

**PRINCIPLES OF MARKETING -HONORS  
MARK 3000  
COURSE SYLLABUS**

**TERM** Spring 2007  
Caldwell 206  
T/TR 12:30 – 1:45

**INSTRUCTOR** Dr. Peggy Emmelhainz  
Brooks Hall Room 129  
542-3775 - office 769-1446 - home  
Please do not call my home number after 9 pm or on Sunday.  
E-mail: pegemmel@terry.uga.edu  
WebCT

**OFFICE HOURS** Monday 1:00 – 5:00  
T/Th 11:15 – 12:15 and 3:30 – 4:00  
Friday 10:00 – 12:00  
and by appointment

**REQUIRED MATERIALS**

**Text**

Contemporary Marketing 2006, Boone and Kurtz

**COURSE OBJECTIVES**

Upon completion of this course, you should be able to:

1. Define and explain the marketing concept and related terminology.
2. Outline a basic marketing plan focusing on the selection of the target market and the elements of the marketing mix.
3. Understand the importance of and the basic methodologies of marketing research.
4. Be able to explain the differences between domestic and international marketing.
5. Identify and respond to ethical issues faced by marketing managers.

## **COURSE FORMAT**

The course will be conducted on a lecture/discussion basis. I will assume that you have read the text material before coming to class. The lecture will cover the assigned topic, but will not necessarily cover the material as presented in the text and will not cover all of the material in the text. There will be frequent quizzes covering the required reading, as well as homework assignments over the assigned topics. Numerous times throughout the semester, you will be required to bring in an article relating to a class topic. A significant portion of the class will be devoted to discussing current issues in marketing. Class participation, including volunteer comments and responses to called upon questions, will count toward your grade. I will keep track of your participation on a daily basis and will record your participation level during and immediately after each class. Every four to six class periods, you will be assigned a participation grade for that time period. In addition, most of the quizzes, homework assignments, and in class assignments will be collected for grading. All of your participation and activity grades will be averaged together to get your in-class grade.

## **EXAMS**

Exams will be closed book and will cover all assigned readings and all material covered in class including lectures, cases, and guest presentations. Exams will be all open-ended questions and may include any combination of short answer, essay, and case-based questions. The case based questions on the exams may be cumulative. Make-up exams will be given only for legitimate absences (i.e.: verifiable medical emergency, family funeral, official university activity). In case of a medical emergency, you must present a written excuse from a doctor that states that **you were unable to attend school on the exam day**. A time stamp from the health center is **not** sufficient. In any other situation, you must present justification and receive written approval from me in advance of the scheduled exam date. Except in cases of medical emergencies, anyone who does not take an exam as scheduled without prior written approval will receive a zero (0) on the exam

## **COURSE PROJECT**

The primary objective of this course is for you to develop an understanding of marketing and to be able to prepare and analyze a marketing plan. In groups of four or five (of your own selection) you are to select an existing public firm which manufactures a product (rather than a service). Then develop a new product concept for that firm. You will be required to submit a complete marketing plan and to present your plan during the final exam period. Specific details on a marketing plan and the project requirements will be provided later.

## **GRADING**

Grades will be based upon performance on the following:

Exam 1	20%
Exam 2	20%
Exam 3	20%
In class grade	15%
Project	<u>25%</u>
<b>Total</b>	100%

Final letter grades will be assigned using the following cut-off points.

A	93 and above
A -	90 – 92.9
B +	87 – 89.9
B	83 – 86.9
B -	80 – 82.9
C +	77 – 79.9
C	73 – 76.9
C -	70 – 72.9
D	60 – 69.9
F	59.9 or below

## **EXAM CONFLICTS**

If you have three exams on one calendar day, I will allow you to take the marketing exam the day before it is scheduled. To take advantage of this, you must send me an email one week prior to the scheduled date, showing me the course numbers, professors' names and the times of the exams you have scheduled. You should also include the times you are available the day before the scheduled exam. I will email you back with a time and place for the exam. If you have three exams the day of the final, or you have another exam scheduled at the same time as the marketing final, please email me at least one week prior to the scheduled exam time and I will arrange a mutually convenient time for you to take the final.

## **CLASS CANCELLATION POLICY**

If the university is closed on the day of a scheduled exam, the exam will be held on the next class day. If classes are cancelled the class day before an exam is scheduled, the exam will be rescheduled with the new date announced during the next class meeting.

## **WITHDRAWAL POLICY**

If you withdraw from the class after the first exam and prior to the midpoint withdrawal date, your withdrawal grade (W or WF) will be based upon your grade on exam 1 and your in-class grade to date.

## **CLASS CONDUCT**

This is a business course and I will conduct it in a professional manner. Class will start and end on time. Please do not arrive late or leave early. Do not read the newspaper, work the crossword puzzle, or do assignments for other classes while in the classroom. Please turn off all cell phones upon entering the classroom and no cell phone should be visible during class time. All iPods™ and other similar devices should be turned off and put away.

