in the chat rooms or course email should pertain to class material only. Further, there should be no negative comments directed at other students. All writings, as well as all activity in WebCT (when you sign in and out) is logged into documents for the professor to evaluate. To get full WebCT credit, students should answer 2 questions per chapter in the assigned time for the chapter which will be posted by the instructor. The posts should be original and should contain information that is not previously been posted by other students. A good way to answer these posts is to provide examples from your life or work experiences. Another option is for students to post one answer, and one relevant (as judged by the instructor), thought provoking question for other students to answer. However, the student will only get credit if other students answer the question.

Grading Scale:

90-100%	A
80-89%	B
70-79%	C
60-69%	D
Below 60%	F

Methods of Evaluation:

1. 3 exams accounting for 55 % of the student's final grade;
2. 12 Quizzes accounting for 30 %; and
3. 15 % participation grade that will be evaluated on the basis of WebCT activity.

The quizzes will be done through WebCT and evaluation will be based on the top 10 scores. Therefore if a student does poorly on two of their quizzes the overall grade will not be affected. The quizzes and exams will be timed, and no exceptions will be made! Especially because this is a distance learning class, certain steps will be taken to ensure the legitimacy of the quizzes and exams. WebCT activity includes responses to questions posed in the chat-rooms, various assignments, number of articles read, number of items posted, etc. The quizzes and tests will be reflective of the entire chapter and not just the narrated PowerPoints. Therefore, to do well students will be required to carefully read each chapter.

Academic Misconduct...

Academic Misconduct (cheating, plagiarism, forgery, etc.) of any form can result in serious consequences. Penalties may be as severe as receiving a grade of "F" in this course, which remains on your permanent record. Faculty members and students are responsible for reporting cases of academic misconduct. Reports to the Academic Honesty Committee are kept for five years for students found guilty of academic dishonesty. Students have the right to appeal decisions by the committee. Please visit the Mississippi State University website for further reading on academic misconduct.

Tentative Schedule (summer 2007):

Date	Readings	Quiz/Exam Assignments
June 4 (8:00 am) – June 19 (8:00 pm)	➤ Read Syllabus ➤ Chapter 1 ➤ Chapter 2 ➤ Chapter 3 ➤ Chapter 4	➤ Take Practice Quiz ➤ Quiz 1 ➤ Quiz 2 ➤ Quiz 3 ➤ Quiz 4
June 20 (8:00 am) – June 24 (8:00 pm)	-----	Exam 1
June 25 (8:00 am) – July 10 (8:00 pm)	➤ Chapter 5 ➤ Chapter 6 ➤ Chapter 7 ➤ Chapter 8	➤ Quiz 5 ➤ Quiz 6 ➤ Quiz 7 ➤ Quiz 8
July 11 (8:00 am) – July 14 (8:00 pm)	-----	Exam 2
July 16 (8:00 am) – August 1 (8:00 pm)	➤ Chapter 9 ➤ Chapter 10 ➤ Chapter 11 ➤ Chapter 12	➤ Quiz 9 ➤ Quiz 10 ➤ Quiz 11 ➤ Quiz 12
August 2 (8:00 am) – August 6 (8:00 pm)	-----	Exam 3

****** syllabus is subject to change**