

**MKTG 320****PRINCIPLES OF MARKETING****SPRING 2019**

Section 03: Monday/Wednesday 2:00-3:15 in Room 160

Professor: Dr. Merlyn Griffiths, Associate Professor of Marketing  
 Office: **353 Bryan**  
 Phone: 334-4472 (*please leave a message*)  
 E-mail: [Magriff3@uncg.edu](mailto:Magriff3@uncg.edu) (most efficient means of contact)  
 Office Hours: Monday 3:30pm-4:30pm and by appointment  
 Course Documents: <https://canvas.uncg.edu/>

**SEND ALL QUESTIONS VIA EMAIL ONLY****REQUIRED MATERIALS**

**REQUIRED:** Grewal and Levy, *Marketing, 6<sup>th</sup> edition*, McGraw-Hill Publishers.

**REQUIRED:** Mastering the Art: An Entrepreneurial Guide to a Profit Driven Marketing Plan  
 Kendall Hunt Publishers: ISBN #:978-1-5249-0529-3

**Electronic Access:** <https://he.kendallhunt.com/product/mastering-art-entrepreneurial-guide-profit-driven-marketing-plan>

**REQUIRED: i-Clicker:** Classroom Response Remote

**REQUIRED: Laptop:** A laptop computer is required to complete all Exams

**Catalog Course Description:** Introduction to marketing with an emphasis on market segmentation, targeting, and positioning for consumer and business markets in domestic and international economics.



### The Bryan School 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.

### Bryan School Student Learning Goals

The Bryan school programs have separate learning goals as listed with the degree program. 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 various business disciplines. Core business programs share the following common learning goals:

- 1). Students will implement various steps of the critical thinking process, supported by 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.

## 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.

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## COURSE OBJECTIVES

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The primary objective of this course is to introduce fundamental concepts of marketing.



Consequently, we cover a wide range of topics and materials – giving you a broad view of the many areas of marketing. All students - regardless of major - will benefit from this course by gaining an appreciation of marketing's expanding role in society. Each student should develop the ability to understand organizational decision-making from a marketing perspective. This course will also make you a more

knowledgeable consumer by heightening your awareness of marketing activities and customer behavior.

This course begins to develop the core competencies of integrated business knowledge and strategic thinking by guiding students towards accomplishing the following objectives:

- To understand the concepts and terminology of marketing, and the role within the organization and society.
- To understand the consumer decision making process, and tactical and ethical issues that marketers encounter relating to segmentation, targeting and positioning strategies.
- To develop a framework for analyzing and understanding the organization's marketing mix (4P's), positioning, branding, and its marketing resources, customers, and competition.
- To apply this framework as the basis of decision-making and resource deployment (i.e., target market selection and marketing mix design) in developing an implementable marketing plan.

Students will accomplish these objectives by participating in lecture discussions, experiential activities both inside and outside of class and collaborating with classmates on marketing projects including creating a new product and a strategic marketing plan.

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## CLASS FORMAT AND POLICIES

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### CLASS E-MAIL LIST

E-mails with important class-related information will be sent via Canvas. Please make sure that your official e-mail address of record with the University is correct so that I can contact you through the Canvas system.

### CLASSROOM POLICIES

1. Attendance will be taken in class. Leaving class during a lecture = absence.
2. Your i-Clicker must be registered with [www.iclicker.com](http://www.iclicker.com) and used in each class in order for you to receive attendance and participation points.
3. Food and beverages (other than bottled water) are not to be consumed in the classroom.
4. **Use of cell phones is not allowed during class. DO NOT text or IM or engage in any such activities. All communication devices must be turned off in the classroom. Violators will receive a participation grade of 0 for each offense. More than 3 offense grade of "0" are**

**grounds for permanent dismissal from class, at which time you will be administratively dropped from the class.**

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## COMMUNICATION

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All communications will be sent through the Canvas LMS. Communications being sent to all registered students will address: "Class." In your communications to me, you may address me as Dr. G; Professor G; Dr. Griffiths; Professor Griffiths; Prof. G.

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## FORMAT

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Class sessions will include lectures, discussions, experiential activities, and films. The class sessions will be based on content from the textbooks and any additional readings that will be posted on Canvas or distributed in class or via email.

