

# Welcome!!



East Tennessee State University  
Department of Management and Marketing  
MKTG 3200 Principles of Marketing  
Fall 2021

**Instructor: Sookhyun Kim, Ph.D.**

Office: 120 Sam Wilson

Office Phone: 423 439 4574 (No Phone Messages)

E-mail: [kims05@etsu.edu](mailto:kims05@etsu.edu) (Instructor will answer within 24~48 hours except for weekends).

Student Hours: Mondays 8~8:40am, 10~10:40am, 12~12:40pm, 2~2:30pm, & Wednesdays 2~2:30pm,  
Other times by appointment (In-person or Zoom)

**Class Format: Hybrid**

\* **Wednesdays 12:40pm to 2pm:**

1. **Asynchronous Class - Weekly Course Materials** are available on **Tuesdays in D2L.**

**Quizzes/Assignments** are due by **9pm on Fridays.**

2. **Individual Article Presentation & Advising** – Dr. Kim's Office (15min. each student).

See your appoint. date in the schedule table below

\* **Mondays 12:40pm to 2pm: In-Person Class:** Review & Class Activities with last Wed.'s course materials/assign.

You can check your group members in D2L, Content, 8/23 Orientation, 'Group Members' file.

## CREDIT HOURS

3 credit hours

**COURSE DESCRIPTION:** An introductory lecture course designed to develop in students an understanding of basic marketing concepts and functions in market-oriented institutions. Marketing strategy is studied with appreciation for the constraints imposed by consumer behavior, marketing institutions, competition, and the law.

**PREREQUISITES:** Junior standing.

**NOTE:** Students enrolling in 3000 and 4000 level College of Business courses must have completed a minimum of 48 semester credits prior to enrolling or obtained a waiver from the chairman of the department in which the course is offered.

**TEXTBOOKS AND MATERIALS:** Lamb, C.W., Hair, J.F., & McDaniel, C. (2019). MKTG 12. South-Western, Cengage Learning: Mason, OH.

### REQUIRED TECHNOLOGY:

**Equipment:** Computer, Wi-Fi/Hotspot

(Ask Local or ETSU Libraries for computer availability, Use ETSU computer labs if your Wi-Fi connection is not stable or not available, especially for exams.)

**Account:** ETSU email account (as opposed to a personal email address), D2L (learn how to use),

\*Address technical problems **immediately** to Dr. Kim **during exams**. To prove the problem, immediately take a screen shot (with your cell phone or use PrtScr key on your keyboard) including date, time and problem message and send it to Dr. Kim via email. Then, ask Help Desk to solve the issue (the first floor of the Sherrod Library. Phone: 423-439-4648, Email: [itshelp@etsu.edu](mailto:itshelp@etsu.edu)). Or take the exam at the library.

### COURSE OBJECTIVES



To enable the student to:

- Develop a meaningful definition of marketing.
- Develop an understanding of the role marketing plays in contemporary society and in an organization's overall strategic direction.
- Develop a working marketing vocabulary.
- Develop a sense of how marketing relates to other functions.
- Develop an appreciation of the complexity of the marketing environment.
- Understand the relationships between the marketing mix variables (price, product, place, integrated marketing communications/promotion).
- Explain how Internet-related technologies can help marketers improve the productivity of their activities.
- Generate an appreciation of the role of marketing in management of relationship with customers, employees and suppliers.
- Develop an understanding of the global dimensions of marketing.
- Understand the important legal and ethical issues associated with marketing practices.
- Improve oral and written communication skills.
- Present an opportunity to work as a team.
- Familiarize students with key marketing journals and Internet sources.

## Major Points of Course Policy (see the full course policy in D2L)

### Ground Rule

#### **Face Coverings on Campus:**

*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](mailto:littleme@etsu.edu) to request an accommodation. The policy can be found at <https://www.etsu.edu/policies/health-safety/face-coverings.php>.*



**I HOPE YOU ACTIVELY PARTICIPATE IN THIS COURSE.**

**The student is expected to be on time, to be prepared, to participate in class discussions, and to remain the entire class period.**

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Students should check the university email account daily

Email Etiquette including your name, current class title, etc. must be practiced or else instructor reserves the right not to reply.

#### ASSIGNMENT DUE DATES

Assignments are due at the beginning of the class period on the date given in the course schedule. Assignments will not be accepted late for any other reasons.

