The Cameron School of Business at University of St. Thomas

1. Course Information

Course Title: Principles of Marketing  
Course number: MKTG 3343  
Course Section: 1963  
Credit. Hours: 3  
Semester: Spring 2018  
Prerequisites: 50+ credit hours  
Room #: Strake 207  
Days & hours: Tuesday and Thursday 11:00 – 12:15PM  
Course website: Blackboard

2. Instructor Information

Name: Dr. Shuoyang Zhang (Dr. Z)  
Office location: Welder 201  
Office Phone: 812-340-1915  
FAX: 713-525-2110  
Office hours: Tue Thu 9:30-11:00AM, 12:15-2:10PM, Sat11:45AM-12:00PM, and by appointment  
E-mail: zhangs1@stthom.edu (Please indicate MKTG 3343 in the Subject)  
Google+: zhangshuoyang@gmail.com (available for online meetings)  
Emergency number: 812.340.1915 (Feel free to text or call)  
Where to leave assignments: Electronic copy on BB + Hardcopy in class

3. Course Catalog Description

The course analyzes marketing strategy and product decisions, pricing policy, sales promotion and distribution in the business environment.

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, 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 in 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 1: When students complete the BBA, they can demonstrate their management specific skills and competencies in Accounting, Economics, Management, Quantitative Methods, Finance, Marketing, Legal and Social Environments, Information Systems and Global Issues

5. Course Learning Objectives (and relationship to program goals and objectives)

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 the art of each topic, with emphasis on discussing basic constructs, current events, and future trends.

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

- Analyze and discuss marketing decision making in the overall business context, in both written and presentation formats (Goals 1, 2, and 5)
- Identify and communicate marketing challenges in domestic markets and across cultures and geographic/political boundaries (Goals 1, 2, and 5)
- 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:**
The *Wall Street Journal* for in-class and online discussions (Student Offer [http://r.wsj.net/j3JlH](http://r.wsj.net/j3JlH))

7. Instructional methods:

A variety of teaching methods will be used throughout the semester, including lectures, class discussions, problem solving, group project, oral presentation, and written reports.

8. Technology

- Online communication and collaboration;
- Online research and data retrieval;
- Use of general productivity software (e.g., Microsoft Office) to complete assignment;
- Use of BlackBoard learning platform

9. Course Tentative Schedule:

*The schedule below is tentative and subject to change in the event of circumstances beyond the instructor’s control. An Announcement will be made in advance for any change to be made.*

<table>
<thead>
<tr>
<th>Date</th>
<th>Topics &amp; Readings</th>
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</table>
| 1/18 R | Introduction, Course Overview, and Syllabus  
Beginning Survey due on 1/23 |
| 1/23 T | Chapter 1: Marketing's Value to Customers, Firms, and Society  
Chapter 2: Marketing Strategy Planning  
Bio Sketch due on 1/26 |
| 1/25 R | Lynda: Personal Branding, Bio Sketch Revision |
| 1/30 T | Chapter 3: Evaluating Opportunities in the Changing Marketing Environment  
Chapter 4: Focusing Marketing Strategy with Segmentation and Positioning |
| 2/1 R | Lynda: Social Media Marketing |
| 2/6 T | Chapter 5: Final Consumers and Their Buying Behavior  
Chapter 6: Business and Organizational Customers and Their Buying Behavior |
| 2/8 R | Field Trip |
| 2/13 T | Exam Review |
| 2/15 R | **Exam 1 (Chapters 1-6)** |
| 2/20 T | Chapter 7: Improving Decisions with Marketing Information  
Chapter 8: Elements of Product Planning for Goods and Services |
| 2/22 R | WSJ Setup and Presentations |
| 2/27 T | Chapter 9: Product Management and New-Product Development  
Chapter 10: Place and Development of Channel Systems |
| 3/1 R | WSJ Presentations and Feedback |
10. Course Policies

It is required that everyone in class will:

- Attend all class meetings, read assigned materials, and participate in discussions.
- Raise relevant questions and contribute relevant observations to the topic being discussed.
- Demonstrate awareness of appropriate interpersonal communication and sensitivity to others.
- A laptop computer is allowed in class as long as it is used for classroom activities.
- Cell phones should be turned off or set to be “silent” or “vibrating” mode in class.
- For security reasons, do not leave your seat without the permission of the professor.
- Reasonable accommodations will be made for students with special needs.

