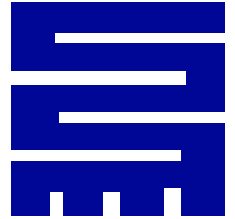


**Elizabeth City State University**  
**Davis School of Business & Economics**  
**Summer Semester 2006**  
Tentative Course Syllabus



Course: MRKT 231-61 Principles of Marketing  
Three Hours Credit

Prerequisite: BUAD 115

Professor: Dr. Hilton Barrett, 210 Williams Hall  
Classroom: 158 Williams Hall  
Time: MTWR 12:00 – 1:50

Office Hours: Before and after class and by appointment

Communications: At ECSU 335-3580  
E-mail- [hbarrett@mail.ecsu.edu](mailto:hbarrett@mail.ecsu.edu)  
At Home 331-2961 (*I request that you do not call after 10 PM.*)

Text: *Principles of Marketing, 10<sup>th</sup> Edition,*  
by Kotler and Armstrong; Pearson – Prentice Hall

Supplementary: As assigned.

Course Description: Survey of marketing organization and methods in the socio-economic system with discussion on pricing, promotion, production, distribution of goods and services, consumer problems, institutions, and methods and policies.



Goals: This is a principles course in marketing, a basic business and societal activity. It will cover a large number of topics. The successful completion of this course will provide basic knowledge of the marketing function to complement the student's major and concentration and to provide a stepping stone for students concentrating in marketing. Overall, it will enhance the intellectual and professional formation of each student and help form the skills needed for a successful career in business.

Course Outcomes: the student should be able to

- Develop the ability to apply decision-making techniques to solve problems.
- Demonstrate an understanding of marketing, the marketing concept, and the integrative role of marketing within the firm.
- Demonstrate sufficient knowledge of the role of marketing within the U.S. and global economy.
- Acquire a foundation in marketing for those students taking additional courses in the field.
- Develop abilities for making better business decisions
- Demonstrate an understanding of the importance of the customer and to show the vital need for a customer orientation by all employees in a firm.
- Be a more intelligent consumer.
- Recognize the career opportunities within the field of marketing.
- Demonstrate how quality, value, profitability, and business ethics are interrelated in marketing.
- Demonstrate the application of marketing in a variety of settings including profit and nonprofit organizations; consumer, industrial, and government markets; domestic and global scope; goods and services firms; and in small and large companies.



Methods: Lectures to supplement the assigned text material  
 Class discussions and videos  
 Schedules tests and pop quizzes  
 Student-led case analyses, reports, and presentations  
 Student participation is required

Grading Scale, Grade Determination:

A	90 - 100
B	80 - 89
C	70 - 79
D	60 - 69
F	< 60

Test One	20%
Test Two	20%
Test Three (final)	20%
Unscheduled Tests – pop tests (top 10 of 12)	10%
Group Case and Presentation	20%
Individual Case	10%

A thought to ponder, from *Been There, Should've done That I*

“It was incredible how much easier the course was when I began reading the assignments before the lecture. It was like a different course.”

The keys to successful learning and good grades in this class are as follows:

- read the chapter before class
- the class lecture/discussion/exercises will highlight certain areas in the chapter
- ask questions if topic is not clear
- I will give you a study guide before each test - you will see some of these topics on the test.
- I'll quickly admit the reason for pop tests is to encourage you to read the book before class session on the chapter. I will give pop tests at the first of a session. You will have 10 minutes to take the pop test. If you come in 7 minutes late... you will have 3 minutes to complete the test. I will take the top 10 grades of 12 tests. Having 2 extra means no make-ups.
- Use each chapter's PowerPoint slides in note-taking form from Blackboard. I strongly encourage you to download these and review as you read the chapter and then take notes on these during class. It will increase the efficiency and effectiveness of your note-taking. These can then be used for studying for tests. I will give you one point extra credit for each chapter downloaded and used for each tests. I will take up the downloads at each test time (e.g., if you hand in all six downloads (front page only) for the first test, you will receive six points extra credit).
- We learn by listening, seeing, and doing. If you download the chapter slides, read the chapter and write notes on the download, listen and participate in class, add additional notes as needed, then study your test preview given before each test, and study your downloaded slides and notes – you will have not only learned much, you will do well on the tests!
- The text publisher has posted additional material and exercises at [www.prenhall.com/kotler](http://www.prenhall.com/kotler) .



**Tests**

My major tests generally contain both discussion/essay and multiple-choice questions. I will provide a review guide before each test. This will contain the major topics we have discussed in class. I will not test you on any discussion question not on the review sheet, or any that has not been discussed in class. You should expect some choices in the test; for example, the test may



provide four or five discussion questions with you to answer three. You may have a choice of 20 of 24 multiple-choice questions. I frequently have an extra credit question on a topic covered in class but not in the book.