### LECTURE NOTES

Lecture  
Notes

- ❖ PowerPoint slides are posted on Canvas.
- ❖ Power Point slides on Canvas ARE NOT A SUBSTITUTE FOR CLASSROOM ATTENDANCE. The posted slides are designed to alert you to the content discussed in class.
- ❖ **POWERPOINT SLIDES POSTED ON CANVAS ARE NOT IDENTICAL TO THOSE SHOWN IN CLASS. The content reflects the topics discussed in class.** They are not a substitute for the textbooks, and you will not do well on exams by studying solely using the posted slides.

### SIX KEYS TO HAVING A SUCCESSFUL EXPERIENCE IN THIS CLASS INCLUDE:

1. **Read each chapter of the text prior to the class in which it will be discussed.** This will help you become familiar with the language we use in our discussions and provide you with an overview of the concepts that you will apply during class activities. **Note: I may give brief quizzes at the beginning of or during any class period.**
2. **Print the PowerPoint slides for each lecture posted on Canvas before class.** The slides are "noteshells" to help guide you through key issues that we'll discuss in each class and aid your note taking. **They do not contain all the information that will be presented in class.** Thus, attendance is critical, as the noteshells will not substitute for attending and taking complete notes.
3. **Attend class.** Discussions and activities will give you a chance to apply the information discussed in the text. This will help you understand more intuitively and recall the information for tests.
4. **Ask questions and participate in class discussions and activities.** This is the best chance to clarify and reinforce the information presented in the text.
5. **Apply the marketing principles we discuss in class in your everyday life.** Read articles in the business press (Wall Street Journal, Financial Times, Business Week, etc.) and think about the marketing implications for you, other consumers, the firm, the industry, the economy, and society.
6. **Be a contributing member of the marketing team and work together on the marketing plan project.** Team meetings will require you to be flexible in meeting outside of class hours. Participation in the marketing project is **NOT VOLUNTARY**. Your individual grade is based on a peer review completed by each member of your team. Members who fails to contribute can be

dismissed. A dismissed team member will lose **50%** of his/her grade based on the peer review and will not be credited for submitted work related to the marketing project after the dismissal.

### **Academic Accommodations**

The University of North Carolina at Greensboro respects and welcomes students of all backgrounds and abilities. If you feel you will encounter any barriers to full participation in this course due to the impact of a disability, please contact the Office of Accessibility Resources and Services (OARS). The OARS staff can meet with you to discuss the barriers you are experiencing and explain the eligibility process for establishing academic accommodations. You can learn more about OARS by visiting their website at <https://ods.uncg.edu/> or by calling [336-334-544](tel:336-334-544) or visiting them in Suite 215, EUC.

### **Academic Integrity**

Students are expected to recognize their responsibility to uphold the Academic Integrity Policies of UNCG. Failure to do so will result in Academic Integrity Sanctions as stipulated by the university. You are encouraged to review these policies at <http://academicintegrity.uncg.edu/complete/>.

### **Honor Code & Pledge**

Students are expected to know and abide by the UNCG Honor Code in all matters pertaining to this course. Violations of the Code will be pursued in accordance with set code. All written work submitted is subject to "plagiarism check." Violations include: using oral or written materials previously prepared by former students in this or other marketing classes. Cheating is dishonorable and the repercussions are severe and final. ([http://bae.uncg.edu/wp-content/uploads/2012/08/faculty\\_student\\_guidelines.pdf](http://bae.uncg.edu/wp-content/uploads/2012/08/faculty_student_guidelines.pdf))

### **Classroom Conduct**

We subscribe to the UNCG professional standards. Please arrive on time for class with uninterrupted attendance for the duration of the class. I will endeavor to end class on time. Furthermore, please maintain a professional atmosphere. This includes, but is not limited to, using respectful comments and humor, employing appropriate manners and decorum, utilizing computers and technology suitably (e.g., silencing wireless devices, no web-browsing or emailing), and refraining from distracting or disrespectful activities (e.g., avoiding side conversations and games). Refer to the following for more details on school policies, procedures, ethics and conduct: [http://www.uncg.edu/bae/faculty\\_student\\_guidelines.pdf](http://www.uncg.edu/bae/faculty_student_guidelines.pdf)