Specifically,

1) **Attendance** will be recorded at the start of every class meeting from the first day through the final exam. Two instances of incomplete class attendance (arriving late or leaving early) will count as one absence. If a student has more than two absences, the student’s final grade will be negatively impacted by one letter grade level. For example, if a student’s total points add to 95%, which is an A, one additional absence (in excess of two) will result an A-, two will result in an B+, and so on.
a. If you are going to be absent from class due to illness or other significant reasons, you should send an email to the professor with legitimate documentation prior to the beginning of the class session.

b. If you miss a class, it is entirely your responsibility to make sure you have read and clarified any material that was covered before coming to the next class. You may send an email to meet in person or ask (more than one) fellow classmates to be sure you understand everything covered in class.

2) **Participation** is based on both quality and quantity and can happen in-class and online. You need to demonstrate that you are actively engaged in the subject matter – this can be shown through your comments and questions in class and online, as well as your communication with the professor before and after class. In order to effectively participate in class, it is essential that you have prepared the assigned materials. It is a requirement for students to have read relevant text material prior to the class session. Study guides for each chapter will be available in advance. Students should use them when reading the text and be prepared to discuss the topics in class.

3) **WSJ Analysis** is an important element in the course, which helps you relate the fundamental constructs to current events in the real world and gain insights in the future trend of the industry. Check the schedule to find out the presentation dates for specific individuals to share your WSJ analysis in class. Regardless of the assigned dates, EVERY student is expected to come to EVERY CLASS prepared to discuss articles from the Wall Street Journal.

One WSJ post is required for each student in a collective class blog each week after Exam 1 with the exception of Exam weeks. You must select one article every week and submit a blog including the following information: your name, the title of the article, link to WSJ website, time published, at least one image (or video), and your own analysis of the article. Proper analysis requires that you summarize the article in an organized way (i.e. don’t copy it or give just minimal information) and explain your interest in the topic, relevance to this class, application to other businesses, and other implications, etc. PLEASE focus on the application to materials we have studied or explain how you believe this will fit something we will be studying in marketing. You must submit the blog on Friday by midnight and be prepared to present/discuss the article in class. You will get an accumulative grade for your best 5 WSJ analysis blogs at the end of semester out of 100 points in total.

You are required to post at least one comment on a blog posted by class members within the following week. Note that your comments reflect your participation online and will gain participation points.

4) **Three Exams** will be conducted based on the text and lecture materials. They are closed book, 100 points each, non-cumulative, and multiple-choice questions. Exam dates are
set in the course schedule and are not to be missed without specific, prior approval of the instructor. If the student must be absent for an exam due to a reason that would be recognized by the Dean to be a legitimate reason (hospitalization, death of parent or sibling, etc.), a make-up exam will be considered by the instructor. All exams must be made up within one week of the given exam.

5) **Assignments:** Students are required to complete a series of small assignments throughout the semester. These tasks and workshops are offered both online and in person at various times and locations. Please see below for a list of required tasks. You will gain 10 points for completing each one.

- A1. 3 Small Tasks/Workshops (on campus or on [www.lynda.com](http://www.lynda.com))*
- A2. Beginning-of-Semester Student Interest Survey
- A3. Individual Bio Sketch and Profile Page
- A4. Field Trip Report
- A5. Individual WSJ Presentation
- A6. Team Introduction Presentation
- A7. Peer Evaluation
- A8. End-of-Semester Reflection

* **Small Tasks for Small Scores** In order to (1) bolster the student’s performance in courses in the business school and (2) better prepare students for their professions and careers after school, faculty in CSB set aside a small part of the total score in each course for small tasks/workshops. Each student is required to complete a minimum of three (three hours total) workshops. In doing so, CSB will provide numerous workshops for all students taking CSB courses (the complete list of workshops is available on BB). As can be seen in the list, the workshops are being offered by different academic support services on campus and the workshops on computer applications are being offered through an online provider [www.lynda.com](http://www.lynda.com).

