COURSE NUMBER: MKT 320
COURSE TITLE: Principles of Marketing, 2018 FALL Face to face
CREDITS: 3:3

PREREQUISITES/COREQUISITES:

- Pre-requisites: ACC 201 (or ACC 218), ECO 201, CST 105, ISM 110, and any one of the following: MAT 115, MAT 120, MAT 150, MAT 151, MAT 191, MAT 292; and major in ACCT, BADM, CARS, ENTR, FINC, INTB, ISSC, MKTG, or STHP.

- Students complete all of these courses before taking this course. You cannot take any pre-requisites concurrently (a.k.a. co-requisites) with MKT 320. In other words, the same semester you are taking MKT 320.

- If you believe you have an exception, please contact the Bryan advisors.

FOR WHOM PLANNED: This is a required course for juniors and seniors in Marketing, other Bryan School majors, or UNCG students.

1. CONTACT INFORMATION:

1.1. Email – haroehm@uncg.edu

1.1.1. All emails should contain a SUBJECT line that identifies which class, meeting time and group along with summary of inquiry (e.g., MKT320 18F T11:00 Group ?? question about assn. 1). The “T” is important it indicates that this is the traditional/face to face class. 11:00 refers to the time of the class.

1.1.2. Note: If it is urgent please feel free to email as frequently as deemed necessary – I understand. In normal situations, if you do not get a response in 24 hours consider re-sending your message.

1.2. Office Hours:

1.2.1. Tuesday-Thursday 9:45-10:45.

1.2.2. You can stop by anytime I’m in my office.

1.2.3. You can also make appointments.

1.2.4. Can also Google Hangout or Webex audio or video chat for free. You can find directions on how to use the chat software in the Canvas course homepage.

1.2.5. Please knock because I always keep the door closed.

1.2.6. Unless I send notification, I am in the building during office hours. You can wait around and/or leave a message with contact information.

1.3. Contact information for MEHT Administration:

Terri L. Sparks (336) 334-3797 The University of North Carolina at Greensboro
http://bae.uncg.edu/meht/ Bryan School of Business and Economics
441 Bryan Building
Diana Brandt: (336) 334-4547 Greensboro, NC 27408
djbrandt@uncg.edu Fax 336-334-5580

2. THE BRYAN SCHOOL OF BUSINESS AND ECONOMICS’ MISSION STATEMENT

In the Bryan School of Business and Economics, we create and disseminate knowledge about the theory and practice of business. In addition to our courses and research, we accomplish this through hands-on projects, global experiences, and outreach to the community. Our work produces principled leaders and exceptional problem solvers who have a global perspective, an innovative mindset, a broad understanding of sustainability, and a commitment to improve the organizations in which they work and the communities in which they live.

3. BRYAN SCHOOL STUDENT LEARNING GOALS

Each program within the Bryan school has separate learning goals as listed with the degree program. The essential components of a professional education in business (excluding the B.S. and B.A. in Economics, the B.S. in Consumer,
Apparel, and Retail Studies and the B.A. in Sustainable Tourism and Hospitality) include common courses for breadth and opportunities for advanced work for depth in the various business disciplines. These core business programs share the following common learning goals:

1. Students will implement the various steps of the critical thinking process, supported by the appropriate use of analytical and quantitative techniques, to formulate recommendations for subsequent decision making.
2. Students will apply appropriate ethical standards when making recommendations for business decision making.
3. Students will evaluate business decisions in the context of sustainability goals, balancing environmental, social, and economic needs, conditions, and potential decision impacts.
4. Students will formulate appropriate strategies, in the context of global issues and forces, to improve business performance in the world economy.
5. Students will explain the roles of innovation and innovation management in achieving successful business strategies, decisions, and performance.
6. Students will be able to plan, schedule, contribute to, and lead projects.

4. IMPACT OF THIS COURSE ON THE PROGRAM STUDENT LEARNING GOALS

Upon successful completion of Principles of Marketing (MKT320), students will have met the various components of the Critical Decision-Making: (#1), Ethical Marketing practices (#2), Role of innovation in creating new products (#5) and Team Collaboration, Communication, and Knowledge-Integration in developing an implementable marketing plan (#6) Goals.