### **Vaping**

***No vaping of any kind is allowed in the classroom. Do not attempt to use any form of electronic smoking devices during class as it does create a distraction. Failure to adhere to this policy is grounds for being removed permanently from the class.***

### **Laptop Policy**

**I reserve the right to restrict any and all laptop use at any time.** Computer use is not a necessity in class and often proves to be a distraction rather than an aid in the learning process. **Therefore, I strongly suggest no open laptops in class.** However, if you use your laptop for efficiency in taking notes, you must restrict use to this activity only. Surfing, IM and other unrelated use of your laptop is not permitted in class. ***Please close your laptops during videos, speaker presentations and experiential exercises where use is not necessary.***

### ***Inclement Weather Policy***

If we experience snow, sleet, etc., the University's decision will be followed. Use your good judgment. Do not attempt to come to class if there is a high probability that you will not do so safely. Any additional information pertaining to make-up for missed classes will be sent through Canvas via email.

### ***Religious Observance***

The University allows for 2 excused absences each academic year for religious observances required by the faith of the student. **Students requesting a religious absence must notify the instructor of each absence 14 days in advance of the date of the religious observance.** The request must state in writing the nature of the religious observance and the dates. Student's participation must be confirmed in writing by an official of the religious organization. Assignment/tests that a student may miss due to notice of a required religious observance, instructors may require the student to complete the test or assignment in advance of the originally scheduled date of the test or assignment. The requirement for students to make such requests for excused absences applies only to days when the University is holding class (see the University's announcement for further details).

### ***Health and Wellness***

Your health impacts your learning. Throughout your time in college, you may experience a range of health issues that can cause barriers to your learning. These might include physical ailments, illnesses, strained relationships, anxiety, high levels of stress, alcohol/drug problems, feeling down, or loss of motivation. Student Health Services and The Counseling Center can help with these or other issues you may be experiencing. You can learn about the free, confidential mental health services available on campus by calling 336-334-5874, visiting the website at <https://shs.uncg.edu/> or visiting the Anna M. Gove Student Health Center at 107 Gray Drive. Help is always available.

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## **EVALUATION**

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The objective here is to learn, and your grades are a demonstration of that. I have designed this course to provide you with numerous opportunities to demonstrate what you are learning. Your final grade therefore will be determined by your actual performance on the combination of "ALL" assignments. **Personal issues or constraints ARE NOT considered under any circumstance.**

**\*\*Note:** All submitted work may be checked for plagiarism. To avoid discrepancies, be sure to cite appropriately works of others that you are referencing. For details on what constitutes plagiarism, please visit <http://academicintegrity.uncg.edu/>

### **Grades are comprised of following components:**

1. Class Participation (attendance & in-class exercises, extra credit)	10%
2. 5 Quizzes (1, 2, 4 @ 3% each, 3 & 5 @ 4.5% each)	18%
3. 4 Exams (1 @ 10%, 2 @ 12 % 3 & 4 @ 15% each)	52%
4. Team Project: The Marketing Plan	20%*
✓ Marketing Plan & final presentation (10%)**	<b>100%</b>
✓ Peer Evaluation (10%)	

**\* NOTE: Individual grade for marketing plan and final presentation will be reflective of the peer evaluation. An individual's non-performance will result in an additional 20% decrease from the team grade. Thus, if the team accomplishes a 97, the non-performer will receive 20% less (77.6) for his/her individual grade.**

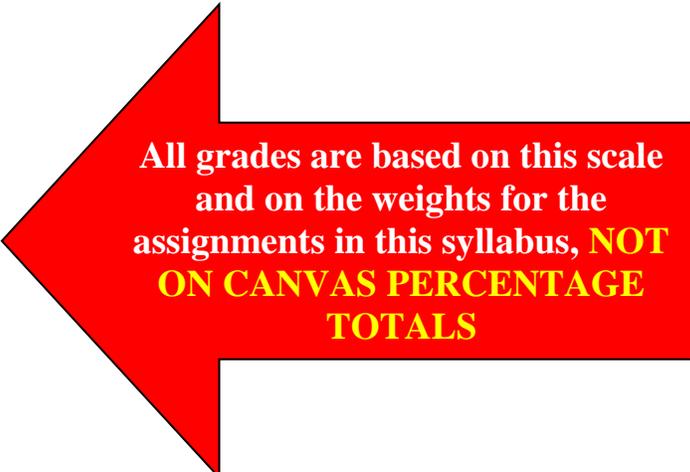
**\*\* Includes the cumulative average grade received on Milestones 1 and 2.**

