

Marketing 3200

Principles of Marketing

Fall 2021

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Classroom: ETSU Sevierville 127B
Class times: Tues & Th 9:45-11:05

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Required Text

*Marketing*¹², Lamb, Hair and McDaniel, 12th Edition, 2018, ISBN 978-1-337-40763-2

Course Description

Marketing 3200 is an introductory course designed to develop the understanding of basic market concepts and functions in market oriented institutions. This course is presented with an understanding and appreciation for constraints imposed by consumer behavior, marketing institutions, competition and the law.

Course Philosophy and Objectives

The study of marketing is fundamental to the success of student's comprehension of the principals of business philosophy and practice. The elements and objectives of this course include:

- The understanding and use of marketing terminology
- The realistic applications of marketing practices from a societal and business level perspective
- The understanding and appreciation of the role of marketing in concert with other management/business functions
- The relationship of marketing to customers, suppliers and employees
- Understanding the complexities of the marketing environment
- Legal and ethical issues associated with marketing practices
- Assessing, understanding and targeting the marketplace
- Value creation, capture, delivery and communication

Class Policies

In courses such as this one, the nuances of the topics are only discovered with complete preparation and attentiveness during class discussions and presentations. For this reason, several policies have been developed to facilitate the learning process:

1. Students are expected to be prompt, attend each class, be prepared and involved in the classroom process and participate in quality discussions.
2. The use of any electronic device that is not classroom-related is rude, unacceptable, improper and inappropriate. Cell phones are to be silenced and placed out of sight.
3. Class participation is expected and is critical to performance in this class. Participation in quality discussion and participation is expected and taken into account when grades are calculated.
4. The highest standards of grammar, spelling, and punctuation are expected on all written assignments. Excellence in written communication is essential to your success in the business world.
5. Footnotes or other appropriate means of citation of other's work are required when you refer to materials used in writing your industry analyses.
6. Classroom Climate: The College of Business is a professional school providing education and training for student careers in the business world. Classroom climate is designed to assist students in developing the habits of behavior that will contribute to their success in the business world. Therefore, classroom policies will be established to promote and maintain a business-like atmosphere and to promote a healthy learning environment. Students should treat everyone with courtesy and respect.
7. All projects/ requirements for this class should be in APA format, double spaced, 12 point type, Times New Roman font, with cover page and reference page (if applicable).
8. Food is not permitted.

EXAMS

Three exams will contain both subjective and objective content. Exams cannot be made up except in the case of an extreme emergency or an approved school-related absence (both at the discretion of the instructor).

QUIZZES/ACTIVITIES

Unannounced quizzes and/or activities may be given during class meetings (sometimes more than 1 per class). Missed quizzes and activities CANNOT BE MADE UP. A quiz may cover material already discussed in class and material scheduled to be discussed that day. Occasionally, you may be required to take a quiz on-line (via D2L).

HOMEWORK

- Assignments will not be accepted via email without prior discussion.
- Late submissions will not be accepted and will result in a grade of 0.
- It is the student's responsibility to check D2L on a regular basis for assignments and/or announcements.

GRADING

Your final grade will be based on your total points earned divided by the total points available.

A	94 – 100%	B-	80 – 81%	C-	70 – 71%
A-	90 – 93%	C+	78 – 79%	D	60 – 69%
B+	88 – 89%	C	72 – 77%	F	below 60%

Student procedure for special services

"Students who have special needs as a result of a disability should contact the Director of Disability Services, D.P. Culp University Center, at 423-439-8346 or 423-439-8370 for those who are hearing impaired)."

Academic Misconduct ETSU Policy #3.13, October, 1979.

All students in attendance at ETSU are expected to be honorable. Academic misconduct will be subject to disciplinary action. Any act of dishonesty in academic work constitutes academic misconduct. This includes plagiarism, the changing or falsifying of any academic documents or materials, cheating, and the giving or receiving of unauthorized aid, in tests, examinations, or other assigned school work. Penalties for academic misconduct will vary with the seriousness of the offense and may include, but are not limited to: a grade of "F" on the work in question, a grade of "F" for the course, reprimand, probations, suspension, and expulsion. For a second academic offense, the penalty is permanent expulsion.

The instructor reserves the right to make changes to this syllabus as deemed necessary and retains final judgment in the assignment of grades.

The instructor reserves the right to make changes at any time to the Syllabus and/or Class Schedule including adjustments for any assignments, activities, and exams.

MASK POLICY

Please wear a mask or other appropriate Face Covering to class. Wearing a mask that covers your nose and mouth communicates the care and respect you have for yourself, the care and respect you have for those you live with, and the care and respect you have for other members of this classroom community. The best evidence we have, from public health professionals, is that wearing masks is one of the best ways to protect against the spread of COVID-19 and other airborne illnesses. Students with medical conditions that inhibit their ability to wear masks should register through disability services by contact Disability Services by telephone at 423-439-8346 or by email at littleme@etsu.edu to request an accommodation. The policy can be found at <https://www.etsu.edu/policies/health-safety/face-coverings.php>.