

# College of Business

Tennessee State University

**Basic Marketing 3010**  
**Fall 2012**

**LOCATOR INFORMATION:**

Course Name: Basic Marketing

Credit Hours: 3

Contact Hours: 3

**INSTRUCTOR:**

Name Sharon V Thach

Office: K-438

Phone: 963-7133

E-mail: sthach@tnstate.edu

Office Hours: Tuesday, Thursday 1-5; Wednesday 10-5

**REQUIREDTEXTBOOK & MATERIALS:**

Principles of Marketing (2.0), by Tanner Jr. and Raymond, Flat World Knowledge, 2010, 2e, ISBN:  
978-1453344972

## **COURSE DESCRIPTION:**

This course is a comprehensive overview of the process employed by profit and nonprofit organizations of marketing goods, services, and ideas. The modern marketing objective is customer satisfaction at a profit (or other measure of success) through product, distribution, promotion, and price. This study of basic marketing concepts and terminology is set in the real-world context of the organization, competition, the economy, regulation, culture/society, and technology. Pre-requisites: Junior standing and EC 2020, or consent of the Department Head

## **COURSE OBJECTIVES:**

After this course, you should:

1. gain insight into the process of developing and implementing marketing strategies and plans;
2. understand the role of marketing in society and the external factors affecting marketing decisions
3. learn the language of marketing—terms, concepts and frameworks

## **ACADEMIC INTEGRITY:**

Academic honesty and integrity lie at the heart of any educational enterprise. Students are expected to do their own work and neither to give nor to receive assistance during quizzes and examinations. Deliberate violations of academic integrity (plagiarism, cheating, misrepresentation, of information) and fabrication are not tolerated. Actions outlined in the Tennessee State University Student Handbook under Code of Student Conduct will be followed for incidents of academic misconduct.

## **REASONABLE ACCOMODATIONS:**

Any students requiring accommodations should contact Patricia Scudder, Director of Students with Disabilities-Disabled Student Services Office, at 963-7400,preferably before the fourth class meeting. The College of Business, in conjunction with the Office of Disabled Student Services, makes reasonable accommodations for qualified students with medically documented disabilities. I need to be aware of your status if it will affect your class activities and assignments---before assignments are due.

## **CODE OF STUDENT CONDUCT:**

There will be no eating, drinking, sleeping or disruptive behavior in the classroom. Each student is encouraged participating in classroom activities, asking questions, and working along with the class as recommendations/problem solutions to illustrations, examples, and cases are examined. Additionally, cell phones must be turned off upon entering the classroom and should remain so until class has ended. Action will be taken against those students who do not adhere to appropriate

classroom behavior.

**ATTENDANCE& LATE WORK: Accepted ONLY in emergency circumstances (family death, serious illness). As all work is on the web page, minor illnesses, parking, etc. are not excuses. All assignments have a several day period when they may be entered. Plan your schedule so that you do these early and not at the last minute.**

### **TEACHINGSTRATEGIES:**

Instruction will be done by lectures, unit review, in-class demonstrations, and multi-media presentations. Participation in class discussions is encouraged and rewarded. In-class written assignments will be given periodically.

While the textbook is free, any supplements that students want to obtain have to be purchased from the publisher. Purchase of any supplemental materials is completely optional and each students should decide if they need those aids. You can buy a) eBook, b) access to audio book and in-depth lectures, c) flash-cards, d) practice quizzes

Starting the first class of the semester, the instructor will take attendance. The instructor may use a seating chart to record attendance; if so, then be certain that you are always seated in your assigned seat. Should a student miss two or more classes without a university sanctioned excuse, he or she will receive an 'F' for the course. Late arrivals and early departures will be considered as partial attendance and, should this occur, a student will receive only half-attendance for that class. Two half-attendances will yield one full absence.

If a student will fail to attend the first four classes then he or she will receive and 'X' for the course. (NOTE: 'X' is equivalent to the letter grade 'F'. Contact the academic records office if you are unsure about the meaning of the letter grade 'X'.)

**ASSIGNMENTS& EVALUATION CRITERIA:**

**Class Schedule**

<b>Dates</b>	<b>Readings</b>	<b>Topics</b>	<b>TOOLKIT/NET SAVVY</b>	<b>Quizzes</b>
Aug 30	Ch. 1	What Is Marketing? Introduction to Course		MASTERY TEST & CONTRACT  Practice Quiz  Quiz Ch. 1
September 6	Ch. 2	Strategic Planning	SWOT analysis  Net Savvy 1	Quiz Ch. 2
September 13	Ch. 3	Consumer Behavior		Quiz Ch. 3
September 20	Ch. 4	Business Buying Behavior	Vendor analysis	
September 27	Ch. 5	Segmentation, Targeting, Positioning	Market Positioning  Net Savvy 2	Quiz Ch. 5
October 4	Ch. 6	Creating Offerings (Branding)		Quiz Ch. 6
October 11	Ch. 7	Developing and Managing Offerings		Quiz Ch. 7
October 18	Ch. 8	Marketing Channels and Retailing	Net Savvy 3	Quiz Ch. 8
October 25	Ch. 9	<b>MIDTERM</b>  Supply Chain		<b>Ch. 1 – 8, inclusive</b>  Quiz Ch. 9
November 1	Ch. 10	Marketing Research		Quiz Ch. 10
November 8	Ch. 11	Advertising and Marketing Comm.	Develop an ad  Net Savvy 4	Quiz Ch. 11
November 15	Ch. 12	Public Relations and Promotions		Quiz Ch. 12

