



MKT 3013 Syllabus

Principles Of Marketing

Summer 2016

Mississippi State University, College of Business

MKT 3013

Contact Information....

Professor: Dr. Melissa Moore
Office: McCool Hall, 324L
Office Hours: M-Th at noon &
By appointment
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Required Course Material...

eText: *Marketing: An Introduction*
By Armstrong and Kotler
Course ID: moore56705

Online: *MyMarketingLab* (this is an online study tool that is bundled with the etext. To register you need the course code: moore56705)

Required Prerequisites...

To maintain your enrollment in MKT 3013, it is necessary that you are a junior or senior according to MSU records. You **MUST** drop the class if you do not have at least 60 recorded hours.

Attendance...

I do not **GRADE** attendance; however I will monitor student attendance and will award an additional point to a student's **final average** at the end of the semester to those students that demonstrate exceptional attendance (a maximum of 2 class can be missed).

MSU Student Honor Code...

Mississippi State has an approved Honor Code that applies to all students. The code is as follows: "As a Mississippi State University student, I will conduct myself with honor and integrity at all times. I will not lie, cheat, or steal, nor will I accept the actions of those who do." Upon accepting admission to Mississippi State University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning, and to follow the philosophy and rules of the Honor Code. Student will be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the MSU community from the requirements or the processes of the Honor Code. For additional information, please visit: <http://honorcode.msstate.edu/policy>.

Course Description & Objectives...

Principles of Marketing will provide you with an introduction to the marketing system. You will be exposed to one of the major concepts in modern marketing known as the **marketing mix** or **4P's** (product, place, price, and promotion). The course is designed to provide you with a thorough understanding of this concept. MKTG 3013 is designed to benefit both business majors and students in other related disciplines. The course presumes no prior understanding of marketing. As such, this course provides students with a complete overview of the marketing process and touches on a variety of topics. By the end of the semester, the *conscientious* student should have a sound understanding of the core concepts of marketing and understand the role of marketing in business and consumers' lives.

Exams (each worth 25% of your grade)

- Exam 1—Fri, June 10 (Ch 1-5)
- Exam 2—Fri, June 17 (Ch 6-9)
- Exam 3—Fri, June 24 (Ch 10-15)
- Final Exam (optional)—Wed, June 29 (ch 1-15)

Make-Up Exams...

Students must complete a Make-Up Request form (see course website). All requests are granted regardless of the reason. Any missed exam will be made-up on WED, JUNE 29, 2016, after the optional final. If you choose to take the **OPTIONAL** final, it will replace your lowest exam grade.

Paper (worth 25% of your grade)

Each student will write a 5 page "semester wrap-up" paper. A handout regarding the details of the paper will be provided in class on Friday, June 24th (the handout will also be posted on the course website that same day). The paper will be due on Wednesday, June 29th. **Both** a hardcopy **AND** an electronic version must be submitted by the **START** of class.

Academic Misconduct...

Academic Misconduct (cheating, plagiarism, forgery, etc.) of any form can result in serious consequences. Penalties may be as severe as receiving a grade of "F" in this course, suspension, and/or possible expulsion. Faculty members and **students** are responsible for reporting cases of academic misconduct. Reports to the Academic Honesty Committee are kept for five years for students found guilty of academic dishonesty. Students have the right to appeal decisions by the committee. See: <http://students.msstate.edu/honorcode/>



Title IX

MSU is committed to complying with Title IX, a federal law that prohibits discrimination, including violence and harassment, based on sex. This means that MSU's educational programs and activities must be free from sex discrimination, sexual harassment, and other forms of sexual misconduct. If you or someone you know has experienced sex discrimination, sexual violence and/or harassment by any member of the University community, you are encouraged to report the conduct to MSU's Director of Title IX/EEO Programs at 325-8124 or by e-mail to titleix@msstate.edu. Additional resources are available at

<http://www.msstate.edu/web/security/title9-12.pdf>, or at <http://students.msstate.edu/sexualmisconduct/>.

