

## Principles of Marketing (MRKG 1311)

**Credit:** 3 semester credit hours (3 hours lecture, 0 hours lab)

**Prerequisite/Co-requisite:** None



### Course Description

Introduction to the marketing mix functions and process. Includes identification of consumer and organizational needs and explanation of environmental issues

### Required Textbook and Materials

1. **Principles of Marketing 2.0**

Jeff Tanner, Mary Anne Raymond

ISBN978-1-4533-4499-6

Publisher: Flat World Knowledge

Digital

URL: <http://students.flatworldknowledge.com/course?cid=2319035&bid=687922>

Price: \$24.00

Required

Optional: Printed Textbook, Study Pass, All Access Pass

2. Computer access to develop marketing plan.

### Course Objectives

Upon completion of this course, the student will be able to:

1. Identify the marketing mix components in relation to market segmentation.
2. Explain the environmental factors which influence consumer and organizational decision-making processes.
3. Outline a marketing plan.

### Course Outline

- |   |   |
|---|---|
| 1. Marketing  | c. Services and Non Profit Organization Marketing |
| a. An Overview of Marketing                                     |   |
| b. Strategic Planning for Competitive Advantage                 | 4. Distribution Decisions                         |
| c. Social Responsibility, Ethics, and the Marketing Environment | a. Marketing Channels and Supply Chain Management |
| d. Developing a Global Vision                                   | b. Retailing                                      |
| 2. Analyzing Marketing Opportunities                            | 5. Promotion Decisions                            |
| a. Consumer Decision Making                                     | a. Integrated Marketing Communications            |
| b. Business Marketing   | b. Advertising and Public Relations               |
| c. Segmenting and Targeting Markets                             | c. Sales and Personal Selling                     |
| d. Decision Support Systems and Marketing Research              | 6. Pricing Decisions                              |
| 3. Product Decisions  | a. Pricing Concepts                               |
| a. Product Concepts   | b. Setting the Right Price                        |
| b. Developing and Managing Products                             | 7. Technology Driven Marketing                    |
|   | a. Customer Relationship Management               |

### **Grade Scale**

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 – 59	F

### **Course Evaluation**

Final grades will be calculated according to the following criteria:

1. Weekly Marketing Assignments	20%
2. Participation	10%
3. Mid Term Exam	25%
4. Final Exam	25%
5. Marketing Plan Course Project	20%

### **Course Requirements**

1. The student will access and utilize the online textbook.
2. The student will have weekly access to Blackboard via Internet and is expected to complete weekly assignments.
3. The student will actively participate in classroom discussions.
4. The student will submit weekly homework assignments by the due dates shown on the course calendar
5. The student will complete mid term and final exam by the due dates shown on the course calendar.
6. The student will complete the course project by the due date shown on the course calendar.

### **Course Policies**

1. A grade of 'C' or better must be earned in this course for credit toward degree requirement.
2. Proper classroom decorum must be maintained at all times. No food or drinks are allowed in the classroom. No DISRUPTIONS will be tolerated and in this classroom, we will respect one another's right to learn. If you are late, try not to disturb the class when you enter.
3. Everyone is encouraged to participate in class discussions. Differing viewpoints breathe enrichment of knowledge and generate new learning experience and may result in new theories for the future. Please participate in discussions and make the class lively with your thoughts and ideas.
4. No electronic device allowed in class. No texting, ipod, iphone, or playing video games or any other kind of games or watching movies during normal class hour. Please turn your cell phones on vibration mode and if you need to take the call, please go outside and take the call.
5. All exams will be taken on the scheduled dates. There will be NO MAKE UP EXAMS.
6. All assignments are due when stated. Late assignments are not accepted.

7. You are expected to conduct research for your class project and paraphrase the research found. Copying, or stealing, someone else's research is considered a violation of the Academic Dishonesty policy. If you do not know how to paraphrase, let me know and I will provide some resources.
8. Academic Dishonesty of any kind will not be tolerated, including plagiarism. A student violating this policy will receive an automatic F for the course semester grade. No exceptions.
9. Students are expected to follow the Lamar Institute of Technology Code of Conduct and Disciplinary Policy
10. If you are having problems with the class, please see me with your concern before it gets too late in the semester. You can see me during my office hours or email me. However, if you are having problems with other things beyond my control, you need to withdraw from the course rather than get an undesired grade at the end of the semester.
11. Incomplete grades will not be given. If you are having problems please withdraw before the withdrawal date yourself. Please do not wait till after the date is passed.
12. Students are responsible for withdrawing themselves from this course.
13. The instructor will respond to e-mail and voice mail communication within 48 hours Monday through Friday. Assignment grades will be published within 2 weeks of the assignment due date.

#### **Technical Requirements For BlackBoard**

The latest technical requirements, including hardware, compatible browsers, operating systems, software, JAVA, etc. can be found online at: [https://help.blackboard.com/en-us/Learn/9.1\\_2014\\_04/Student/015\\_Browser\\_Support/015\\_Browser\\_Support\\_Policy](https://help.blackboard.com/en-us/Learn/9.1_2014_04/Student/015_Browser_Support/015_Browser_Support_Policy) A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of the online technology and resources.

#### **Disabilities Statement**

The Americans with Disabilities Act of 1992 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. Among other things, these statutes require that all students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodations for their disabilities. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409) 880-1737 or visit the office in Student Services, Cecil Beeson Building.

Or visit the online resource: <http://www.lit.edu/depts/stuserv/special/defaults.aspx>

#### **Student Code of Conduct Statement**

It is the responsibility of all registered Lamar Institute of Technology students to access, read, understand and abide by all published policies, regulations, and procedures listed in the *LIT Catalog and Student Handbook*. The *LIT Catalog and Student Handbook* may be accessed at [www.lit.edu](http://www.lit.edu) or obtained in print upon request at the Student Services Office.

**Course Schedule**

<b>Week of</b>	<b>Topic</b>	<b>Reference</b>
Week 1	Course introduction and policies An Overview of Marketing	pp. 1-13
Week 2	Strategic Planning for Competitive Advantage	pp. 14-27
Week 3	Social Responsibility, Ethics, and the Marketing Environment	pp. 28-45
Week 4	Developing a Global Vision	pp. 46-61
Week 5	Consumer Decision Making	pp. 62-81
Week 6	Consumer Decision Making	pp. 62-81
Week 7	Business Marketing	pp. 82-95
Week 8	Segmenting and Targeting Markets	pp. 96-111
Week 9	Decision Support Systems and Marketing Research	pp. 112-129
Week 10	Mid Term Exam	
Week 11	Product Concepts Developing and Managing Products	pp. 130-143 pp. 144-157
Week 12	Services and Non Profit Organization Marketing Marketing Channels and Supply Chain Management	pp. 158-171 pp. 172-191
Week 13	Retailing Integrated Marketing Communications	pp. 192-209 pp. 210-225
Week 14	Advertising and Public Relations Sales and Personal Selling	pp. 226-243 pp. 244-259
Week 15	Pricing Concepts Setting the Right Price	pp. 260-275 pp. 276-291
Week 16	Customer Relationship Management Final Exam/Marketing Plan Due	pp. 292-308