1. Course Information

Course Title: Principles of Marketing

Course number: MKTG 3343-A

Credit Hours: 3

Prerequisites: None

Room Strake 202

Days and hours: TuTh 2:10 PM-3:25 PM

Office Hours: TuTh 3:30 PM,

Web page/Blackboard site: MKTG 3343 on Blackboard

2. Instructor Information

Name: Richard Heagy

Office location: 213 Welder

Office Phone: 832-588-1727

Office Hours: Tu Th 3:30-4:30PM,

If you cannot meet me during office hour’s right after class, then I prefer to communicate by Email. I will reply each day. I always reply so you will know that I received your message. You may also leave a message for me in my mail slot at the Cameron School office in Welder Hall.

Where to leave assignments: Assignments are due on assigned class day. In event of emergency, please place in my letter box at office of the Cameron School business office, Welder Hall.

Emergency phone: 832-588-1727-

E-mail: heagyr@stthom.edu

3. Course Catalog Description

The primary objective for this course is to gain a deep understanding of marketing. This course will familiarize you with the fundamental principles of marketing and their application in today’s business organization. In addition, this course will examine the state of art of each topic, with emphasis on discussing controversial issues, innovations, and future trends.

At the end of this course, you will be able to:

- Analyze specific business situations using the tools of marketing and decide upon the best course of action for marketing activities. (MBA Goals 5: Integration, 6: Knowledge)
- Learn the basic techniques to improve the marketing function of a company. (MBA Goal #5: Integration)
• Identify and address ethical issues within the context of marketing. (MBA Goal 3: Ethics)
• Develop an understanding of the global dimension of marketing (MBA Goal 4: Global Perspective)

University of St. Thomas
Cameron School of Business

MKTG 3343- (LEC 1889)
PRINCIPLES OF MARKETING

4. Program Goals and Objectives

When students complete the BBA degree at the University of St. Thomas:

1. They will communicate clearly, effectively, and logically in a business situation;
   - Objective 1: Graduates can demonstrate mastery of appropriate communication technology.
   - Objective 2: Graduates can produce written materials that flow logically and are grammatically correct.
   - Objective 3: Graduates can deliver a compelling oral presentation grounded in relevant information and facts.

2. They will be adept at critical thinking and be able to demonstrate creative decision making skills.
   - Objective 1: Graduates can identify the main problem and key surrounding assumptions.
   - Objective 2: Graduates can evaluate the logic, validity and relevance of data.
   - Objective 3: Graduates can solve challenging problems and discuss conclusions and implications.

3. They will be able to work effectively in teams towards achievement of goals.
   - Objective 1: When working in a group, graduates can demonstrate collaborative behaviors in the achievement of group goals.
   - Objective 2: When working in a group, graduates can evidence accountability for the achievement of group goals.
   - Objective 3: When working in a group, graduates can demonstrate a positive attitude towards the group and the other members of the group.

4. They will be able to state moral standards/principles recognize possible moral issues and bring their moral knowledge to bear resolving these moral issues.
   - Objective 1: Graduates can state professional codes for ethical conduct as they apply to business situations.
   - Objective 2: Graduates can discern moral issues in a business case.
Objective 3: Graduates can bring moral principles to bear in resolving business issues.

5. They will demonstrate an understanding of fundamental business issues and processes. Objective: When students complete the BBA, they can demonstrate their management specific skills and competencies I Accounting, Economics, Management, Quantitative Methods, Finance, Marketing, legal and Social Environments, Information Systems and Global Issues.

5. Course Learning Objectives;

Upon successful completion of this course, you will be able to:

Analyze and discuss marketing decision made in the overall business context, in both written and oral presentation formats. (Goals 1, 2 and 5)

Assess, identify and communicate marketing challenges in domestic markets and across cultures and geographic/political boundaries. (Goals 1, 2, & 5).

Analyze ethical dilemmas within contemporary business settings and develop solutions within a framework of sound moral and ethical values. (Goals 4)

Employ teamwork to analyze and solve marketing challenges (Goals 2 and 3)

Understand the ethical issues inherent in collecting, analyzing, storing and disseminating market research data (Goal 4)

6. Texts, Readings, Materials

Required text, citation: Contemporary Marketing, 16th Edition, by Boone & Kurtz, Southwestern – Cengage

Suggestions for further study: I recommend that students read periodicals such as Forbes, Fortune, Bloomberg Businessweek and the Wall Street Journal. Another periodical with an important international flavor is The Economist with worldwide coverage. This type of reading is an important component of your ongoing study and analysis of the dynamic world of business. This study will continue through your career. I will provide material to subscribe at student rates where possible.

Supplementary material related to management issues will be provided as handouts and also posted to Blackboard. Because globalization issues are becoming more important to management in a changing world, our course will cover different management structures and practices around the world.
Third World Micro-lending Project

Status Update: Overall provided each semester. Extra credit awarded for volunteer work in either the Social Entrepreneurship Program or the University of St. Thomas Microcredit Program.

