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320 Syllabus

THE UNIVERSITY *of* NORTH CAROLINA
GREENSBORO

Joseph M. Bryan School of Business and Economics
Department of Marketing, Entrepreneurship, Hospitality, and Tourism

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COURSE NUMBER: **MKT 320 Section 03 - 04**

COURSE TITLE: **Principles of Marketing, 2026 SPRING 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 the Bryan Business School.
- Students complete all of these courses before taking this course. You cannot take any prerequisites concurrently (a.k.a. co-requisites) with MKT 320. In other words, in the same semester, you are taking MKT 320.
- If you believe you have an exception, please contact the Bryan advisors in Bryan 301 or you can find information on Bryan Advisors **on this website.**
- **FOR WHOM PLANNED:** This is a required course for juniors and seniors in Marketing, other Bryan School majors, or UNCG students.

1. **INSTRUCTOR INFORMATION:**

   1.1. Dr. Harper Roehm, Associate Professor of Marketing

   1.2. Classroom: Online.

   1.3. Email: haroehm@uncg.edu

   1.3.1. All emails should contain a SUBJECT line that identifies which class.

   1.3.2. 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 within 24 hours consider resending your message.

   1.4. Office hours

   1.4.1. Virtual: **Teams Wednesday 11:00AM - 12:00 pm, or by appointment.**

   s1.4.2. **Much can be accomplished via email, however, if you would like to virtually meet outside Teams office hours you can find directions on how to use Teams on the class Canvas page. Also, for virtual appointments please email me and suggest 3 possible times that are convenient.**

   1.5. MEHT Department Contact information for MEHT Administration – Office 441 Bryan Building.

2. **Catalog Description:** Introduction to marketing with an emphasis on market segmentation, targeting, and positioning for consumer and business markets in domestic and international economics.
3. **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 improving the organizations in which they work and the communities in which they live.
4. **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 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.

5. **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 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.

6. **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.
   The marketing student will be able to prepare a research survey project

   Produce descriptive statistics from a research data set
   Interpret statistical information

   The student will be able to develop a marketing strategy

   Critique a marketing strategy
   Develop a marketing plan

   The marketing student will understand the consumer perspective

   Identify the steps in the consumer decision-making process
   Plan actions based on target market data

7. **Course design:** **T**he 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 are as follows:

   7.1. Part 1: Sessions 1 2 and 3 then exam 1

   7.2. Part 2: Sessions 4, 5, and 6 then exam 2

   7.3. Part 3: Sessions 7, 8, 9, and 10 then exam 3

   7.4 Part 4: Complete Group Marketing Plan & Wrap-up assignments

8. **Course Materials:**

8.1 **Marketing, Dhruv Grewal, 2025 via Connect**

Information about connect license and ebook

CONNECT LICENSE IS REQUIRED FOR CLASS - PART OF FIRST DAY COMPLETE. WHEN GETTING ACCESS TO THE eBOOK, YOU WILL HAVE ACCESS TO CONNECT COURSE MATERIAL INCLUDING MINI-SIMULATIONS, ASSIGNMENTS AND EXAMS.

TO GET ACCESS TO THE eBOOK AND SOME CLASS MATERIALS. GO TO CANVAS CLASS HOMEPAGE AND CLICK ON eBOOK ACCESS link.

8.1.1. 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 certain information contained in a textbook reading unless you have specific questions about it. I welcome any questions, so feel free to contact me.

8.1.2. Getting access to the Book and other class material.
Purchase a Connect code at the bookstore and register with the course link provided by your instructor Accessing eBook. During the registration process, you will be prompted to create a new account or log in with an existing Connect username and password.

At that time, you will need to do one of the following:
• Enter your access code
• Purchase access online
• Begin your 14-day Temporary Access period

TO GET ACCESS TO THE eBOOK AND SOME CLASS MATERIALS. GO TO CANVAS CLASS HOMEPAGE AND CLICK ON eBOOK ACCESS link.

UNDERSTAND THAT CONNECT IS REQUIRED SO IF YOU USE THE 14-DAY TEMPORARY ACCESS YOU WILL BE REQUIRED TO PURCHASE CONNECT ACCESS AFTER THAT 14 DAY PERIOD.

Please note: After you register, you will have the option to purchase a low-cost, loose-leaf print version of the text through Connect and will be shipped directly to you.. THE PAPER VERSION OF THE BOOK IS **OPTIONAL.**

8.1.3. CONNECT Tech Support Hours and Contact Information

EMAIL & CHAT: mhhe.com/support
Note - You can email at any time, however, the response team will only be respondind during these hours.
Sunday: 12:00 PM to 12:00 AM EST
Monday-Thursday: 24 hours EST
Friday: 12:00 AM to 9:00 PM ET
Saturday: 10:00 AM to 8:00 PM ET

Phone: CALL: (800) 331-5094
Sunday: 12:00 PM to 1:00 AM EST
Monday-Thursday: 8:00 AM to 1:00 AM EST
Friday: 8:00 AM to 9:00 PM ET
Saturday: 10:00 AM to 8:00 PM ET

Find additional resources and Connect Training Series videos at supportateverystep.com.