		Marketing Ethics		Ethics Case
November 22	Ch. 13, 14	Professional Selling, Satisfaction and Loyalty	Service Quality	Quiz Ch. 13
<b>November 29</b>				
December 6	Ch. 15	Pricing	Break-even analysis Net Savvy 5	Quiz Ch. 15
		<b>FINAL CUMULATIVE EXAM</b>		<b>Ch. 1 – 15, inclusive</b>

Midterm Examination

October 25 on D2L

Final Cumulative Examination

December 13 on D2L

**GRADING SCALE:**

Your course grade will be computed as follows:

<i>Grade Component</i>	<i>Weight</i>
Midterm	<b>15%</b>
Cumulative Final	<b>31%</b>
13 quizzes @ 2 each	<b>26%</b>
6 Interactive toolkit @ 3 each	<b>18%</b>

5 Net Savvy assignments @ 2 each	<b>10%</b>
<b>Total</b>	<b>100%</b>

**A = 90+, B=89.9-80.0, C=79.9-70.0, D=69.9-60.0, F=59.9 or less**

### Examinations and Quizzes

The midterm and the final examination will consist of combination of true/false and multiple-choice questions. You will have 100 minutes to complete the midterm and 120 minutes to complete the final examination. Quizzes will be multiple-choice and will consist of up to 20 questions and students will have up to 30 minutes to take each quiz. Your quizzes will be due by **CST midnight of that week.**

### Interactive Toolkit and Net Savvy

During the course of the semester, students will have to complete interactive exercises and written net savvy cases. Students should read assigned book chapters prior to completing interactive exercises. Interactive toolkit and net savvy will be due **by CST midnight of that week**

### **Other Issues:**

### Communicating with the instructor

All communication between the student and the instructor should be conducted via eLearn e-mail. Instructor will send e-mails to student accounts as they appear on eLearn. Additionally, instructor will post course-related materials and messages using eLearn; therefore, it is students' responsibility to periodically check eLearn account. If a student does not have eLearn account or does not know how to use eLearn, then he or she should call the helpdesk (963-7777).

### Student Conduct

The instructor reserves the right to manage a positive learning environment and thus will not tolerate inappropriate conduct in the course. All Tennessee State University students, whether enrolled in a regular or online course, are responsible for behaving in a manner consistent with Tennessee State University as well as TSU College of Business code of conduct. There will be no eating, drinking, sleeping or disruptive behavior in the classroom. Each student is encouraged to participate in classroom activities, ask questions, and work along with the class as recommendations/problem solutions to illustrations, examples, and cases are examined. Additionally, cell phones must be turned off upon entering the

classroom and should remain so until class has ended. Action will be taken against those students who do not adhere to appropriate classroom behavior.

### Email ID Requirements

When you send me an email, your subject line MUST contain the following information:

Course Number, Section Number, Group Number, Your Name, and Reason for message.

Example: "MKTG 3010.01, Bob Jones, Question on Chapter 1".

### Final Notes

Formal Acceptance of the Class Contract. Students should read and complete the course contract after reading the course syllabus. The contract must be submitted on the first day of classes and no later than by the second class or the student may be administratively dropped from MKTG3010.

Course Coverage. While the instructor will make a good faith effort to cover all of the above material, he does not guarantee that all of it will be covered.

Cheating. The student handbook states: Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular institutional procedures as a result of academic misconduct, the instructor has the authority to assign an 'F' or a zero for the exercise or examination, or to assign an 'F' in the course. If the student believes that he or she has been erroneously accused of academic misconduct, and if his or her final grade has been lowered as a result, the student may appeal the case through the appropriate institutional procedures (Student Handbook, p. 14 for Disciplinary procedures.)

Classroom Decorum. Students are expected to maintain proper classroom decorum (i.e., not disrupt class). The instructor will dismiss students who cannot maintain such decorum. Unacceptable behaviors include, but are not limited to, talking loudly about non-class matters, using profanity, reading the newspaper or other non-class-related materials, sleeping and, using cell phones.

Students with disabilities. TSU does not discriminate on the basis of an individual's disability and complies with section 504 and Public law 101-366 (Americans with Disabilities Act) in its admissions, accessibility, treatment and employment of individuals in its programs and activities, as defined under the law, who are otherwise qualified to meet the institution's academic and employment requirements. Students needing assistance may call (615) 963-7400. It is the student's responsibility to follow the procedures outlined by TSU if accommodation is needed

Tentative/Full admission. All undergraduate degree seeking College of Business majors enrolled in upper division business courses must have tentative or full admission to the College of Business in order to be assured of receiving full academic course credit. It is students' responsibility to verify that he or she have been tentatively/fully admitted to the College of Business