Students will have one week from the date the grade is posted in D2L to discuss your grade.

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#### MAKE-UPS FOR ASSIGNMENTS & EXAMS

Assignment late submission and make-up exams will be allowed only when extenuating circumstances have been discussed with the professor prior to the due date and permission has been given or when a documented emergency situation prevents prior permission (e.g., illness, death of a member of the immediate family, subpoena for court appearance/jury duty/government obligation, etc.).

## **Etiquette:**

Observe course etiquette at all times:

1. Email
  - a. Always include a subject line, your name, and course title.
  - b. Remember that without facial expressions some comments may be taken the wrong way. Be careful in wording your emails. Use of emoticons might be helpful in some cases.
  - c. Use standard fonts.
  - d. Do not send large attachments without permission.
  - e. Special formatting such as centering, audio messages, tables, html, etc. should be avoided unless necessary to complete an assignment or other communication.
  - f. Respect the privacy of other class members.
2. Discussions in D2L
  - a. Review the discussion threads thoroughly before entering the discussion.
  - b. Try to maintain threads by using the "Reply" button rather starting a new topic.
  - c. Do not make insulting or inflammatory statements to other members of the discussion group. Be respectful of other's ideas
  - d. Be patient and read the comments of other group members thoroughly before entering your remarks.
  - e. Be positive and constructive in discussions.
  - f. Respond in a thoughtful and timely manner.

## **Academic Dishonesty**

Copying the work of others without proper credit is called plagiarism and is something that can have serious consequences in both school and in your career. Plagiarism is often perceived as a lapse of integrity and its consequences are serious, even if it is unintentional. It is important that you do your own work so that I can reach out and help you if you are struggling. Intentional plagiarism is taken very seriously by our university and in your career field.

**COURSE GRADES:** see the class policies.

**1. Exams**

Three cumulative exams will be given during the semester via D2L, Assessment. Exams are open book tests and will cover **class materials, discussions, individual assignments, and class activities**. The duration of each exam is total 1 hour (NO time to study/check answers for each question during test. You should study before the test). Make sure to access a stable internet connection. If Internet is disconnected during an exam, immediately take a screen shot showing the date, time, and the problem statement on the screen. Send Dr. Kim an email attaching the picture to discuss time extension. **I understand sometimes emergency can happen**. With the **emergency reasons** (see the course policy #3 above) and a **prior contact** to Dr. Kim, a make-up exam could be scheduled within a week. Please schedule your part time job avoiding class times)

**2. Individual Assignments:**

- i. Individual Article Presentation: Your presentation deadline & instruction are posted in D2L, Content, 8/23 Orientation. Instructor will not notice your individual article presentation deadline in advance. You are responsible to check your presentation date. You will summarize and critique a current article that discusses a real-life example connecting to the class content. Create and post the presentation PP in D2L, Discussion following the guideline provided.  
\*Optional: I strongly encourage you to reply to students' PP. This is a great way to interact with your classmates^^ Check the Discussion Etiquettes above.

- 3. **Class Activities (including assignments, quizzes, class discussions, group activities, research reports, etc.)** **I hope you actively participate in this course** because there will be **no make-ups** for all class activities. Students will discuss the main point/s of class contents and personal experiences connecting to the class contents every week during in-class meeting. Other activities will be announced during class. Points for each activity are vary but approx. 10pts each; 10~40pts from weekly asynchronous class assignments and in-class activities.

**I understand that extenuating circumstances could unexpectedly arise, and you cannot participate in the activities.** Please **immediately contact** Dr. Kim. If circumstances make you miss more than 3 classes during the semester, it would be beneficial for you to drop the class and re-register next year. Being absent or arriving after the activity without prior contact is given will forfeit credit for that day. If you did not attend the class activity, you do not receive any credit and make-ups. Any required reports/papers should be submitted to D2L Dropbox.

