

MKTG3010.01: BASIC MARKETINGCourse Syllabus

Instructor: Dr. Vaidotas Lukošius,
Associate Professor of Marketing

eMail: Log-in to eLearn and click on Email your instructor
Class Hours: M 5:30 – 8:30PM
Class Room: AWC 288

AWC Campus Contact Information		Office hours
Office #:	K-401	M 11:30AM – 5:30PM
Phone:	(615) 963-7128	T 4:30 PM – 5:30PM
Secretary:	(615) 963 7123	W 11:05AM – 2:05PM (via eLearn)

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

<http://students.flatworldknowledge.com/course/1215881>

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

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.

Supplemental Aids

The textbook and any supplements that students want to obtain have to be purchased from the publisher. Purchase of any supplemental materials is completely optional and each student 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.

Attendance

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 an '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'.)

Grading Policy and Grading Scale

Your course grade will be computed as follows:

<i>Grade Component</i>	<i>Weight</i>
Midterm	15%
Cumulative Final	31%
13 quizzes @ 2 each	26%
6 Interactive toolkit @ 3 each	18%
5 Net Savvy assignments @ 2 each	10%
Total	100%

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 75 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 each FRIDAY by **5PM**.

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 due each FRIDAY by **5PM**.

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 BEFOREHAND 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. 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 3010.80, 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 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.

Class Schedule

Dates	Readings	Topics	TOOLKIT/NET SAVVY	Quizzes
Jan 23		MLK Holiday		
Jan 28	Ch. 1, Ch. 2	Introduction to Course What Is Marketing? Strategic Planning	SWOT analysis Net Savvy 1	CONTRACT Practice Quiz Quiz Ch. 1 Quiz Ch. 2
February 4	Ch. 3	Consumer Behavior		Quiz Ch. 3
February 11	Ch. 4	Business Buying Behavior	Vendor analysis	
February 18	Ch. 5	Segmentation, Targeting, Positioning	Market Positioning Net Savvy 2	Quiz Ch. 5
February 25	Ch. 6	Creating Offerings (Branding)		Quiz Ch. 6
March 4	Ch. 7	Developing and Managing Offerings Review session		Quiz Ch. 7
March 11				
March 18	Ch. 9	MIDTERM Supply chain		Ch. 1 – 7, inclusive Quiz Ch. 9
March 25	Ch. 8	Marketing Channels and Retailing	Net Savvy 3	Quiz Ch. 8
April 1	Ch. 10	Marketing Research		Quiz Ch. 10
April 8	Ch. 11	Advertising and Marketing Comm.	Develop an ad Net Savvy 4	Quiz Ch. 11
April 15	Ch. 12	Public Relations and Promotions Marketing Ethics		Quiz Ch. 12
April 22	Ch. 13, 14	Professional Selling, Satisfaction and Loyalty	Service Quality	Quiz Ch. 13
April 29	Ch. 15	Pricing	Break-even analysis Net Savvy 5	Quiz Ch. 15
		FINAL CUMULATIVE EXAM		Ch. 1 – 15, inclusive

Midterm Examination

March 18, in class.

Final Cumulative Examination

TBA