*Keep in Mind:*

1. I reserve the right to modify any of the material in the Syllabus and Class Schedule.
2. Each student is responsible for obtaining all handouts, assignments and schedule changes.
3. Important class announcements may be communicated by email or on Canvas. You are responsible for checking regularly.

### Grading Scale

A+ 98-100%	C+ 78-79%
A 93-97%	C 73-77%
A- 90-92%	C- 70-72%
B+ 88-89%	D 60-69%
B 83-87%	F Below 60%
B- 80-82%	



**All grades are based on this scale and on the weights for the assignments in this syllabus, **NOT ON CANVAS PERCENTAGE TOTALS****

### Calculating Your Grade

You can calculate your grade using the file called "How to Calculate Your Grade" in Canvas. Your grade is based on the actual assignments completed for the class and percentage weights shown here in the syllabus. **The percentage weights in Canvas ARE NOT YOUR GRADES.**

### Proper Submission of Class Assignments

All assignments and papers **must be typed or they will not be graded.** I will not accept work that does not meet the following requirements:

- 1 **MUST BE TYPED, YOUR NAME MUST APPEAR AT THE TOP OF THE DOCUMENT**
- 2 **HANDWRITTEN DOCUMENTS ARE NOT ACCEPTED.**
- 3 **MUST BE UPLOADED INTO CANVAS - IN THE SPECIFIC ASSIGNMENT SECTION ONLY**
- 4 **NO LATE SUBMISSIONS, NO EXCUSES.**
- 5 **NO E-MAIL submissions for ANY assignment will be accepted under any circumstance.**

### Retention of student work for portfolios

The professor reserves the right to retain for pedagogical reasons either the original, or a copy, of any student's test, written assignment, paper, presentation, or similar work submitted by the student, either individually or as a team project, for this class. Students' will be notified and names will be deleted from any retained items.

**Grades are non-negotiable** and final grades can only be changed to correct calculation or input errors on my part. If you have any questions as to the validity of a grade this must be brought to my attention within one (1) week of the day/date the grade is posted.

Grades **WILL NOT** be determined by a standard bell curve whereby the majority of the class receives a 'C' and the minority receives otherwise. Rather, grades will strictly depend on the number of points accumulated relative to the total number of points allotted in the course.

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## CLASS PARTICIPATION

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**Attendance is mandatory.** There are **NO EXCUSED ABSENCES**. Exception is made with a written doctor's note on the institutions letterhead, containing telephone number and name of a contact person who can verify the information in the note. Athletes with away-game conflicts must present written verifiable documentation within the first 3 weeks of class. No consideration is given without documentation. **All submitted documentation will be verified.**

Participation involves your attendance, in-class activities, contribution in the discussions including iClicker (100 pts). Participation also includes responses to posed questions (.25 pts per question) and extra credit questions (worth 1.5 pt. each). Nearly every session of the course will involve some form of interaction. I expect each student to be prepared at all times to comment in any class session, and to respond to questions using the iClicker. To reinforce this expectation, **I will randomly select students throughout the ensuing discussion whether or not the student's hand is raised.**

### IClicker



An iClicker remote is required for this class. You can use either an iClicker + or an iClicker-2, available from the book store, or online. **Click on the "iClicker" tab on Canvas and register your iClicker number for use in the class.**

Part of assessing your participation in class will be done through the use of the iClicker remote, which allows you to respond to questions I pose during class. Your responses and your participation will be recorded. Typically, 3 to 6 questions may be asked in each class. The points are as follows:

Responding to All questions = 1 point (regardless of correctness; indicates attendance).

Responding correctly to the questions = .25 points for each correct answer.