5. BADM (BS) MARKETING CBK LEARNING OBJECTIVES (MKT 320):

In every business class, we have learning objectives. These indicate what you should be learning from each course. At the end of the semester, you will be asked to evaluate how well this class met the learning objectives. In addition to the learning objectives below, you will find that there are specific learning objectives for each class.

1. The marketing student will be able to prepare a research survey project
   
   1.1. Produce descriptive statistics from a research data set
   1.2. Interpret statistical information

2. The student will be able to develop a marketing strategy
   
   2.1. Critique a marketing strategy
   2.2. Develop a marketing plan

3. The marketing student will understand the consumer perspective
   
   3.1. Identify the steps in the consumer decision-making process
   3.2. Plan actions based on target market data

4. ADDITIONAL COURSE LEARNING OBJECTIVES:

   4.1. Acquire and evaluate marketing research. Additionally, utilize marketing research in the marketing planning process.
   4.2. Employ the concepts of segmentation, targeting and positioning to develop and/or analyze marketing strategies in terms of achieving company and consumer goals, considering competition.
   4.3. Understand the 4P’s; product, price, promotion and place strategies, and the relationship with positioning and branding.

6. STUDENT EXPECTATIONS OF FACULTY

   6.1. I have two very important goals:

   6.1.1. Provide students with the marketing concepts that assist them in becoming productive contributors in the community (see Course Learning Objectives below).
6.1.2. Create a learning environment where students feel fairly treated.

6.2. If you have a question/issue, please feel free to contact me.

7. ACADEMIC INTEGRITY POLICY
7.1. Students can refer to the Bryan School's Guidelines for Ethical and Professional Behavior of Students and Faculty found in Canvas homepage.
7.2. It is also important to note that the course policies stated in this syllabus are intended to provide both individual students as well as the entire class roster.

8. COURSE DESIGN:
The class consists of lecture, in class group activities and discussion. There are also outside of class and in-class assignments both individually and group based. There are also exams and a group simulation which costs each student 25 dollars for a license. The simulation is required. Not participating results in failing the course.

9. COURSE MATERIALS:

Marketing, 6th Edition (connect or connectplus NOT REQUIRED)
Dhruv Grewal, BABSON COLLEGE
Michael Levy, BABSON COLLEGE

9.1.1. There is a copy of the book at Library closed reserves.
9.1.2. The textbook serves as a reference, providing terminology, theories, models and frameworks that are commonly accepted in marketing. Thus, in this course it will be necessary for you to have some knowledge of the language and system of concepts inherent to marketing. We may not talk about the certain information contained a textbook reading unless you have specific questions about it. I welcome any questions, so feel free to contact me.

9.2. iClicker>1 or iClicker>2 will be used for class participation and activities.

9.2.1. First Class the clickers will be used in Class 4.
9.2.2. You have to register the clicker. Those directions will be provided.
9.2.3. Acquiring iClickers:
   9.2.3.1. iclicker 1 or iclicker 2: The class is set up for either 1 or 2.
   9.2.3.2. iClicker 1’s are sold at the on-campus bookstore and have been known to buy them back.
   9.2.3.3. There is also a large second-hand market and you can find reasonable offers on the eBay, Amazon or Craigslist. About 2,000 of iClickers are sold to UNCG students every semester, mainly to biology and physics students, so your friends may have one for you.
9.2.3.4. The newer iClicker 2 is more flexible, which might be helpful in other classes, but new is $5 dollars more expensive and there might be a smaller number of the cheaper used units available since it is so new. They can be purchased at the bookstore or online. [http://www.iclicker.com/](http://www.iclicker.com/)

9.3. **Marketing simulation** will be run in the last third of the semester. **MarketPlaceLive – Introduction to Marketing.**

We will go over that information later in the semester there is no need to spend time on that now. We will play in groups and playing against the computer. **The cost to participate is 25 dollars.**