If you miss a test, you need to contact (telephone, by person, email) me before the test as to the reason for missing. You will need a legitimate excuse (death in the family, university sanctioned activity) to make up the test and this will be the discretion of the professor. If I am not contacted beforehand, there will be no make-up (and each test is 20% of your grade and a zero does not promote a high average).

### **Pop Quizzes**

We will have 12 pop quizzes during the semester. Generally, these will be at the first of the period and you will have ten minutes to finish (note, if you are seven minutes late, you will have three minutes for the test). I will take the top ten grades for the course. I do not give any make-ups or excuses on pop quizzes. The quiz will have eleven multiple-choice questions and you may omit one of the questions by writing omit on the question.

### **Team Activity**

I will assign each of you to a team. Your team will be responsible for presenting and leading a discussion on a case from a specific chapter. Presentation to be not more than 20 minutes. You may also include overheads, computer-aided presentation (e.g., PowerPoint), and an audience participation activity (it's *your* time). Presentation write-up to be word-processed, single-spaced, nmt 2 pages and due the following class meeting. The write-up is to include summary, critical success factors for the case, and questions and answers for the case (at the end of each chapter). I will provide a sample. Poor writing skills will be penalized within the assignment grade. There will be a deduction of one letter grade for each period the paper is late. Grade will include presentation.

Appropriate dress is required for presentations. Students not wearing appropriate dress will lose up to 20 points on their individual grade. Dress business for males includes coat and tie. Females can wear a suit or dress or blouse and skirt – no sleeveless, preferably long sleeve. This is a team grade – All must participate. Non participation means a zero for this activity that is 20% of your final grade. I am available for help on your topic and presentation.

Some hints in oral presentations – talk and maintain eye contact with your audience, don't read from and talk to the screen; don't put both hands in pockets; project your voice, don't mumble, speak distinctly; if you are using note cards, use large 4x6 and print large, this enables you to recognize faster what you need to say next; be ready to start on time; appropriate dress is required.

All team members are to hand in a confidential peer evaluation of their teammates the following class meeting. The peer evaluation judges your relative participation and contribution to the project. I may use this to adjust individual team member grades  $\pm$  20 points.

**Three-Point Course Bonus** – we will frequently discuss the problem solving process in class. This is a multiphase process used to optimize the response to any problem or opportunity. You can earn up to three points on your final grade (this is equal to an additional fifteen points on a test) by writing a report on your use of this process for a real problem or opportunity during the semester. The report is to be nmt two word-processed pages, using 10 or 12 point with standard margins, and be single-spaced. It should be complete and in-depth. It must be turned in by the last class period (none accepted after first of last class period). I will give partial credit.

## General Policies

Absences – My objective is to make class so interesting that you look forward to our class discussions. All students are expected to attend every class meeting. The student is responsible for his/her class attendance. Class attendance is regarded as an academic matter, and any use of attendance records in grading or other regulations is left to the instructor's discretion. At the beginning of each class period, therefore, attendance will be taken. It is the individual student's responsibility to be in class on time and/or inform the instructor on any supported excuses for absences. **FOUR (4)** unexcused absences will be allowed for classes that meet MTWR during the summer. Successive unexcused absences will receive a five point deduction on your final grade. After eight unexcused absences a grade of "FA" (Failed because of absences) will be assigned. By this point, and for your interest, you should drop the class.

DO NOT BE LATE for classes! Late arrivals will considered to be absences and count towards the four unexcused absences. Beginning fall 2004 The School of Business & Economics has a strict arrival policy as follows:

- Up to fifteen (15) minutes after class starts – you are considered tardy.
- After fifteen (15) minutes after class starts - you are considered absent.
- After three (3) tardies, each tardy is considered an absent.

Should the student miss class, he/she is responsible for obtaining assignments, lecture notes, etc., for the day missed. Students must complete assigned readings before class meetings. Consistent attendance and consistent, well-reasoned contributions to class discussions and questions by the student are recommended. Excused absences must be provided to professor.

I allow my students the right to record any class session for educational purposes.

Please show courtesy toward instructors, students, and/or visitors at all times. During class, please **REFRAIN** from private conversations, activities not directly and immediately related to the class (e.g., doing home work, reading newspapers, dozing, etc.), and habitual absence, tardiness, and/or early departure. Early departure without prior approval is an absence.

Once you are in class please do not leave the class. Going out and coming in after class has started is distracting to your instructor and your classmates. Please visit the lavatory or conduct any business before coming to class. Students who practice disruptive behavior or violate the above will be required to leave the class.