(For example: 6 questions asked & correctly answered =1.5; 5=1.25; 4=1.0; 3=.75; 2=.50; 1=.25)

**To receive these points, you must register your iClicker remote online by January 16th.**

**Use YOUR OWN iClicker!** Responding with another student's iClicker is a violation of the Honor code and WILL be reported. Penalties included "F" for the semester for both students involved, administratively dropped from the course, and other university related academic dishonesty

### ❖ IN AND OUT OF-CLASS ASSIGNMENTS:

These assignments, including the creation of the marketing plan project, are designed to increase your understanding of the applicability of theories and concept to 'real-world' situations. **To be fair to all students, there are NO make-ups for missed class assignments.**

### ❖ EXTRA CREDIT

You can **choose** to complete the questions indicated in each week's module in Canvas.



- Each extra credit completed is worth 1.5 points.
- **DO NOT SUBMIT Documents, PDF or GOOGLE DOCS OR LINKS**
- Submit your extra credit into the appropriate assignment box on Canvas. No credit is given for submission into the incorrect space. **NO EMAIL SUBMISSIONS** accepted.

- **These are due by 2:00pm on the day indicated. The submission window closes at 2:00PM and will not be reopened under any circumstance.**
- **NO LATE OR EMAIL SUBMISSIONS WILL BE ACCEPTED=0.**

### ❖ QUIZZES

Five quizzes will be given at the beginning of the class period. Quizzes will cover the contents of Marketing Project; the respective sections of the marketing project relating to chapters in Mastering the Art text; and the milestone work based on your team's assignment submitted. Quizzes are given to ensure that students fully understand the different elements and concepts required and their respective application. **To be fair to all students, NO MAKE-UP FOR MISSED QUIZZES unless dire circumstances and evidence for such exists (i.e., doctor's note with contact name and phone number, etc.).**



### ❖ EXAMS

**A LAPTOP COMPUTER IS REQUIRED TO TAKE ALL EXAMS.  
ALL EXAMS ARE TAKEN IN THE CLASSROOM.**



Exams may consist of any combination of multiple choice and short essay questions. These questions will cover material from class activities, lectures, guest speakers AND the textbook.

All Exams will be taken on your laptops IN THE CLASSROOM. If you do not have a laptop, you can borrow/rent one from the Library and from the Technology Service Center in Forney Building, Floor 1, on a first-come, first-served basis. **You cannot take the exams without a computer. There are no paper exams. No extra computers available. No other means of completing the exams.**

**Tablets typically do not work effectively for taking exams.** Be sure your computer can connect to Canvas before exam day.

I design exams to include material from the textbook, lectures, guest speakers & in-class assignments. Therefore, if you do not read the book and attend class, it will be difficult to pass the class. **You will not receive any additional extra credit assignments**, and your grade will not be changed at the end of the semester for any reason except for a clerical error on my part.

### ❖ MISSED EXAMS

\*\*\*NO MAKE UP EXAM WILL BE GIVEN WITHOUT PRIOR NOTIFICATION IN WRITING OF DIRE OR UNAVOIDABLE CIRCUMSTANCES (\*\*being sleep deprived or unprepared, or travel for holiday or break is not dire or unavoidable\*\*). A DAY AND TIME WILL BE ARRANGED FOR YOU TO COMPLETE THE EXAM. The specified time may be before or after the exam date. **Verifiable documentation substantiating your circumstance IS required.**

**SPECIAL NOTE: NO SPECIAL ARRANGEMENTS WILL BE MADE FOR ANY STUDENT TO TAKE EXAMS EARLIER OR LATER THAN THE SCHEDULED DATE, IN ORDER TO ACCOMMODATE TRAVEL FOR ANY HOLIDAY INCLUDING SPRING/FALL BREAK, EASTER, THANKSGIVING, VACATIONS, FAMILY GATHERINGS, ETC. PLEASE PLAN ACCORDINGLY.**

**ATHLETES:** Those with documented and verifiable notice of away-games must provide this document to me at the beginning of the semester (WITHIN THE FIRST 3 WEEKS). Accommodations will be made for quizzes and exams only. However, the student IS NOT excused from learning what materials or activities they missed in class. Talk with your team mates, come to office hours, read the contents on Canvas and gain an understanding of the important content missed. This includes information that appears on Exams and Quizzes. Stating you were away on the day something is covered IS NOT justification for not knowing the answers to questions on exams or quizzes.

