

MKTG 3803-02
Principles of Marketing – Fall 2017

Classroom: Miller 2214

Class Hours: MKTG 3803-02 – **MW 9:30 – 10:45am**

Instructor: Dr. Blaise J. Bergiel

Phone: 678-839-5012

Office: Marketing & Real Estate Dept, Office 2315

E-mail: bbergiel@westga.edu

Office Hours*:

Monday and Wednesday: 8:00am - 9:15am; 9:30 - 10:45am; & 12:30pm – 1:45pm

Other times by appointment

*Note: office hours above do not pertain to holidays or finals week & Because of faculty meetings and meeting with students I may not be in my office it is important to **check** with me first.

I. Suggested Text

Marketing 5e, Grewal & Levy, McGraw Hill, 2017, ISBN 1259954455 .

II. Course Description

Study of marketing policies and practices in the flow of goods and services to the customer/consumer.

III. Introduction

This course serves as an introduction to the fundamental principles of marketing for undergraduate students who have no previous background in marketing. The topics covered include market analysis, product development, channels of distribution, promotion and pricing. You will study the basic concepts of marketing, the interrelationships of these basic concepts, and how they can be used to facilitate the process of value exchange.

IV. Pre-requisites

Enrollment in this course requires a GPA of 2.00 or above and College of Business Maj-Minor status.

V. Learning Goals

The primary goal of this course is to introduce students to the field of marketing, and to help them gain an understanding of the analytical techniques required to develop successful marketing strategies. Theoretical and conceptual issues in marketing will be discussed, along with their implications in formulating marketing strategies.

Upon successfully completing the course, the student should be able to:

1. Critically evaluate the role that Marketing plays in the domestic and global economy and in the individual firm. (LG 5)
2. Have basic knowledge of the marketing concept and the elements of a marketing plan like marketing research, market segmentation, consumer behavior, marketing mix, and positioning. (LG 4)
3. Understand how these effect strategic planning. (LG 6)
4. Have basic knowledge of how social, political, legal, economic, and technological environments affect marketing. (LG 4)
5. Recognize how diversity, ethical decision-making and leadership, social responsibility, globalization, and multicultural considerations affect marketing strategies and decisions. (LG 5)
6. Recognize the pervasive application of marketing principles to goods, services, ideas, people and places, as well as to B2B and consumer marketing, and to non-profit organizations. (LG 4)

[\(Learning Goals\)](#)

VI. Course Format

Lecture: Lectures will cover specific topics in marketing. The course schedule lists specific topics covered on each class date along with referenced textbook pages. **Note: There will be material covered in class that cannot be found in your book!**

Exams: Four exams will be given throughout the semester (see course schedule for dates). Bring a #2 pencil (with an eraser). All personal items (including cell phones, music players, bags, etc.) will need to be left at home OR placed at the front of the room during the exams.

VII. Course Requirements and Conduct - Student Responsibilities:

1. **Attend class, prepared to discuss and apply concepts** from assigned readings. This includes having the text, handouts, and other materials readily available and well organized for class.
2. Be responsible for the readings assigned in class and in the course syllabus, whether or not the material is explicitly covered by the instructor during class.
3. Contribute to class discussions.
4. Turn in or meet all assignments on schedule.
5. Any student who misses class (or any portion of a class) is responsible for the content missed. While I am glad to assist students who may need help with a particular concept or assignment, such assistance is not designed to replace class time. Any student who misses class should take steps to get notes, assignments, copies of handouts, class schedule changes, etc. from another student(s). If additional assistance is needed, please see me during office hours. Class time is valuable and will not be used to go over material for students missing class. Class material will only be retaught/reviewed when it is judged appropriate for the class as a whole.
6. **Always Engage in Academic Honesty:** Students are expected to recognize and uphold standards of intellectual and academic integrity. The University assumes as a basic and minimum standard of conduct in academic matters that students be honest and that they present for credit only the results of their own efforts. Students should be familiar with the University's policy on issues such as:
 - Plagiarism,
 - Cheating on Examinations,
 - Unauthorized Collaboration,
 - Falsification,
 - Multiple Submissions. It will be considered an act of academic dishonesty for a student to submit work done in any other class for credit toward the completion of this course.

Failure to comply with these standards will result in a zero for that portion of the grade, as a minimum sanction. Lack of knowledge of this policy is not an acceptable defense to any academic dishonesty charge.
7. **Adhere to University Policies:** It is your responsibility to be aware and follow all guidelines and policies as presented in the University Bulletin.
8. Recognize that in addition to reading from the text and assigned readings, everything presented in class by the instructor, guest speakers or other students will be considered for inclusion on exams.
9. Professional behavior is expected in the classroom. All students are expected to treat each other, the instructor, and guests with courtesy at all times. Side conversations are disruptive and inappropriate whether the instructor or another student is speaking. Comments regarding course difficulty, class dismissal time, etc. are also inappropriate. Talk to the instructor privately if you have a concern.
10. **Being on time: Class starts at 9:30am**, which means that you need to be in your seat by **9:30am**. For security reasons the doors will be locked at **9:30am** (don't worry you can get out but no one can enter from the outside). **Do Not Come To Class Late**

11. **Student Rights and Responsibilities**, Please carefully review the information at the following link: http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf
The document at this link contains important information pertaining to your rights and responsibilities in this class. Because these statements are updated as federal, state, university, and accreditation standards change, you should review the information each semester.
12. **Credit Hour Policy (3 credit hours)**: For approximately fifteen weeks, students in this class will generally spend 150 minutes with direct faculty instruction (either face-to-face or online) and work about 360 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

ACADEMIC SUPPORT

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact [Accessibility Services](#).