Please turn off all cell phone or PDA equipment prior to entering the classroom. Switching your cell phone to "vibrate" or in silent mode is not considered "turn off." If you have an emergency reason to have on, clear this with me before class. You will lose the potential for extra credit points on the next test for cell phone interruptions.

Any student with a learning disability or special challenge is encouraged to identify yourself, to the University, in order to improve the opportunities for your academic success in this course. Any request for accommodations for learning disabilities must be approved by the Center for Special Needs Students. The Center is located at 106 Moore Hall and you can contact the Center's Coordinator at 335-3527.

Inclement weather may result in the cancellation of class. Listen to the radio and television for announcements regarding closings or late starts. You may call 335-3400 for special announcements. If class is cancelled, students are responsible for any assigned work, unless otherwise notified. All students, faculty, and staff are expected to exercise discretion regarding their personal safety during adverse weather.

The schedule and stated procedures for this course are subject to change in the event of extenuating circumstances or the discretion of the professor.

If the professor is fifteen (15) minutes late for a class, the class is officially canceled. Students should return the next class period prepared with the material and assignments due for the canceled class as well as prepared for the additional material scheduled on the syllabus.

**I want us to have a fun, enjoyable, and positive experience in this course.**

**I am committed to your learning experience.**

**I expect the same from you.**

### **Academic Honesty**

Proper ethical conduct and academic honesty is expected of all students at all times.

Students are expected to produce and submit personally created academic work. Plagiarism includes, but is not limited to, the use (*by paraphrase or direct quotation*) of published or unpublished work of another person without expressed acknowledgement. For example, the unacknowledged use of materials, tests, quizzes, or projects prepared by another individual and submitted for the fulfillment, in part or whole, of an assignment is considered plagiarism and academic dishonesty. If you are ever unsure whether an action constitutes plagiarism, please ask with your Instructor and avoid a situation from becoming a serious issue.

In addition, the use of materials not approved by the Instructor while taking any form of test is considered academic dishonesty. If you are ever unsure whether an action constitutes a breach of ethical academic conduct, please ask your Instructor.

Any student discovered plagiarizing, engaged in academic dishonesty, or in any other dishonest conduct will fail the course.

Any case of academic dishonesty may be investigated and judged by the professor or, if necessary, discussed with the Academic Dean for an investigation and determination. Student appeals regarding cases of academic dishonesty may be filed with the Student review Committee through the Office of the Academic Dean. The process for appeals can be found in the Student Handbook.

***My objective is for you to be successful in this course. If you do not understand a topic after appropriate study, please contact me. Do not be reluctant to ask questions in or outside of class.***

*Professor reserves the right to make changes in this syllabus with notification to the students.*

**MRKT 231 - 61****MTWR 12:00 AM**

<u>Day/Date</u>	<u>Chapter and Topics</u>
T June 6	Introduction, Review of Syllabus, CFS for 21 <sup>st</sup> Century Organization, Problem Solving Process
W June 7	Chapter 1– Marketing
R June 8	Chapter 2 – Marketing Strategies
M June 12	Chapter 3 – Marketing in Digital Age
T June 13	Chapter 4 – Marketing Environment
W June 14	Chapter 5 – Marketing Information
R June 15	Chapter 6 – Consumer Marketing, test 1 preview
M June 19	Test 1 (1-6)
T June 20	Chapter 7 – Business Markets
W June 21	Chapter 8 – Segmentation, Targeting, and Positioning
R June 22	Chapter 9 – Product, Services, and Branding
M June 26	Chapter 10 – New Product Development
T June 27	Chapter 11 – Pricing Considerations Chapter 12 – Pricing Strategies
W June 28	Chapter 13 – Marketing Channels and Supply Chains Chapter 14 – Retailing and Wholesaling
R June 29	Case - Staples, test 2 preview
M July 3	Test 2 (7 – 14)
T July 4	Holiday
W July 5	Chapter 15 – Integrated Marketing Communications
R July 6	Chapter 16 – Advertising, Sales Promotion, Public Relations
M July 10	Chapter 17 – Personal Selling and Direct Marketing
T July 11	Chapter 18 – Competitive Advantage Group Case Presentation - Enterprise
W July 12	Chapter 19 – The Global Marketplace Group Case Presentation – Wal-Mart
R July 13	Chapter 20 – Marketing and Society Group Case Presentation - Vitango
M July 17	Final Exam (14 – 20), 12:00 – 1:50 PM

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# AGREEMENT

## MRKT 231, Summer 2006

I, \_\_\_\_\_, have read the entire syllabus and understand the rules and requirement of this class. I agree and I am committed to abide by these rules and requirement. Further, I agree that if I fail to comply with any aspect of these rules and requirement I will accept the penalties stated in this syllabus.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

*Please return this copy of the agreement to your instructor*