

# Marketing 3300 - Course Syllabus – Fall 2023

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## Course Information

Course Prefix, Number, Section MKT 3300-013

Course Title *Principles of Marketing*

Term *Fall 2023*

Days & Times *Saturday 8:30-11:45*

## Professor Contact Information

Professor *Edward Meda (Ed)*

Office Phone *972-883-5023*

Other Phone *214-289-9521*

Email Address *exm150330@utdallas.edu*

Office Location *SOM 13.405*

Office Hours *MW 12:00-2:00pm*

Other Information *Office hours in person and by appointment*

## Course Pre-requisites, Co-requisites, and/or Other Restrictions

None

## Course Description

**Principles of Marketing** (3 semester credit hours) An overview of marketing principles including marketing planning, understanding customer's decision-making environment, measurement of market performance, product and branding decisions, advertising and promotions, pricing, and distribution. Special emphasis placed upon the determination and evaluation of market segments. .

## Student Learning Objectives/Outcomes

After completion of this you should be able to:

- Marketing vocabulary
- Core marketing concepts, including the marketing mix, the concept of positioning and Marketing strategy
- How controllable variables can be manipulated for a desired marketing purpose.
- Risks/Opportunities created by marketing globalization
- Why a good marketer is an ethical marketer?
- The concept of the four stages of the product life cycle and associated promotional objectives
- How an idea can be transformed into a marketed product

## Required Textbooks and Materials

“Marketing” 16<sup>th</sup> edition Kerin & Hartley. McGraw-Hill Connect subscription is included in the electronic textbook purchase. You can purchase this as a bundle in the bookstore or directly from McGraw-Hill. All readings, and quizzes will be administered using McGraw-

directly from McGraw-Hill. All readings, and quizzes will be administered using McGraw-Hill Connect and can be accessed directly through Connect or Blackboard. Exams will be administered in class with a 50-minute time limit regardless of the normal class length. Access to a computer and the internet are required for the course. Blackboard discussion board and announcements will be used extensively, and it is the student's responsibility to check this information regularly and understand changes to the syllabus may occur./

### **Suggested Course Materials/**

Suggested course materials also include exposure to reputable business publications including The Wall Street Journal, Fortune Magazine, course supplemental reading and learning material links and handouts may be provided.

### **Assignments & Academic Calendar/**

WEEK/ DATES	TOPIC/LECTURE	READING	ASSESSMENT / ACTIVITY	DUE DATE
1 – 8/26	Creating Customer Relationships and Value through Marketing	Chapter 1	Quiz #1	8/27
2 – 9/2	Developing Successful Marketing Strategies Scanning the Marketing Environment	Chapter 2	Quiz #2	9/3
		Chapter 3	Quiz #3	9/3
3 – 9/9	Ethical and Social Responsibility Understanding Consumer Behavior	Chapter 4	Quiz #4	9/10
		Chapter 5	Quiz #5	9/10
4 – 9/16	Understanding Organizations as Customers Review for Exam	Chapter 6	Quiz #6	9/17
				9/17
5 – 9/23	Exam #1 Chapters 1-6		Exam #1	9/23
6 – 9/30	Market Segmentation, Targeting and Positioning Developing New Products and Services <b>Assign Opinion Paper</b>	Chapter 9	Quiz #9	10/1
		Chapter 10	Quiz #10	10/1
				10/1
7 – 10/7	Managing Successful Products, Services and Brands Services Marketing Foundation	Chapter 11	Quiz #11	10/8
		Chapter 12	Quiz #12	10/8