[http://gm.marketplace-live.com/?moveTo=1](http://gm.marketplace-live.com/?moveTo=1)

10. **COURSE GRADED RESPONSIBILITIES:**

10.1. **In-class Attendance and Participation:**

There is an attendance and participation grade because of the integrative and participative nature of this class. It includes attendance and participation, such as iClicker answers. Attendance of, and behavior in, class meetings follows those standards of a professionally run meeting:

10.1.1. Be on time consistently. Absenteeism and/or lateness will impact your participation grade

10.1.2. Laptops will NOT be open during class unless otherwise directed. Exceptions will be considered in case of ODS confirmed learning considerations.

10.1.3. No phones, irrelevant reading material, or conversations. Laptops, tablets PC's in the lab, phones, PDA's etc. should be properly used. Not meeting any of these standards will result in significant loss of participation points.

10.1.4. No recording of class is allowed. Exceptions will be considered in case of ODS confirmed learning considerations.

10.1.5. If you miss a class it is your responsibility to manage the situation. Therefore, you are responsible for any information and/or material from a missed class.

10.1.6. In the cases when you know in advance of potential MULTIPLE time conflicts, resulting in absences, late arrivals and/or early departures, you should consider taking the course another time because this situation would result in significant loss in participation and the possible failing grade.

10.1.7. **iClicker participation** is 15 percent of the course grade is based on your effort and participation. Because it is impossible to give every student a chance to speak in a large class like MKT 320, we will use iClickers to enable accurate monitoring of individual participation.

10.1.7.1. iClickers are NOT quizzes!

10.1.7.2. Every session there will approximately five questions (one every 10 minutes or so) pertaining to the course material that has just been covered. As long as you answer correctly 4 out of the 5 questions, you will receive 1 participation points for the session. You will receive 0.75 points if you answer 3 questions correctly, 0.5 points if you answer two questions and 0.25 points if you answer only one question correctly. There are a number of lectures where participation points are attainable. So, if you attend enough lectures and answer enough questions correctly you can earn 100 percent of the 15 participation points.

10.1.7.3. **Important:** you cannot receive more than 1 participation point per lecture and more than 15 participation points per semester. Even if you attend all sessions and answer every single question correctly, your participation grade will be limited to 15 points total.

10.1.8. **Absents due to Religious Observance:**

10.1.8.1. If you have any religious holidays that might result in an absence you must contact me at least two weeks before the holiday. I prefer to be contacted in the first two weeks of class when possible.
10.1.8.2. There are a limited number of such absences, so please read the UNCG policy for that answer and the answers of any other questions, which can be found at under the Heading of “Religious Observance” at link http://web.uncg.edu/reg/Bulletin/Current/AcaRegs/ClassAttendance.aspx

10.1.9. Marketing simulation. MarketPlaceLive – Introduction to Marketing http://gm.marketplace-live.com/?moveTo=1. We will go over that information later in the semester there is no need to spend time on that now. We will play in groups and playing against the computer. If you want to start early you need to contact me for access.

10.1.10. The cost to participate is 25 dollars.

10.1.11. STUDENTS WHO DO NOT PURCHASE, REGISTER AND PARTICIPATE IN THE GROUP ACTIVITY A LICENSE WILL FAIL THE COURSE.

11. ASSIGNMENTS:

11.1. There are no late assignments, but there is an extra credit assignment posted at the end of the semester and it is worth one assignment.

11.2. The due dates for these assignments are included in the class schedule at the end of this document.

11.3. If a student fails to turn in 2 of the first 3 assignments and/or misses the first exam without notifying the professor in advance of the exam, they will be dropped from the course.

11.4. These are assignments due throughout the course. The assignments will be graded based on promptness, completeness and professionalism that includes; grammar, writing style, spelling and format.

11.5. The values of these assignments are listed below in the Grade Break Down section.

12. GROUP TRAINING & MARKETING MATH:

12.1. This assignment is designed to help students have an improved group experience and outcome. Additionally, the assignment includes some training on spreadsheet use and important marketing calculations.

