COURSE NUMBER: MKT 320
COURSE TITLE: Principles of Marketing, 2018 Fall 100% Online
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. Classroom: None – 100% online
   1.1. Email: haroehm@uncg.edu
      1.1.1. All emails should contain a SUBJECT line that identifies which class, meeting time and group (if assigned) along with summary of inquiry (e.g., MKT320F18 Online Group ? question about assn. 1)
      1.1.2. Note: If it is urgent please feel free to email as frequently as deemed necessary. Understand in normal situations, if you do not get a response in 24 hours consider re-sending your message.
   1.2. Office location: 376 Bryan
   1.3. Office hours:
      1.3.1. Tuesday-Thursday 9:45am – 10:45am Face to face and Google+ or Webex video chat. You can find directions on how to use the chat software in the Canvas course homepage. Other appointment formats and/or times by request.
      1.3.2. If you want to meet face-to-face:
         1.3.2.1. You can stop by anytime, if I am in my office we can chat.
         1.3.2.2. You can also contact me to set up a time.
         NOTE: Please knock because I keep the door closed at all times.
   1.4. Contact information for MEHT Administration – Office 441 Bryan Building:

      Terri L. Sparks (336) 334-3797
      tspark2@uncg.edu
      Mailing Address
      Attn: Harper Roehm
      MEHT Department

      Diana Brandt: (336) 334-4547
      djbrandt@uncg.edu
      The University of North Carolina at Greensboro
      Bryan School of Business and Economics
      441 Bryan Building
      Greensboro, NC 27408
      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 has four parts. I will post all of the lectures and activities, assignments, exam study guide and sessions ONE PART at a time. Once the exam for a completed part is finished, the information for the next PART will become available. The four course parts as follows:
   - Sessions 1 2 and 3 then exam 1
   - Sessions 4, 5 and 6 then exam 2
   - Sessions 7, 8, 9 and 10 then exam 3
   - Marketing Simulation. Requires each student to purchase a license ($25). If you have any questions, please feel free to contact me.

9. **Course Materials:**

   *Marketing, 6th Edition (NO connect or connectplus)*
   Dhruv Grewal, BABSON COLLEGE
   Michael Levy, BABSON COLLEGE

   9.1.1. There is a copy of the book at Libraries 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. Marketing simulation license. 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.

9.2.1. The cost to participate is 25 dollars.

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

10. Assignments:

10.1. 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.

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

10.3. 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.

10.4. 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.

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

11. Group Training & Marketing Math:

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.

12. 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.

13. Marketing Simulation:

13.1. This is a group activity.

13.2. The cost to participate is 25 dollars.

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

14. INITIATION ONLY LEARNING OPPORTUNITY: Marketing Simulation top performing groups will earn an invitation to the BB&T Bryan Marketing Challenge. There are significant benefits so check the schedule and make sure your schedule allows for you to be involved. The event, Saturday November 17th, requires your PHYSICAL presence for the entire day. I understand that this is a 100 percent online class, but this is an optional activity and a fantastic learning opportunity provided by BB&T. THERE IS NO ALTERNATIVE WAYS TO EARN the benefits. YOU HAVE TO PHYSICALLY PARTICIPATE.

15. 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.

15.1. 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.

15.2. 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.

15.3. 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.

15.4. Another important issue is evaluating participation when a group has face-to-face meetings. It is absolutely fine to have face-to-face group meetings, but understand that many students are taking online courses because they may not have the ability to physically meet. In those cases, your group CANNOT deduct points for not making meetings. If you are having physical 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.

15.5. For students who do not complete peer evaluations, they will earn 0 for their peer evaluation.

15.6. You should feel free to contact me about participation issues.

16. EXAMS:

16.1. 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.

16.2. 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:
web site: 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

16.3. 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.

16.3.1. 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.

16.3.2. 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.

16.3.3. 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. While at the same time, it ensures students with unexpected, valid emergencies who follow the instructions are not disadvantaged.

16.3.4. 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.
17. Absents due to Religious Observance:

17.1. I am more than happy to make accommodations for religious observance, however, with online courses religious observance typically will not affect student’s ability to complete assignments, exams and/or participation in group projects by the assigned due date because time between access to the activity (e.g., exam) and the associated due dates are greater than one day. In most cases, the professor will suggest that you complete your work before the holiday.

17.2. If you believe you do have any religious holidays that might result in an absence affecting the completion of a class activity you must contact me at least two weeks before the holiday. I prefer to be contacted in the first two weeks since these dates are set and widely known, and it would provide us more time to make alternate plans.

17.3. There are a limited number of such absences, so you can find the policy in the Undergraduate Bulletin and the Office of the Provost’s web site. If you still have questions, please contact the Dean of Students (see contact information below) if you have any questions.

17.4. Dean of Students contact information:
210 Elliott University Center, PO Box 26170
1.336.334.5514 EMAIL deanofstudents@uncg.edu

18. Grading policy:

18.1. No assignments are accepted late.

18.2. **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.

18.3. Assignments are graded for grammar, spelling, organization, completeness and overall professionalism.

18.4. If required, all gathered/non-original material should be referenced. APA Guidelines ([Purdue University’s Online Version](https://www.libguides.com/cgs/apa)).

18.5. Students who are concerned about their writing can work with the [UNCG writing center](https://www.uncg.edu/). It should be noted that the writing center well in advance of the due date of the assignment.

18.6. Students who are concerned about their verbal skills can work with the [UNCG speaking center](https://www.uncg.edu/). It should be noted that the speaking center well in advance of the due date of the assignment.

18.7. The due dates for these assignments are included in the syllabus schedule section.

18.8. 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_O  
   Professor Roehm  
   Pledge “name(s)”*  

   *All work submitted should include the word “Pledged” followed with the name(s) of the students involved. (see to [Dean of Students web site](https://uncg.edu/) which includes academic integrity process and actual Academic Integrity policy).

18.9. FAILURE TO MEET THESE INSTRUCTIONS COULD RESULT IN 5 PERCENT ON AN ASSIGNMENT.

18.10. **SAVE ELECTRONIC BACKUP COPIES OF YOUR ASSIGNMENTS including GROUP PROJECTS,** if applicable.

18.11. 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.
### 19. Grade Scale

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<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>92 to 100</td>
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<tr>
<td>A-</td>
<td>90 to 91.99</td>
</tr>
<tr>
<td>B+</td>
<td>88 to 89.99</td>
</tr>
<tr>
<td>B</td>
<td>82 to 87.99</td>
</tr>
<tr>
<td>B-</td>
<td>80 to 81.99</td>
</tr>
<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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### 20. Grade Break-down

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
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<tbody>
<tr>
<td>Class assignments</td>
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<tr>
<td>Exam 1</td>
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<tr>
<td>Exam 2</td>
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<tr>
<td>Exam 3</td>
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<td>Group Training &amp; Marketing Math</td>
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<tr>
<td>Marketing Simulation</td>
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<tr>
<td>Peer Evaluation</td>
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<tr>
<td>Marketing Plan Project</td>
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<tr>
<td>TOTAL POINTS</td>
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