- Workshops are being offered during the activity period and in the evening on weekdays in the semester.
- Workshops are also being offered online via Lynda.com through the Houston Public Library.
- While the students have to complete a minimum number of workshops per semester, the same workshops could be used for various courses.
- Students need to attend a workshop lasting at least one hour to complete one activity. For instance, if a student decides to take a half hour session in an on campus workshop, she/he then needs to take an additional half hour session on something else to complete one required activity.

6) **Extra credit opportunities:** The instructor may offer extra credit for attending and participating in events that will further student learning. Students will be required to complete additional assignments related to the event to earn the extra credit. Mere attendance at an event will not garner any extra credit in this class.
7) **The grade of “F”** will be awarded in the case of academic dishonesty, such as plagiarism and cheating on the examination. It may also be given in cases where the student demonstrates no effort/preparation, obvious lack of participation, lack of professionalism or respect. In this latter case, such students will have fair warning they are on this track and given the opportunity to improve, before “F” is awarded.

**11. Student Grading Processes:**

<table>
<thead>
<tr>
<th>Components</th>
<th>Points</th>
<th>% and Letter Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Various Assignments</td>
<td>100</td>
<td>93.0 – 100% A</td>
</tr>
<tr>
<td>WSJ Analysis (Blogs and Comments)</td>
<td>100</td>
<td>90.0 – 92.9% A-</td>
</tr>
<tr>
<td>Exam 1</td>
<td>100</td>
<td>87.6 – 89.9% B+</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100</td>
<td>85.0 – 87.5% B</td>
</tr>
<tr>
<td>Exam 3</td>
<td>100</td>
<td>80.0 – 84.9% B-</td>
</tr>
<tr>
<td><strong>TOTAL POSSIBLE POINTS</strong></td>
<td><strong>500</strong></td>
<td>77.6 – 79.9% C+</td>
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<tr>
<td></td>
<td></td>
<td>75.0 – 77.5% C</td>
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<tr>
<td></td>
<td></td>
<td>70.0 – 74.9% C-</td>
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<tr>
<td></td>
<td></td>
<td>0 – 69.9% F</td>
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**12. Available Support Services:**

- **The Instructor:** Please feel free to call or text 812.340.1915.
- **CSB Campus Guide:** [http://campusguides.stthom.edu/](http://campusguides.stthom.edu/)
- **General Library Resources:** [http://www.stthom.edu/library_research/index.aqf](http://www.stthom.edu/library_research/index.aqf)
- **Learning and Writing Center (LWC):** [www.stthom.edu/tutoring](http://www.stthom.edu/tutoring)*
- **IT Helpdesk:** Phone: (713) 525-6900 Email: ithelpdesk@stthom.edu

* Please note that students are encouraged to consult with tutors at the Learning and Writing Center when completing assignments for this course. Based on the instructor’s assessment of the student’s work, the student may be required to work with the tutors at the Center to improve the student’s skills.

**Important Note:** The **CSB Comprehensive Test for the BBA program** is a comprehensive test on all subjects covered in the BBA program and will be administered in the capstone course of the BBA program. **Questions on topics from the core/required courses – including this course - will appear on the CSB Comprehensive Test.**
The Cameron School of Business at University of St. Thomas

**CSB Mission Statement**

Inspired by the Basilian Fathers’ motto of Goodness, Discipline and Knowledge, the Cameron School of Business provides a comprehensive, high quality, ethically oriented business education to a diverse student body enabling graduates to serve as leaders of faith and character in a global economy.

**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 commit 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.

All work submitted/presented for this course must be the original work of the student(s). Since the goal of college-level work is to bring your idea(s) to the forefront of your submission—with the research acting to inform and support your ideas—excessive use of direct source quotations and material from external sources must be avoided. All source material must be cited even if you are not presenting direct quotes.

The penalty for an incident of academic dishonesty is, at the discretion of the professor, either a mark of zero for the work in question or the grade of F for the course.

**Accommodations**

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 the benefits of an education "solely by reason of a handicap." If you have a documented disability that may impact your performance in this class and 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 Crooker Center. Contact Debby Jones or Rose Signorello at 713-525-6953 or 713-525-3162.

Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me during the first two weeks of class. All discussions will remain confidential.