13. MARKETING PLAN PROJECT:

There will be a group marketing plan project that is submitted individually for credit. The goal of the project is to develop learn the steps in creating a marketing plan/strategy for an assigned company. Details for the project will be provided when students are assigned to their groups.

14. GROUP PEER EVALUATIONS:

The group Peer Evaluation is an extremely important tool to manage your group experience. Peer evaluations are based on the performance of your group. This is because in the business world, performance is the main benchmark. Consequently, promotions, raises, etc. are typically based on outcome as opposed to effort. So, in this class, outcome/performance will be the basis for your group grades.

14.1. For many groups, all members participate equally. In those cases, the peer evaluation will be the same percentage as your group earned from all of the group activities. For instance, if your group earned a 70 percent on all of your group activities your peer evaluation would be 70.

14.2. If, however, you have well performing member, you can indicate that by providing that individual with high peer evaluation. In these cases, their peer evaluation will be higher than the group’s average outcome. In the example earlier, this person’s evaluation will be higher than 70 percent. Typically, the most a student would be increased is 10-15 percent. So, if an individual wants to score high they need the group to perform well.

14.3. The peer evaluation can also be used in those unfortunate situations when a member is not performing to expectations. In such cases, you can communicate to those individuals that their peer evaluation will be negatively affected unless there are improvements. Do this as early as possible. Also, when doing this please inquire what you as a group can do to help this member. This often times can remedy the situation. If it does not help and the member does not participate as expected, their grade will be SIGNIFICANTLY LOWER THAN THE GROUP’S. IT SHOULD BE NOTED CASES OF EXTREME NEGLECT OF GROUP RESPONSIBILITIES CAN RESULT IN EARNING A ZERO FOR ALL GROUP WORK.

14.4. If your group is having meetings and member(s) cannot meet they should provide work product on a timely basis for the group meeting. If non-physically meeting group members who do not provide work product can and should be penalized in that case. IT SHOULD BE NOTED THAT CASES OF EXTREME NEGLECT OF GROUP RESPONSIBILITIES CAN RESULT IN EARNING A ZERO FOR ALL GROUP WORK.
14.5. For students who do not complete peer evaluations, they will earn 0 for their peer evaluation.
14.6. You should feel free to contact me about participation issues.

15. EXAMS:
15.1. There will be three non-cumulative exams in this course. A study guide and exam instructions will be provided for each exam. The date, times and locations of exams can be found in the schedule in course Canvas homepage.
15.2. I want to make sure students are fairly treating with regards to testing. Challenges that require testing accommodations such as a quite setting and/or additional time are welcome. Student needs to provide me with the appropriate documentation from Office of Accessibility & Services (OARS formerly ODS) at least on. Ideally the student will do so at the beginning of the semester or at least a week before the first exam. Those students with said challenges but are not registered are encouraged to contact OARS immediately because there are no retro-active make-up exams for not providing documentation before the exam.

OARS Contact Information:
website: http://ods.uncg.edu/student-services/register/
Suite 215 EUC, PO Box 26170
Greensboro, NC 27402-6170
VOICE/TTY 336.334.5440
FAX 336.334.4412
EMAIL oars@uncg.edu

15.3. Generally, there are no make-up exams except in the case of serious emergencies or official school related activities, not including voluntary school activities/groups.
15.3.1. If you believe you have a valid reason for a make-up exam, I must receive by the assigned deadline posted in the exam instructions. I will not accept requests after that, unless you are physically unable. In those cases, additional documentation is required.
15.3.2. Also, I am providing a buffer, so you can complete exam. Note: there are absolutely no requests for make-ups during this buffer so if you have an issue during the buffer you have no remedy. I strongly suggest you finish by the assigned deadline. There are exceptions such as physical impairment. In these cases, additional documentation is required.
15.3.3. It should be noted that the requirement of written documentation is my effort to ensure that all students in the course feel fairly treated. This serves as verification of a valid excuse, so the students who complete the exam on time have assurances that make-ups are not an unfair advantage. At the same time, this policy ensures students with unexpected, valid emergencies who follow the instructions are not disadvantaged.
15.3.4. Note: In the case of medical issues, I do not want to know personal and/or sensitive information just the general nature of the emergency/activity.
15.3.5. With regard to the final exam time, students with more than two examinations within 24 hours may apply to the University Registrar’s Office, 180 Mossman Building, for permission to change their exam schedules. The usual policy is to change the middle examination in a sequence of three. Requests must be filed by 5:00 P.M., November 28th, 2018.
15.3.6. If you have any questions about the examination period for a course meeting time not listed, please contact the University Registrar’s Office at 334-3728 or via e-mail at registrar@uncg.edu.