9. **Deliverables:**

grade breakdown

Learning Chapter concept assignments	**10%**
Marketing Math	5%
Concept Mini-Simulations	5%
Marketing Plan Project	5%
Marketing Plan Paper (Group)	15%
Exam 1	20%
Exam 2	20%
Exam 3	20%
TOTAL	100%

9.1. **Assignments:**

9.1.1. Late policy:

9.1.1.1. **NO** late assignment points available.

9.1.1.2. **Suggested** versus **actual** due dates. The assignments are intended to prepare for exams so the **actual due date** is when the exam window opens. The course daily schedule provides **suggested** due dates. These suggested due dates are intended to spread out the learning. These are the optional dates for completing the assignments.
NOTE: THERE ARE NO **EXTENSIONS REGARDLESS OF REASON**. IT IS UNDERSTANDABLE THAT ISSUES CAN ARISE, SO COMPLETE THE ASSIGNMENTS SO YOU PREPARE FOR EXAMS AND DO NOT LOSE COURSE POINTS.

9.1.1.3. Exam late policy found below.

9.2. **Marketing Mini-Simulations(NO EXTENSIONS):**

9.2.1.The mini-simulations **are included with connect and you can find the specific mini-simulations and the due dates on the canvas homepage.**

9.2.2. We will go over that information later in the semester including in the class introduction.

9.2.3. The mini-simulations are individual projects but it recommended to work with your voluntary group members to help with improving performance.

9.3. **Marketing Planning Project, Marketing Plan Paper(Group) & marketing math(NO EXTENSIONS):**
The goal of these projects is to learn the steps in creating a marketing plan/strategy and apply this knowledge to an assigned company and assist with the simulation.

Details for the Marketing Plan Paper (Group) will be provided early in the semester. The goal of this project is to get detailed experience in the marketing planning process.

9.4. **EXAMS:**

9.4.1. There will be three non-cumulative exams in this course. A study guide and exam instructions will be provided for each exam. The exam dates, times, and locations can be found in the schedule on the course Canvas homepage.

9.4.2. **MAKE-UP EXAMS:**
There are two types of make-up. One, **excused make-up**. Two, **not excused make-up**. The difference is that if you do not have an excuse, you earn a 25 percent penalty on your exam score if the exam is taken within 48 hours of the exam window closing.

9.4.2.1. **Excused Make-up Requirements:**
Student encounters a serious, unexpected, and valid emergency or is involved in an official school-related activity, not including voluntary school activities. In such situations to earn excused make-up you need to:

9.4.2.1.1. **Contact me immediately. As soon as you know about the situation. The latest I will accept the excuse is before the exam begins. After that exam deadline, you are taking a not excused make-up exam unless it is determined you were unable to contact me.**

9.4.2.1.2. **Provide written documentation that; one, identifies/explains the situation, two, provides the dates and times of the event, and, three, includes contact information from someone who the professor can contact to verify the situation.**

9.4.2.1.3. 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, it ensures students with unexpected, valid emergencies who follow the instructions are not disadvantaged.

9.4.2.2. Not Excused Make-up Requirements:

9.4.2.2.1. Contact me immediately.

9.4.2.2.2. Take the exam 48 hours after the exam window closes.

9.4.2.2.3. Understand after the exam buffer begins no excuse will be accepted and you receive the 25 percent penalty. For example, if you earn 80 on the exam with a penalty you will receive 55 percent of the points the exam is worth.

9.4.2.2.4. Also, 48 hours after the exam window you earn a zero on the exam.

9.4.3. Concerning 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.**, a week before the exam.**

10. **Gen AI(GAI) Use Policy:**

    Students are solely responsible for any AI generated output. Violations will be considered academic misconduct.

    IF GAI IS ALLOWED FOR AN ASSIGNMENT IT WILL ACKNOWLEDGED IN THE ASSIGNMENT INSTRUCTIONS.IF THERE NOTHING MENTIONED IN THE INSTRUCTIONS DO NOT USE GAI. For all assignments where students are permitted to use Gen AI, students are required to turn in documentation of their Gen AI use by completing and submitting a Gen AI Use Documentation Form – View Template.

    Citing GAI Use
    If the use of GAI tool(s) is permitted by the instructor, students are obligated to follow the instructor's guidance regarding how it is to be documented, attributed, or cited in the submitted work. If no attribution/citation guidance is given by the instructor, students should adopt the style typically used in the discipline most closely aligned with the course (APA, MLA, Chicago Manual of Style).