### Guest Speakers

Guest lectures are an integral part of class. These marketing executives are invited to speak about a course topic and to answer your questions based on their professional experience, which allows you to see the application of frameworks discussed in class. Attendance is mandatory. Content from each guest speaker's talk will appear on the exam.

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## MARKETING PLAN TEAM PROJECT

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To integrate and practice the various components of marketing strategy, teams will create a strategic marketing plan. The objective is to simulate real world marketing situations requiring consideration of customers/consumers, competition, marketplace changes, micro and macro environmental changes and the marketing mix elements.



At the beginning of the 2nd week of class, teams will be formed. Team size is ideally 5-6 persons per team, but no fewer than 3. **Teams are responsible for coordinating and meeting each member by the beginning of class on 1/28. Teams must sit together beginning 1/28.**

\*\*Each team will be responsible for completing and submitting each Milestone requirement as they build their marketing plan. Extensive detailed feedback on each Milestone will be sent electronically to each member of the team. The team will receive a grade on each Milestone to indicate the level of

satisfactory progress on the Marketing Plan. The final grade on the Marketing Plan will include the average of the grades received on Milestones 1, 2, and 3. **Further details and specific requirements of the Marketing Plan Team Project will be distributed and discussed in class.**

#### ❖ Online Meeting Access

Each team will be set on Canvas to have the following access: File Exchange, Discussion Board, Virtual Classroom, Blog and Email. You are strongly encouraged to utilize these resources in communicating with team members, especially if there is difficulty in meeting face to face. **Further details and specific requirements of the Marketing Plan Team Project will be distributed and discussed in class.**

**\*\*\*Firing Non-Performers:** The team has the right to fire any member who is not carrying his or her share of the work. The decision to fire an individual can occur at any time, must be unanimous, and the reasons must be documented in writing. The fired individual will receive credit for the work completed up to the point of being fired, but will receive an **F** for the remaining portion that is not completed. **The fired individual cannot be re-hired. There is no cost (no charge) to the team for firing a team member.**

#### ❖ Peer Evaluation

Each member of the team will provide evaluative feedback on the performance of each individual. You will give yourself a rating and provide comments on the contributions of each member (including you) made toward the successful completion of the project. The ratings provided by each team member will be taken into account in the final calculation of the individual's grade on the project. **All peer evaluations are completely confidential. Peer Evaluations must be submitted via UPLOAD to Canvas.**

#### Helpful Resources: US Marketing and Advertising Magazines

1. Advertising Age – <http://adage.com/>
2. Ad Week <http://www.adweek.com/>
3. Direct Marketing News <http://www.dmnews.com/>
4. DMA News <http://www.the-dma.org/news/>
5. Brand Republic <http://www.brandrepublic.com>
6. Target Marketing <http://www.targetmarketingmag.com>
7. B toB – The Magazine for Marketing Strategists <http://www.btobonline.com/>