The University of St. Thomas operates the Center for International Studies Social Entrepreneurship Program affiliated with the University of St. Thomas Microcredit Program, Tiller Hall. The Director is Rogelio Garcia Contreras, Professor of International Studies, at UST

CLASSROOM MICRO Lending Project Since 2008 at the University of St. Thomas my management and marketing classes have each semester selected and participated in funding for small business loans in the developing world. To date we have participated in funding 131 loans in countries from Rwanda (2), Kenya (3), Mongolia, Congo, Peru (2), Sudan, South Sudan, El Salvador (2), Samoa, Cambodia, Lebanon, Senegal, Bolivia, Ukraine, Togo, Mexico, Nigeria, Armenia(2), Vietnam, Tajikistan, Ecuador, and others.

The loans we provide charge no interest and only require the repayment of principal. Of our 129 loans to date we have an outstanding repayment rate. Our repayment rate has been excellent with over 98 percent repaid to date. Our selections were made using a variety of demographic and lifestyle data. Among the information are borrower’s gender, age, family size, education, geographic location and business. Our strongest predictors seem to be family size, gender, and business experience. In class we provide a group list of prospective borrowers. We include information about country of origin, gender, family data, and work history information about the candidates. We also provide as much demographic and lifestyle information as possible. Each student ranks the prospective loan recipients and the final selection is based on those rankings. We usually select five for funding assistance. Each student will prepare a research report of the potential borrowers and rank the prospective candidates for funding, defending your selections.

Fair Trade Coffee project is oriented as a research project. You will be briefed in class and information needed to complete this project will be furnished.

Two Glossary reports are due on the calendar. Each is due on the last class day before each exam as per the schedule.

7. Instructional methods:

Instructional methods in this class will be multifaceted, but the primary method will be lecture. The assigned text material will be covered in class discussion with a substantial amount of outside material with an emphasis on ethical issues. Particular ethical issues will be addressed to the international realm.
You should cover the assigned text material prior to class in which that material will be covered. Our class supplements, particularly as relates to international and ethical issues, are covered in class discussion as they are integrated into the discussions. My policy is to not test on exams material that we have not discussed in class. However, if you are not present you will not have exposure to these issues. You should focus on the Learning Outcomes as defined on the first page of each chapter. These serve as the critical objectives of each chapter in our lectures and discussions. Our supplemental material will enhance our understanding of the material.

8. Technology

Students are expected to utilize general productivity (e.g. Microsoft Office) software to complete their assignments.

Course syllabus, documents, and supplemental handouts and material will be available on the UST Blackboard site as well as passed out in class.

Students are expected to access their UST email accounts. All email communications from the professor will be via the email list in Blackboard and this will send emails to the UST email account of each student. If you do not regularly access this account it is IMPERATIVE that you have your email forwarded in the account which you regularly use. Alternative email systems are not reliable and each semester I revive undeliverable notices covering some student’s accounts. These are often delayed, and are therefore stale when received. Each student is responsible for the policing of their own email accounts.

9. Course Schedule (tentative)

<table>
<thead>
<tr>
<th>Date</th>
<th>Chapter No.</th>
<th>Assignments of Chapters, Topics, Exams</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 13</td>
<td>1</td>
<td>Introductions and Class Overview, Ethics</td>
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<tr>
<td>Jan 15</td>
<td>2</td>
<td>Ethics, Why Markets Rule</td>
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<td>Jan 20</td>
<td>2</td>
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<tr>
<td>Jan 22</td>
<td>3</td>
<td>Marketing Environment, Social Duty</td>
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<td>Jan 27</td>
<td>4&amp;5</td>
<td>B2B, Consumer Decisions</td>
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<td>Jan 29</td>
<td>6&amp;7</td>
<td>Business-to-business, Global Marketing</td>
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<td>Feb 3</td>
<td>8</td>
<td>Marketing Research</td>
<td>1st Glossary Due</td>
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<td>Feb 5</td>
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<td>1st EXAM</td>
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<td>Feb 10</td>
<td>9</td>
<td>Segmentation, Target Markets, Positioning</td>
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<tr>
<td>Feb 12</td>
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<td>Segmentation, Target Markets, Positioning</td>
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<tr>
<td>Feb 17</td>
<td>10</td>
<td>Relationship Marketing</td>
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<td>Feb 19</td>
<td>11</td>
<td>Product, and Service Strategies</td>
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<td>Feb 24</td>
<td>12</td>
<td>Developing and Managing Brands</td>
<td>Fair Trade Coffee Project</td>
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<tr>
<td>Date</td>
<td>Week</td>
<td>Topic</td>
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<tr>
<td>Feb 26</td>
<td>13</td>
<td>Marketing Channels &amp; Supply Chains</td>
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<tr>
<td>March 3</td>
<td>14</td>
<td>Retail, Wholesale, Direct Marketing</td>
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<tr>
<td>March 5</td>
<td>15&amp;16</td>
<td>Advertising, Promotion, Public Relations</td>
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<td>MARCH 9-14</td>
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<td>SPRING BREAK</td>
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<tr>
<td>March 10</td>
<td>17&amp;18</td>
<td>Price Concepts, Strategies, Personal Selling &amp; Sales Promotion</td>
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<tr>
<td>March 12</td>
<td>Chap 13</td>
<td>Marketing Channels</td>
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<td>March 17</td>
<td>Chap 13</td>
<td>Marketing Channels</td>
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<td>March 19</td>
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<td>2nd Exam</td>
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<td>March 24</td>
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<tr>
<td>March 26</td>
<td>Chap 14</td>
<td>Retail, Wholesale, Direct Marketing</td>
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<td>March 31</td>
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<tr>
<td>April 2</td>
<td>Chap 15</td>
<td>Promotional mix, product life cycle, Pushing &amp; Pulling</td>
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<td>April 7</td>
<td>Chap 16</td>
<td>Advertising &amp; Public Relations</td>
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<tr>
<td>April 14</td>
<td>Chap 16</td>
<td>Advertising &amp; Public Relations</td>
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<tr>
<td>April 16</td>
<td>Chap 17</td>
<td>Personal Selling &amp; Sales Promotion</td>
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<tr>
<td>April 21</td>
<td>Chap 17</td>
<td>Personal Selling</td>
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<tr>
<td>April 23</td>
<td>Chap 17</td>
<td>Pricing Concepts</td>
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<tr>
<td>April 28</td>
<td>Chap 18</td>
<td>Pricing Concepts</td>
<td></td>
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<tr>
<td>April 30</td>
<td>Chap 18</td>
<td>Pricing Concepts</td>
<td></td>
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<tr>
<td>May 12</td>
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<td>FINAL EXAM</td>
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The course schedule and procedures in this course are subject to change due to circumstances and are at the discretion of the instructor.