    Responsibility for Content of Submitted Work
    The content of work submitted by students is the responsibility of the student, even if instructors permit the use of generative AI. Students should be aware that AI-generated content may be false, biased, or inappropriate. Students assume ownership of and responsibility for the content of the work they submit.

    Citing Gen AI - See LibGuide from Steve Cramer, UNCG Business Librarian.

    UNCG GAI RESOURCES:

    Microsoft Copilot

    UNCG faculty, staff, and students can access Microsoft Copilot for free at copilot.microsoft.com when signed in with UNCG credentials.

    Other Resources

    Join the Bryan School Gen AI Sandbox to access more resources and view sample Gen AI assignments designed by Bryan instructors.

11. **ACCOMMODATIONS:**

    11.1. OARS/ADA:
    UNCG seeks to comply fully with the Americans with Disabilities Act (ADA). Challenges that require accommodations are welcome, such as a quiet test setting and/or additional time. The student needs to provide me with the appropriate documentation from the Office of Accessibility & Services (OARS formerly ODS) at least one week before a test. Ideally, the student will do so at the beginning of the semester. Those students with said challenges but are not registered are encouraged to contact OARS immediately.

    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

12. **ABSENCES FOR UNIVERSITY-SPONSORED ACTIVITIES:**

    12.1. The University recognizes the importance of certain extra-curricular and co-curricular activities (including travel days) that enhance student learning, personal development, and professional growth. Instructors will excuse the absences of students for participation in University-sponsored events under the following conditions:

    12.1.1. Students who expect to miss one or more class meetings due to participation in university-sponsored activities should:

    12.1.2. Notify the instructor(s) at least five class days in advance;

    12.1.3. Arrange to complete all missed work *in advance* of the absence whenever practicable as judged by the instructor(s). When missed work cannot be completed in advance, the instructor(s) should provide students with the opportunity to make up the work. Students should be aware, however, that not all kinds of work can be made up. The instructor(s) have the discretion to deny make-up work if (i) alternative assignments place an unreasonable demand on the instructor, (ii) the original assignment is such that not completing it at the originally assigned time impedes student learning

    12.1.4. Present relevant documentation of participation in a relevant University-sponsored activity to the instructor(s) upon request.

    12.2. Students who expect to miss more than three class periods of any single course of any kind in a term or more than two consecutive meetings of a laboratory course in order to participate in University-sponsored activities should inform the instructor at the beginning of the course. In the case that the faculty member cannot make reasonable accommodations for make-up work, the student may appropriately be advised to drop the course.

13.1 Absents due to Religious Observance.

13.1. As an online class, this most likely will not be an issue, however, if you have concerns or believe this does apply please contact me immediately, and I will be happy to work out accommodations. For more information on UNCG's Religious Obligations policy, visit: https://catalog.uncg.edu/academic-regulations-policies/university-policies/

13.2. f 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.

13.3. 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 website. If you still have questions, please contact the Dean of Students (see contact information below) if you have any questions.

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

14. **Elasticity Statement: The professor works hard to hold to the stated schedule of due dates, BUT dates can change. Students will be notified via email/Canvas Announcement of any changes. A major goal of this class is to provide a fair learning experience so If a change presents a challenge a student should contact the professor immediately so the issue can be resolved.**
15. **Technical support: Students with technical issues with the course and email should contact 6TECH for support either by email or phone or chat (https://its.uncg.edu/Help/6TECH/). Please also make your instructor aware of the issue, and if there will be any delays in resolving the issue.**

16. **Grade Scale:**

Grade breakdown

A	92 to 100	C+	78 to 79.99
A-	90 to 91.99	C	70 to 77.99
B+	88 to 89.99	D	60 to 69.99
B	82 to 87.99	F	Below 60
B-	80 to 81.99		

16. **Student Expectations of Faculty**

16.1.Bryan School Faculty and Student Guidelines
Bryan Faculty and students in this course are expected to adhere to the guidelines stated at this link: https://bryan.uncg.edu/wp-content/uploads/2017/08/Faculty-and-Student-Guidelines-2018-2019.pdf

I have two very important goals:

16.1.1. Provide students with the marketing concepts that assist them in becoming productive contributors to the community (see Course Learning Objectives below).

16.1.2. Create a learning environment where students feel fairly treated.

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

17. **ACADEMIC INTEGRITY POLICY**
    By submitting an assignment, each student acknowledges their understanding and commitment to the Academic Integrity Policy on all major work for the course. Refer to the following URL: https://osrr.uncg.edu/academic-integrity/
18. **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.

19. **The course schedule is posted in Canvas - DAILY CLASS SCHEDULE. If you have questions, free to contact me.**

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Sincerely, Harper.