

**Principles of Marketing (MKTG 3803-03D)
Spring 2020**

CRN: [10545](#)
Professor: David Nickell, Ph.D.
Office Number: Room 2316 Miller Hall
Office Hours: M 2:00 p.m. – 3:00 p.m., 4:00 p.m. – 5:00 p.m.
W 2:00 p.m. – 5:00 p.m., and by appointment

Please make an appointment beforehand, on the off-chance that I may be out of the office for University business. Additionally, I will be out of town on the week of February 3.

Contact Information: mobile: (404) 664-0431 call or text (within reason)
email: dnickell@westga.edu
or through [CourseDen](#)

Text: *M: Marketing* by Dhruv Grewal and Michael Levy; McGraw-Hill Education; 6 edition; ISBN: 978-1260635683 is the official text for the class.

You may buy the text for \$69 (which includes an access code to MH Connect) at:
<http://shop.mheducation.com/mhshop/productDetails?isbn=1260635686>

The text is also available at the University Bookstore.

You will also need to register for **MH Connect**, the online resource that comes with the textbook – you will not be allowed to submit assignments (which represents 40% of your final grade) without your own subscription.

The web address to register for MH Connect is
<https://connect.mheducation.com/class/nickell-mktg-3803-03d> Once at the site, follow the instructions for registering.

Course Description

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.



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 marketing elements affect 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)

Deadlines

The due dates and times are absolute. Any submissions after the deadline will not be accepted and you will be given a zero for the assignment. PLEASE, do not wait until the last moment to submit an assignment only to discover there is an issue. Problems with electricity, computer, or internet connection is not an acceptable excuse. The deadlines are absolute and without exception.

Grading Policy: As the instructor. I am the final authority on grades.

The grading for this course is:

Exams (4)	60%
MH Connect Assignments	40%

Exams

There will be four (4) exams during the semester. The exams will consist of fifty (50) multiple choice questions and will be based upon the readings and assignments from the text. The exams will occur in the classroom – there will be no online exams.

Make-up exam policy.

1. Don't miss an exam.
2. If you must miss a test for a serious medical reason, you must notify me in writing before class on the day of the test and provide a written excuse from a medical practitioner – no make-up exam will be offered without these. If you must miss a test for university business (such as presenting a paper or being part of a UWG team which is away on a trip), you must notify me in writing at least a week prior to the test.

You will have one week to reschedule and retake the test unless your illness is one that prevents you from retaking it in that time. Any make-up exams will be taken on Fridays in the Marketing Department offices.

MH Connect Assignments

Each chapter has several assignments to be completed.

- Learn Smart chapter review
- Chapter Quiz
- Case studies (between 4-8, depending on the chapter)

All assignments for the assigned chapter(s) are due on Mondays at 2:00 p.m. ET. Please reference MH Connect for specific assignments and the dates they are due.

The grades will be assigned as follows (the instructor reserves the right to adjust the cutoff lines):

A	90-100
B	80-89

C	70-79
D	60-69
F	59 or below

Student Rights and Responsibilities: Please carefully review the information at the following link:

<https://www.westga.edu/UWGSyllabusPolicies/>

The document at this link contains important information pertaining to your rights and responsibilities in this class. It is your responsibility to read and be familiar with this information.

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.

Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

For approximately seventeen 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.

University of West Georgia 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.

A Note on Sexual Misconduct

Our school is committed to fostering a safe, productive learning environment. Title IX and our school policy prohibits discrimination on the basis of sex. Sexual misconduct — including harassment, domestic and dating violence, sexual assault, and stalking — is also prohibited at our school.

Our school encourages anyone experiencing sexual misconduct to talk to someone about what happened, so they can get the support they need and our school can respond appropriately.

If you wish to speak confidentially about an incident of sexual misconduct, want more information about filing a report, or have questions about school policies and procedures, please contact our Title IX Coordinator, which can be found on our school's website.

Our school is legally obligated to investigate reports of sexual misconduct, and therefore it cannot guarantee the confidentiality of a report, but it will consider a request for confidentiality and respect it to the extent possible.

As a teacher, I am also required by our school to report incidents of sexual misconduct and thus cannot guarantee confidentiality. I must provide our Title IX coordinator with relevant details such as the names of those involved in the incident.

TENTATIVE IN-CLASS SCHEDULE

Date	Topics and Assignments
Week of January 6	Review Syllabus (IN CLASS January 7 beginning at 2:00 p.m. ET) Cover MHConnect (IN CLASS January 7 beginning at 2:00 p.m. ET)
Week of January 13	Read Chapters 1-2 Assignments: Chapters 1-2 – Due January 20 at 2:00 p.m. ET
Week of January 20	Read Chapter 3 Assignments: Chapters 3 – Due January 27 at 2:00 p.m. ET
Week of January 27	Read Chapters 4 Assignments: Chapters 4 – Due February 3 at 2:00 p.m. ET
Week of February 3	Read Chapters 5 Assignments: Chapters 5 – Due February 10 at 2:00 p.m. ET
Week of February 10	Exam 1 Study Session (IN CLASS February 10 beginning at 2:00 p.m. ET) EXAM 1 (IN CLASS February 12 beginning at 2:00 p.m. ET)
Week of February 17	Read Chapters 6-7 Assignments: Chapters 6-7 – Due February 24 at 2:00 p.m. ET
Week of February 24	Read Chapters 8-9 Assignments: Chapters 8-9 – Due March 2 at 2:00 p.m. ET
Week of March 2	Read Chapter 10 Assignments: Chapters 10 – Due March 9 at 2:00 p.m. ET
Week of March 9	Exam 2 Study Session (IN CLASS March 9 beginning at 2:00 p.m. ET) EXAM 2 (IN CLASS March 11 beginning at 2:00 p.m. ET)
Week of March 16	<i>Spring Break – NO ASSIGNMENTS DUE</i>
Week of March 23	Read Chapters 11-12 Assignments: Chapters 11-12 – Due March 30 at 2:00 p.m. ET
Week of March 30	Read Chapters 13-14 Assignments: Chapters 13-14 – Due April 6 at 2:00 p.m. ET
Week of April 6	Exam 3 Study Session (IN CLASS April 13 beginning at 2:00 p.m. ET) EXAM 3 (IN CLASS April 8 beginning at 2:00 p.m. ET)
Week of April 13	Read Chapters 15-16 Assignments: Chapters 15-16 – Due April 20 at 2:00 p.m. ET
Week of April 20	Read Chapters 17-18 Assignments: Chapters 17-18 – Due April 27 at 2:00 p.m. ET
Week of April 27	Exam 4 Study Session (IN CLASS April 27 beginning at 2:00 p.m. ET) EXAM 4 (IN CLASS <u>May 4</u> beginning at 2:00 p.m. ET)

The course syllabus provides a general plan for the course; deviations may be necessary.