

## CHECKLIST

- PRINT THIS SYLLABUS
- READ AND UNDERSTAND THIS SYLLABUS
- PAY CLOSE ATTENTION TO THE SCHEDULE (last page)
- LOG IN TO ELEARN
- COMPLETE ONLINE ORIENTATION (under Content)
- COMPLETE MASTERY TEST (under Content)
- SUBMIT MASTERY TEST (via DropBox)
- TAKE PRACTICE QUIZ (Assessment)  
**NOTE: If you cannot take it, then you have not completed this checklist.  
Until you do, none of the quizzes will be available for you to take.**

**MKTG3010.01: BASIC MARKETING**  
Course Syllabus

Instructor: Dr. Vaidotas Lukošius,  
 Associate Professor of Marketing

eLearn email: vlukosius  
 Class Hours and location: eLearn

| AWC Campus Contact Information | Office hours                                |
|--------------------------------|---|
| Office #: K-401                | T 12:00 – 2:40PM via eLearn (virtual hours) |
| Phone: (615) 963-7128          | W 10AM – 2PM                                |
| Secretary: (615) 963-7123      | R 12 :40 – 2:40PM and 4:05 – 5:30PM         |

Objectives

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.

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

Textbooks

Studying the assigned textbooks is critical to your success in this course. You may also use this textbook as a desk reference once you complete this course. Therefore, you are required to purchase access to the textbook.

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

<http://catalog.flatworldknowledge.com/bookhub/reader/5229>

**Note:** The instructor is unaffiliated with either the author or the publisher of the textbook. Thus, the instructor has no financial stake in your purchase of the textbook.

### Teaching Method

This course is offered on-line, over the Internet, using the Internet and the World Wide Web, using publishing technology provided by *Desire2Learn* and *Tennessee State University*. Online participation is expected and continuous throughout the course. Failure to turn in assignments by the date due, or timely participation in online dialogues, may result in the student being withdrawn from the course. Emergencies should be communicated and documented to the instructor as soon as possible. Students are expected to read the assigned texts and lecture each week and login to the class dialogue thread, as well as posting at least one message per current week (per dialogue topic) to each of the threads provided in the dialogue area. Active participation in the course will guide students in studying for the exams and in researching for the scholarship.

### Narrated Slides

There will be narrated slides for those students who would like to reinforce their material. It is not a substitute for reading assigned course material. There may be some questions on the quizzes and exams that will come from the slides. Simply go to the 'Content' page and locate the chapter you want to listen to.

### Supplemental Aids

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.

### Grading Policy and 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.**

### Late submissions

The instructor will not administer individual make-up exams or quizzes. If you know that you will be unable to take an exam during its scheduled time, and have university sanctioned excuse, then you may arrange to take the exam at an earlier time. Extreme circumstances should be discussed with the instructor.

### 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. Dialogue postings deemed inappropriate will be deleted from dialogue threads. For example, comments or postings that openly chastise or criticize classmates will be removed. Due to privacy laws topics of a private nature, such as grades, should not be discussed openly in the threaded dialogues. Email your instructor instead. 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.

### 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".

**If your subject line does not follow the correct format, your email will be automatically deleted UNREAD. NO EXCEPTIONS!**

### 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 midnight on May 29<sup>th</sup> 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.)

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.

**Class Schedule**

| <b>Dates</b>   | <b>Readings</b> | <b>Topics</b>                                       | <b>TOOLKIT/NET SAVVY</b>           | <b>Quizzes</b>  |
|----------------|-----------------|---|------------------------------------|---|
| Aug 25 – Sep 2 | Ch. 1           | What Is Marketing?<br>Introduction to Course        |                                    | MASTERY TEST &<br>CONTRACT<br>Practice Quiz<br>Quiz Ch. 1 |
| Sep 4 – 9      | Ch. 2           | Strategic Planning                                  | SWOT analysis<br>Net Savvy 1       | Quiz Ch. 2  |
| Sep 10 – 16    | Ch. 3           | Consumer Behavior                                   |                                    | Quiz Ch. 3  |
| Sep 17 – 23    | Ch. 4           | Business Buying Behavior                            | Vendor analysis                    |   |
| Sep 24 – 30    | Ch. 5           | Segmentation, Targeting, Positioning                | Market Positioning<br>Net Savvy 2  | Quiz Ch. 5  |
| Oct 1 – 7      | Ch. 6           | Creating Offerings (Branding)                       |                                    | Quiz Ch. 6  |
| Oct 8 – 14     | Ch. 7           | Developing and Managing Offerings                   |                                    | Quiz Ch. 7  |
| Oct 17 – 21    | Ch. 8           | Marketing Channels and Retailing                    | Net Savvy 3                        | Quiz Ch. 8  |
| Oct 22 – 28    | Ch. 9           | <b>MIDTERM</b><br>Supply Chain                      |                                    | <b>Ch. 1 – 8, inclusive</b><br>Quiz Ch. 9                 |
| Oct 29 – Nov 4 | Ch. 10          | Marketing Research                                  |                                    | Quiz Ch. 10   |
| Nov 5 – 11     | Ch. 11          | Advertising and Marketing Comm.                     | Develop an ad<br>Net Savvy 4       | Quiz Ch. 11   |
| Nov 12 – 18    | Ch. 12          | Public Relations and Promotions<br>Marketing Ethics |                                    | Quiz Ch. 12<br>Ethics Case                                |
| Nov 19 – 25    | Ch. 13          | Professional Selling, Satisfaction and<br>Loyalty   | Service Quality                    | Quiz Ch. 13   |
| Nov 26 – 28    | Ch. 14          |   |                                    |   |
| Dec 3 - 6      | Ch. 15          | Pricing   | Break-even analysis<br>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