10. Course Policies

Attendance/Lateness – attendance is very important in this class. You have made a professional commitment and I will be taking attendance during each class session. Class begins promptly as scheduled. Consistent lateness is unprofessional. Please be aware that after 5 missed classes you will be awarded a ZERO for that class. Attendance is a component of the class grade.
Class Participation – I encourage class participation. Your skills used in oral and written
communication are an important part of your business education. At UST we are blessed
with international students that enrich our university and community, please bring
understanding from your international experience into our class discussions.

Make-up Exams – there will be no make-up Exams. Exams will be mostly multiple choices.
Exams and will cover all chapters in the books and the supplemental handouts and
material. I will provide a list of study topics for each chapter we cover.

Extra Credit Opportunities – There are no extra credit opportunities in this class other
than as noted for the UST programs in Social Entrepreneurship and UST MicroCredit
Program
Cell phones, electronic media –
During Lectures - please turn off cell phones, beepers, and other communication devices.
During Exam – There will be no electronic media allowed.

11. Student Grading Processes:

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<tbody>
<tr>
<td>Examination # 1</td>
<td>45%</td>
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<tr>
<td>Examination # 2</td>
<td>45%</td>
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<tr>
<td>Glossary, Micro Lending</td>
<td>5%</td>
</tr>
<tr>
<td>Project &amp; Paper</td>
<td>5%</td>
</tr>
<tr>
<td>Attendance</td>
<td>5%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Grading Scale for Course:
- A = 90 and above
- B = 80 through 89
- C = 70 through 79
- D = 60 through 69
- F = Below 60

The ETS Major Field Test is a comprehensive test on business disciplines and will be administered in the capstone course of this BBA program. Questions on topics from the core/required courses – including this course – will appear on the ETS Major Field Test.

12. Available Support Services;

Doherity library personnel will assist you in accessing online databases available to UST students.

Students are encouraged to consult with tutors at the Tutorial Services Center when completing assignments for this course.

There are resources to assist you in Math, Written and Oral Presentations, etc. on your Blackboard site listed as CSB resources for Undergraduate Students.

The Cameron School of Business at University of St. Thomas

MISSION STATEMENT

The Cameron School of Business will serve students of diverse backgrounds, providing them the necessary professional skills for a changing global economy and instilling in them a deep appreciation for ethical behavior as a hallmark of a successful and fulfilling business career. The Cameron School will provide its students a timely and comprehensive business curriculum, with opportunity for specialized study in major business fields. The faculty will provide quality teaching, as this is our core mission. As an extension of our teaching mission, the faculty will engage in scholarly activity and service to the University, the profession, and the community.
**Academic Honesty** Ethical conduct is essential to a community of scholars and students searching for truth. Anything less than total commitment to honesty and honorable conduct undermines the efforts of the entire community. Academic integrity lies at the very heart of any institution of higher learning. In the Cameron School of Business, students and faculty are expected to submit to a code that exemplifies each individual’s honor and integrity. Any conduct that violates this standard and betrays the respect of others is a matter of grave concern and, accordingly, is deemed unacceptable.

**Accommodation** Any student with a documented disability needing academic accommodations is requested to speak with me as soon as possible. All discussions will remain confidential. The University of St. Thomas abides by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, which stipulates that no student shall be denied an education “solely by reason of disability.” If you have a documented disability that may impact your performance in this class for which you may require accommodations, you must be registered with and provide documentation of your disability to Counseling and Disability Services which is located on the second floor of the Crooker Center. Contact Debbie Jones or Rose Signorello at 713-525-6953 or 713-525-3162.