3 Exams	300
Class Activities	300
Executive Summary	50
Individual Article Presentation	50
<b>Total</b>	<b>700 pts</b>

*\*If any student would like to receive the instructor's feedback for assignments, reports, and projects, Submit the **final draft** at least **2 days before** the deadline.*

### Universal Performance Assessment Quality Scale

	Does Not Meet Expectations		Meets Expectations	Exceeds Expectations	
Quality Scale	1	2	3	4	5
Performance level description	information incomplete or missing;	tried but did not demonstrate sufficient knowledge;	demonstrates sufficient knowledge;	demonstrates greater than expected knowledge;	demonstrates outstanding knowledge;
	does not meet expectations; unacceptable; instructions not followed	does not meet expectations; inadequate; fundamentally lacking; demonstrates very little or no mastery	meets expectations; competent; demonstrates adequate mastery though lapses in quality	exceeds expectations; effective; approaching excellence; demonstrating reasonably consistent mastery though still occasional errors/ lapses	far exceeds expectations; exemplary; exceptional; superior; excellent; clearly and consistently demonstrates mastery
Letter grade	F	D	C	B	A

Rubric	Understanding	Message delivery	Elaboration
Excellent: Meet and exceeds "Good" 90~100% x possible pts	<b>Understanding of the topic is very evident</b>	Message is very clear, relevant	<b>Rich explanation, examples, application of contents topic. Evidence of serious effort and engaged thought in developing the statement and evidence to support it.</b>
Good: 80~89% x possible pts	Understanding is clear	Message is clear & relevant	accurate, appropriate explanation, examples, application
Average: 70~79% x possible pts	Understanding is somewhat clear	Message is somewhat clear & relevant	mostly accurate, basic understanding
Poor 60~69% x possible pts	Understanding is unclear	Not clear & relevant	Very basic, several inaccurate
Absent: 30% x possible pts	Incomplete, missing contents, extremely inaccurate		

### GRADING SCALE

The final grade for the course will be a percentage calculated by dividing the total number of points earned during the semester by the total number of points possible. The grading scale is:

A	94% - 100%	C	73%-76%
A-	90% - 93%	C-	70%-72%
B+	87% - 89%	D+	66%-69%
B	83% - 86%	D	60%-65%
B-	80 %- 82%	F	59% or below
C+	77% -79%		

## Tentative Schedule

While I've made a sincere attempt to create a flexible plan for teaching during the pandemic, the reality is that I cannot predict the future. Course meetings, learning activities, and assignments may change if we need to move quickly to a different operational stage of the university's pandemic framework.

CHAPTER Course Materials available on Tue. in D2L	Wednesdays - Asynchronous Class & One-One Presentation/Advising Meeting (Assignment/Quiz Due Fridays 9pm)	Mondays - In-Person Class (Review & Class Activities)
Introduction Practice course routine, D2L, Intro video	8/23	
Ch. 1 Overview of Marketing	8/25	8/30
Ch. 2 Strategic Planning Ch. 3 Ethics and Social Responsibility	9/1	9/6 Labor Day
Ch. 4 The Marketing Environment	9/8	9/13 (Ch 2, 3, 4)
Ch. 6 Consumer Decision Making Ch. 8 Segmenting & Targeting	9/15 (Individual Presentation 1, 2, 3, 4)	9/20
Ch. 9 Marketing Research	9/22 (Individual Presentation 5,6,7,8)	9/27
Ch. 10 Product Concepts & Ch. 11 Developing & Managing Products	9/29 (Individual Presentation 9,10,11,12)	10/4 Exam 1 D2L (Ch 1, 2, 3, 4, 6, 8, & 9)
Ch. 13 Supply Chain Management	10/6 (Individual Presentation 13,14,15,16)	10/11 Fall Break
Ch. 14 Retailing	10/13 (Individual Presentation 17,18,19,20)	10/18 (Ch 10, 11, 13, 14)
Ch. 15 Marketing Communications & Ch. 16 Ad., PR, Sales Promotion	10/20 (Individual Presentation 21,22,23,24)	10/25
Ch. 17 Personal Selling and Sales Management	10/27 (Individual Presentation 25,26,27,28)	11/1 Exam 2 D2L (Exam 1, Ch 10, 11, 13, 14, 15,16)
Ch. 18 Social Media & Marketing	11/3 (Individual Presentation 29,30,31,32)	11/8 (Ch 17, 18)
Ch. 19 Pricing Concepts	11/10 (Individual Presentation 33,34,35,36)	11/15
Ch. 12 Services and Nonprofit Organizations	11/17 (Individual Presentation 37,38,39,40)	11/22
Review & Executive Summary	11/24 No class Thanksgiving	11/29
Final	12/1 Exam 3 D2L (Exam 1 & 2; Ch 17,18,19,12)	