**Course Schedule and Reading Assignments**  
**G&L=Grewal & Levy text. MTA=Mastering The Art text**

<b>Date</b>	<b>Readings</b>	<b>In-Class Activities and Assignments Due</b>
Mon 1/14	Course Overview Read: G&L Ch. 1: Overview of Marketing	Introductions Syllabus
Wed 1/16	G&L Ch 2: Developing Marketing Strategies & Marketing Plan  MTA: Ch 1: Ideation	<b>Your iClicker must be registered by today.</b>
<b>Mon 1/21</b>	<b>DR. MARTIN LUTHER KING Jr. HOLIDAY</b>	<b>NO CLASSES</b>
Wed 1/23	G&L Ch 2: Developing Marketing Strategies & Marketing Plan (Cont'd)  MTA: Ch 2: Marketing Knowledge-What Every Good Marketer Knows	<b>Team Assignments- will be posted on Canvas.</b>
Mon 1/28	G&L Ch 3: Social and Mobile Marketing	<b>Teams must sit together starting today.</b>  <b>Quiz 1:</b> covers <b>MTA Chapter 1 &amp; 2</b> on Canvas: Available from 5:00am-11:59pm
Wed 1/30	G&L Ch 4: Marketing Ethics	<b>Review Milestone 1 Requirements</b>
Mon 2/4	<b>EXAM 1</b> <b>G&amp;L Chapters. 1, 2, 3,4</b> <b>LAPTOP REQUIRED TO TAKE EXAM</b>	<b>75 min</b> <b>EXAM TAKEN IN CLASS</b> <b>BRING YOUR LAPTOPS TO TAKE EXAM</b> <i>(Loaner laptops are available from the library or Tech Center in Forney 101 on first come first serve basis)</i>
Wed 2/6	G&L Ch 5: Analyzing the Marketing Environment  MTA Ch 5: Behind the Doors: Industry Analysis	
<b>Thu 2/7</b>	<b>TEAM MARKETING PLAN IDEA</b> <b>DUE BY 5PM</b>	<b>UPLOAD in CANVAS</b> <b>WORD DOCUMENT ONLY –</b> <b>ONE person from the team upload.</b>
Mon 2/11	<i><b>Guest Speaker:</b> Ms. Malia Brown Founder and CEO Urban Social T.V.</i>	<i><a href="http://www.urbansocialtv.com">www.urbansocialtv.com</a></i>
Wed 2/13	G&L Ch 6: Consumer Behavior	
Mon 2/18	G&L Ch 6: Consumer Behavior (Cont'd)	<b>Quiz 2:</b> covers <b>MTA Chapter 5</b> on Canvas: Available from 5:00am-11:59pm
Wed 2/20	G&L Ch 7: Business to Business Marketing MTA Ch 6: Situation and Competitor Analysis	



Mon 4/8	Ch 17: Retailing and Omni-Channel Marketing	<p><b>Marketing Project Milestone #2 due</b>  <b>Load into Canvas by 11:59PM.</b></p> <ul style="list-style-type: none"> <li>❖ Must be Microsoft WORD document only.</li> <li>❖ Do not submit links or PDF or Google docs.</li> <li>❖ One team member uploads the file.</li> </ul>
Wed 4/10	<p>Review Milestone 3 (final project details)  Requirements</p> <p>Order of Team Presentations will be determined  today</p> <p>Marketing Teams Project Work Time</p>	<p><b>Quiz 5: Covers Milestone 2</b></p> <p><b><u>NOTE: Quiz 5 is taken in class. NOT  on Canvas</u></b></p> <p>Covers the concepts and components in the text  that you applied in the milestone. You must know  the contents of the Milestone the team submitted,  and the related textbook content.</p>
Mon 4/15	Ch. 18: Integrated Marketing Communications	
Wed 4/17	Ch. 19: Advertising, Public Relations and Sales Promotions	
Mon 4/22	<p style="text-align: center;"><b>EXAM 4</b>  <b>G&amp;L Chapters 16, 17, 18, 19</b>  <b>LAPTOP REQUIRED TO TAKE EXAM</b></p>	<p style="text-align: center;"><b>75 min</b>  <b>EXAM TAKEN IN CLASS</b>  <b>BRING YOUR LAPTOPS TO TAKE EXAM</b>  <i>(Loaner laptops are available from the library or  Tech Center in Forney 101 on first come first serve  basis).</i></p>
Wed 4/24	Team Presentations (first 5)	<p style="text-align: center;"><b><u>Attendance is mandatory</u></b></p> <p style="text-align: center;"><b>Due: Final Marketing Plan All Teams  Upload by 2pm</b></p> <p>Deliver products with <b>presentation</b>  All team members must present.  Peer Evaluations Due</p>
Mon 4/29	Team Presentations (second 5)	<p style="text-align: center;"><b><u>Attendance is mandatory</u></b></p> <p><b>Due:</b> Deliver products with <b>presentation</b>  All team members must present.  Peer Evaluations Due</p>
Wed 5/1	Team Presentations (third 5)	<p style="text-align: center;"><b><u>Attendance is mandatory</u></b></p> <p><b>Due:</b> Deliver products with <b>presentation</b>  All team members must present.  Peer Evaluations Due</p>
Wed May 8 <sup>th</sup>	<b>Exam 5: FINAL EXAM - Cumulative</b>	<p style="text-align: center;"><b>BRING YOUR LAPTOPS</b></p> <p style="text-align: center;"><b>Team Best Marketing Plan Awards  Distributed Today</b></p>