Center for Academic Success: The [Center for Academic Success](#) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu

University Writing Center: The [University Writing Center](#) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu

HONOR CODE

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the [Student Handbook](#).

UWG EMAIL POLICY

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance:

http://www.usg.edu/hb280/additional_information#

You may also visit our website for help with USG Guidance:

<https://www.westga.edu/police/campus-carry.php>

VIII. Course Evaluation:

1. **Exams:** There will be three (3) exams (**September 13; October 18 & November 29**) and a comprehensive final (**Final: December 6, Wednesday - 8:00am**). The three (3) exams will be 50 multiple-choice questions. Each exam is worth 100 points. The final will be comprehensive, worth 100 points and will be 50 multiple-choice questions. If a student takes all four (4) exams only the top three (3) grades will be counted in the final grade.
2. **Quizzes:** There will be unannounced quizzes. The quizzes cannot be made up.
3. **Grading:** Your grade will be based on class quizzes, and three (3) exams (100 points each), total 300 points. **NOTE:** If you miss more than 4 classes your final grade will be lowered by one letter grade.

A = 270 pts. or better;
D = 180-209 pts.;

B = 240-269 pts;
F = Below 180 pts.

C = 210-239 pts.;

IX. Exam and Assignment Due Date Policies:

Make-up exams will not be given except under highly extenuating, nonacademic circumstances and with prior approval by the instructor. In the rare situation of a student who cannot take an exam at the time scheduled, a make-up exam will be arranged only if two conditions are met:

- (1) there is an emergency which the student discusses with me before missing the exam and
- (2) documentation of the emergency situation is provided. **These same two conditions must be met for any late**

assignments to be accepted. Students not abiding by these policies will receive a zero.

Unexcused absence: Students missing more than 3 classes **may** be administratively withdrawn from the course by the instructor for excess absences. Administrative withdrawals follow the same grading guidelines outlined in the registration bulletin. **In this class you can miss 4 classes. If you have 5 or more unexcused absences your final grade will be lowered by 1 letter grade.** Any documentation for absences must be provided to me the next class you attend after the absence.

Notes:

All class communications with me should be through your MyUWG account (bbergiel@westga.edu) [University Policy]. The course syllabus provides a general plan for the course. However, deviations may be necessary. It is your responsibility to stay informed of any changes that are made.

The PowerPoint Slides are provided as an aid not a substitute for the text or class attendance. Please be aware that the PowerPoint Slides online will not cover all of the material or exercises covered in class.

Please come to class on time and turn off all electronic devices that emit sounds and noises that may interrupt the class (e.g., cell phones, pagers, watch alarms, etc.). Text messaging or other forms of using cell phones for entertainment during class are not professional and will not be tolerated.

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Tentative Class Schedule **The instructor reserves the right to make changes to this schedule*

Date	Assignment	Chapt.
8/9	Introduction - Classes begin	
8/14	Overview of Marketing	1
8/16	Developing Marketing Strategies & A Marketing Plan	2
8/21	Social and Mobile Marketing	3
8/23	Marketing Ethics	4
8/28 & 8/30	Analyzing the Marketing Environment	5
9/4	Labor Day	
9/6 & 9/11	Consumer Behavior	6
September 13	Test 1	1-6
9/18	Business-to-Business Marketing	7
9/20	Global Marketing	8
9/25	Segmentation, Targeting, and Positioning	9
9/27	Marketing Research	10
10/2	Product, Branding, and Packaging Decisions	11
10/4 & 10/9	Developing New Products	12
10/11 & 10/16	Services: The Intangible Product	13
October 18	Test 2	7-13
10/23	Pricing Concepts for Establishing Value	14
10/25	Supply Chain and Channel Management	15
10/30	Retailing and Omnichannel Marketing	16
11/1 & 11/6	Integrated Marketing Communications	17
11/8 & 11/13	Advertising, Public Relations, and Sales Promotions	18
11/15	Personal Selling and Sales Management	19
11/20 & 22	Thanksgiving break	
11/27	Personal Selling and Sales Management	19

November 29	Test 3 -Last day of class	14-19
December 6	Final - Wednesday 8:00am	1-19

I am here to help you, if you have any questions or problems, please come by and see me. If I am not in my office please leave a note, with a phone number or email me (bbergiel@westga.edu) and I will get back to you.

Have a great Semester

Dr. Blaise J. Bergiel – bbergiel@westga.edu

Remember bbergiel@westga.edu is the only email I use.