16. DEAN OF STUDENTS CONTACT INFORMATION:
210 Elliott University Center, PO Box 26170
1.336.334.5514 EMAIL deanofstudents@uncg.edu
17. GRADING POLICY:
   17.1. No assignments are accepted late.
   17.2. **NOTE THERE IS AN EXTRA CREDIT ASSIGNMENT AT THE END OF THE SEMESTER THAT IS WORTH ONE ASSIGNMENT.** This can help mitigate the impact of lost points due to a missed assignment.
   17.3. Assignments are graded for grammar, spelling, organization, completeness and overall professionalism.
   17.4. If required, all gathered/non-original material should be referenced. APA Guidelines ([Purdue University’s Online Version](https://www.lib.purdue.edu/research/apa.html)).
   17.5. Students who are concerned about their writing can work with the [UNCG writing center](https://writing.unCG.edu/). It should be noted that Writing center well in advance of the due date of the assignment.
   17.6. Students who are concerned about their verbal skills can work with the [UNCG speaking center](https://speaking.unCG.edu/). It should be noted that speaking center well in advance of the due date of the assignment.
   17.7. The due dates for these assignments are included in the syllabus schedule section.
   17.8. All information submitted, including computer disks and attached files to emails, should be labeled:
   - LAST Name, FIRST name
   - Assignment name or number (e.g., Intro Class Assignment)
   - **MKT320 F18_T**
   - Professor Roehm
   - Pledge “name(s)”*
   *All work submitted should include the word “Pledged” followed with the name(s) of the students involved. (see [Dean of Students web site](https://students.unCG.edu/academics/academic-integrity/) which includes academic integrity process and actual Academic Integrity policy).
   17.9. **FAILURE TO MEET THESE INSTRUCTIONS COULD RESULT IN 5 PERCENT ON AN ASSIGNMENT.**
   17.10. **SAVE ELECTRONIC BACKUP COPIES OF YOUR ASSIGNMENTS including GROUP PROJECTS**, if applicable.
   17.11. Note: Files saved online (cloud storage such as Google and Dropbox provided for free by the university), flash drive or sent via email attachment should have the same label information.

18. GRADE SCALE

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<tr>
<th>Grade</th>
<th>Score Range</th>
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<tbody>
<tr>
<td>A</td>
<td>92 to 100</td>
</tr>
<tr>
<td>A-</td>
<td>90 to 91.99</td>
</tr>
<tr>
<td>B+</td>
<td>88 to 89.99</td>
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<td>B</td>
<td>82 to 87.99</td>
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<tr>
<td>B-</td>
<td>80 to 81.99</td>
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<tr>
<td>C+</td>
<td>78 to 79.99</td>
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<tr>
<td>C</td>
<td>70 to 77.99</td>
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<tr>
<td>D</td>
<td>60 to 69.99</td>
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<tr>
<td>F</td>
<td>Below 60</td>
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19. GRADE BREAK-DOWN

<table>
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<tbody>
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<td>Exam 1</td>
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<td>Group Training&amp;Marketing Math</td>
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</tr>
<tr>
<td>Marketing Simulation</td>
<td>7.5</td>
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<tr>
<td>Peer Evaluation</td>
<td>7.5</td>
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<tr>
<td>Marketing Plan Project</td>
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</tr>
<tr>
<td><strong>TOTAL POINTS</strong></td>
<td><strong>100</strong></td>
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</tbody>
</table>