Support Services

Students who need academic accommodations based on a disability should visit the Office of Student Support Services, 01 Montgomery Hall, call 662-325-3335, or visit the website at www.sss.msstate.edu.

Assignments and In-class Participation

Throughout the semester, I will give you various assignments; these assignments will not be graded but will count as "bonus" points (explained below).

In-class assignments: All in-class assignments must be done "in class" and cannot be made up if you miss class. Most classes will have an in-class activity.

Exam-day assignments: On each exam day, you will complete a "Weekly Wrap-Up" assignment; each Wrap-Up is worth up to 5 ADDITIONAL points on your exam. Details regarding the assignment will be provided during class on that day.

Out-of-class assignments: All out-of-class assignments are completed on your own time and are independent work. Out-of-class assignments include general assignments either announced in-class or posted on myCourses under the section titled "Bonus Points."

Bonus points: All in-class and out-of-class assignments are not graded. Many of these activities do not have a "right or wrong" answer. Completing these assignments will provide you with a better understanding of marketing principles. Even better, completing these assignments will result in **bonus points** toward your grade! Note, if you miss an assignment, it will never hurt your grade, but doing the assignments can really help boost your grade SIGNIFICANTLY. Advance notice of these assignments is not always given, thus either come to class, check the course website or check with a fellow student.

Grading...

Your grade is based on your three exam grades (exam 1,2,3), the paper, and the bonus points. Each test is worth 25% of your grade (75% total) and the paper is worth 25%. Your final grade in this course is based on the scale below. To determine your grade in the class, add the scores of your three BEST exams, the paper, plus any bonus points you have received and then divide by 4. For example, if you earned an 80 on exam 1, 90 on exam 2, 100 on exam 3, 80 on the paper and had 10 bonus points, your average would be a 90 calculated as follows $(80+90+100+80+10)/4$. Please note that to receive an A, you must have a 90. An 89.99 will be recorded as a B...unless you have demonstrated 90% attendance (see attendance section on the front page).

A	=	90-100	D	=	60-69.99
B	=	80-89.99	F	=	Below 60
C	=	70-79.99			

Important Dates....

Date	Chapter	Topic
June 2	-- Ch. 1	Introduction Marketing: Creating & Capturing Customer Value
June 3	Ch. 2	Company and Marketing Strategy: Partnering to Build Customer Value and Relationships
June 6	Ch. 3	Analyzing the Marketing Environment
June 7	Ch. 4	Managing Marketing Information to Gain Customer Insights
June 8	Ch. 5	Understanding Consumer and Business buyer Behavior
June 9	Ch. 5	Understanding Consumer and Business buyer Behavior
June 10	Ch. 1-5	Exam 1 (Chapters 1-5); Weekly Wrap-Up
June 13	Ch. 6	Creating Value for Target Customers
June 14	Ch. 7	Products, Services, and Brands
June 15	Ch. 8	New Product Development and Produce Life-Cycle Strategies
June 16	Ch. 9	Pricing
June 17	Ch. 6-9	Exam 2 (Chapters 6-9); Weekly Wrap-Up
June 20	Ch. 10 Ch. 11	Marketing Channels Retailing and Wholesaling
June 21	Ch. 12	Advertising and Public Relations
June 22	Ch. 13 Ch. 14	Personal Selling and Sales Promotion Direct, Online, Social Media, & Mobile MKT
June 23	Ch. 15	The Global Marketplace
June 24	Ch. 10-15	Exam 3 (Chapters 10-15); Weekly Wrap-Up
June 27		
June 28		
June 29	Ch. 1-15	Optional Final (Ch. 1-15) Make-Up Exam (Exams 1,2,3) Semester Wrap-Up Paper due (BOTH a hardcopy and electronic copy)

Note: The last day of class will be June 29th.