WEEK/ DATES	TOPIC/LECTURE	READING	ASSESSMENT / ACTIVITY	DUE DATE
8 – 10/14	Building the Price Foundation	Chapter 13	Quiz #13	10/15
	Arriving at the Final Price Review for Exam #2	Chapter 14	Quiz #14	10/15
	Opinion Paper Due	Hard Copy	Deliver in class	10/14
9 – 10/21	Exam #2 Chapters 9-14		Exam #2	10/21
10 – 10/28	Managing Marketing Channels	Chapter 15	Quiz #15	10/29
	Retailing and Wholesaling	Chapter 16	Quiz #16	10/29
11 – 11/4	Implementing Interactive and Multichannel Marketing	Chapter 17	Quiz #17	11/5
12 – 11/11	Integrated Marketing Communications and Direct Marketing	Chapter 18	Quiz #18	11/12
13 – 11/18	Advertising, Sales Promotion and Public relations Using Social Media	Chapter 19	Quiz #19	11/19
	Mobile Marketing to Connect with Consumers	Chapter 20	Quiz #20	11/19
	Review for Exam #3		Review	11/18
14 – 11-25	Winter Break	Nothing Due	Nothing Due	Nothing Due
15 – 12/2	Exam #3 Chapters 15 - 20		Exam #3	12/2

**PLEASE NOTE: There are no assignments for chapters 7 & 8**

### **Classroom Conduct Requirements Related to Public Health Measures**

UT Dallas will follow the public health and safety guidelines put forth by the Centers for Disease Control and Prevention (CDC), the Texas Department of State Health Services (DSHS), and local public health agencies that are in effect at that time during the Fall 2022 semester. Public health measures may be required for class participation (e.g., wearing of masks, social distancing) and students who refuse to comply may face disciplinary action for [Student Code of Conduct](#) violations.

Students who have tested positive for COVID-19 or may have been exposed should not attend class in person and should instead follow required disclosure notifications as posted on the university's website (see "[What should I do if I become sick?](#)" webpage)

## Grading Policy

Grades will be determined using the following point system:

Assignments:	Points Available
Exams – 3 (100 points each.)	300
Written Assignments – 1 (100 points)	100
Smart Book Assignments – 18 (10 points each.)	180
Quizzes – 18 (15 points each.)	270
<b>TOTAL</b>	<b>850 Points</b>

### The grading scale based as follows:

(98-100%)	=	A+
(94-97%)	=	A
(90-93%)	=	A-
(87-89%)	=	B+
(84-86%)	=	B
(80-83%)	=	B-
(77-79%)	=	C+
(74-76%)	=	C
(70-73%)	=	C-
(67-69%)	=	D+
(64-66%)	=	D
(60-63%)	=	D-

## Course Policies

### Make-Up Assignments and Exams

No make-up Smart Book assignments, quizzes, or exams without prior authorization from the instructor. Exams may be made-up under certain circumstances of illness/family death or emergency if students provide written proof of why the student could not take the exam (i.e., doctor's note). There are no make-up exams without the above documentation.

### Extra Credit

**There is no Extra Credit provided in this course.**

### Late Papers, Smart Book Assignments, and quizzes

All assignments and quizzes turned in after the due date will revive a 20% automatic deduction for every class period late. A paper may be submitted late with prior authorization by the instructor which must be at least one-week prior to the due date.

### *Class Materials*

The instructor may provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course; however, these materials are for registered students' use only. Classroom materials may not be reproduced or shared with those not in class or uploaded to other online environments except to implement an approved Office of Student Accessibility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

### *Class Attendance*

The University's attendance policy requirement is that individual faculty set their course attendance requirements. Regular and punctual class attendance is expected regardless of modality. Students who fail to attend class regularly are inviting scholastic difficulty. In some courses, instructors may have special attendance requirements; these should be made known to students during the first week of classes.

### *Class Participation*

*Regular class participation is expected regardless of course modality. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures (and/or labs). Class participation is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).*

### *Class Recordings*

Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student Accessibility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student Accessibility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

### *Classroom Citizenship*

Students must be respectful of other student opinions and disagreements should be handled professionally.

## **Comet Creed**

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

## **Academic Support Resources**

The information contained in the following link lists the University’s academic support resources for all students.

Please see <http://go.utdallas.edu/academic-support-resources>.

## **UT Dallas Syllabus Policies and Procedures**

The information contained in the following link constitutes the University’s policies and procedures segment of the course syllabus. Please review the catalog sections regarding the [credit/no credit](#) or [pass/fail](#) grading option and withdrawal from class.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

*The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.*