## **ACADEMIC INTEGRITY:**

All academic work must meet the standards contained in “A Culture of Honesty.” All students are responsible to inform themselves about those standards before performing any academic work. Please review the policy at <http://www.uga.edu/ovpi/honesty/acadhon.htm>. All exams, quizzes, and homework assignments are to be individual work. For each in-class exercise, the exercise instructions will clearly indicate whether the assignment is to be individual or group work. Each of the following activities is considered to a violation of test taking and exercise taking procedures in this course. I will automatically institute academic dishonesty procedures if any of these activities occur.

- reading another student’s exam
- allowing another student to read your exam
- sharing information about exam questions on an exam which you have taken with a student who is to take the exam later in the day/week
- using any physical materials or any source other than your own knowledge during an exam
- including the name of a person who is not present on a submitted group activity
- collaborating (discussing approaches, possible answers) on homework assignments
- copying someone else’s homework assignment
- removing an exam booklet from the classroom prior to the time the exam has been returned after grading.
- recording, in any format, questions from any exam during the exam period
- having a cell phone visible during an exam period
- having an open bookbag or papers visible during an exam period
- wearing headphones of any kind

## **STUDENTS WITH DISABILITIES**

Students with disabilities who require reasonable accommodations in order to participate in course activities or meet course requirements should contact the instructor during regular office hours or by appointment.

## **OPEN DOOR POLICY**

I am available to discuss, in a one-on-one setting, your course performance, career advice, future course selections or any other issue. I am in my office most days in addition to my stated office hours. I respond to emails and return phone calls. Feel free to either make an appointment or come by and see me if you have something you want to discuss. I regularly review resumes and write letters of recommendations for students. Please let me know how I can help.

<b>Tentative Schedule of Topics and Exams (Changes may be announced in class)</b>		
Jan 9 Jan 11	Introduction to course and marketing Introduction/Environment	Ch. 1
Jan 16 Jan 18	Environment Environment/	Ch. 3, up to page 97, skip 82 - 83
Jan 23 Jan 25	Research Research	Ch. 8, skip 275- 280
Jan 30 Feb 1	Consumer Behavior Consumer Behavior	Ch. 5 <b>Team list due</b>
Feb 6 Feb 8	Consumer Behavior <b>Exam 1</b>	
Feb 13 Feb 15	Target Marketing Target Marketing/Product	Ch 9, skip page 306 <b>Company name and target market due</b>
Feb 20 Feb 22	Product Product	Ch. 11, skip 353-354, skip 360 – 366 Ch 12
Feb 27 Mar 1	Promotion Advertising	Ch. 15, pp 493-500 only Ch. 16, pp 518 - 536
Mar 6 Mar 8	Public Relations, Sales Promotion Personal Selling	Ch, 16, pp 538 – 540, Ch 17, pp.579-584 Ch. 17, pp. 555-560, and 567-571, <b>product concept due</b>
Mar 12-18	<b>Spring break</b>	
Mar 20 Mar 22	<b>Exam 2</b> Pricing	Ch. 18, skip 601-606, skip 615-620
Mar 27 Mar 29	Price Place - channels	Ch. 13, pp 417 – 423, Ch. 14. pp 448-456, and pp. 462-466.
Apr 3 Apr 5	Place - logistics International	Ch. 13, pp. 429 – 440 Ch. 7
Apr 10 Apr 12	International/Services Services/Ethics	Ch. 11, pp 353-354, and pp. 365-366 Ch. 3, pp. 97 -113
Apr 17 Apr 19	Strategic Market Planning Strategic Market Planning	Ch. 2
Apr 24 Apr 26	<b>Exam 3</b> Review and Project Prep	
	<b>Thursday, May 3<sup>rd</sup>, 12-3– project presentations</b>	

\*\* If a new topic starts on the last “skip” page, read that topic. If a topic from the preceding “non-skip” page ends on a “skip” page, read that topic.

*In each class when we have discussion, I mark a copy of the seating chart to indicate individual comments. If you are not present you get a 0. Citing a fact from the readings or providing a common example gets a √. A particularly insightful comment such as linking material from 2 readings together or tying an example to the readings gets a +. I make these notations as the class progresses, usually immediately after the comments are made or during the next time that I have put up a new PowerPoint topic and you are writing. I review them immediately following each class.*

*Approximately every four to six class periods, I combine the notations onto one seating chart. There is no set number of comments that translates to a particular grade. This is because, from class to class, there are different numbers of opportunities to participate. In assigning a number grade, I consider the quality of comments, the number of comments, and the number of days on which comments are made, relative to the opportunities for comments. Below are **general** guidelines I use in assigning a numerical grade.*

*100 – means active participation, with multiple, well thought out comments, + level comments, in all or nearly all of the sessions. **Very few** students receive a 100.*

*95 – means participation with mainly examples and statement of facts from the readings, with a few + level comments, in all or nearly all of the sessions, and that you were present the rest of the time.*

*85 – **This is the most common grade.** Means you participated at least half of the time, making mostly √ level comments and were present the rest of the time.*

*75 – means you made √ level comments in less than half of the sessions and were present the rest of time.*

*60 - means you were present during the grading period, but did not make any comments.*

*Below 50 – means you missed multiple classes and did not comment during the classes you did attend.*