MARK 3321
PRINCIPLES OF MARKETING
SUMMER 2020

PROFESSOR: Dr. Traci Freling
OFFICE HOURS: By appointment via Skype (traci.freling)
E-MAIL ADDRESS: freling@uta.edu

COURSE OVERVIEW

Course description
This is a survey course to introduce the activities involved in marketing. I place an emphasis on developing a managerial point of view in planning and evaluating marketing decisions of an organization. We will discuss marketing variables and analyze decisions with respect to products, prices, channels of distribution, and promotions. We will also consider questions relating to cost efficiency, demand, social responsibility, and regulations.

Learning objectives
Based on active learning and participation in MARK 3321, students will be able to:
 understand fundamental concepts and practices in marketing;
 become knowledgeable about the structure of marketing, its past, and probable future;
 recognize the numerous decision areas facing marketing decision makers;
 utilize a reasoned frame of reference for dealing with marketing decisions;
 demonstrate familiarity with the complex environment affecting marketing decisions; and,
 effectively communicate with diverse audiences in a concise, reasoned manner.

Required materials

CLASS POLICIES & PROCEDURES

Electronic communication
The University of Texas at Arlington (UTA) has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the Inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at http://www.uta.edu/oit/cs/email/mavmail.php.

The best way to reach me is via e-mail. Please note that, in accordance with University policy, I will not accept any e-mails from students that are not from a UTA e-mail address. This policy is in place to protect your academic and personal information from
unauthorized access. I will also use Canvas extensively to communicate important
class-related information, to post online lectures and grades, and to administer quizzes
and exams. It is your responsibility to check Canvas regularly for important class-related
announcements. I will respond to student emails within 48 hours of receipt.

Lectures
Beginning on the first day of class, I will post online lectures on ten topics, along with a
corresponding quiz. Below are the assigned textbook readings for each topic area,
which I strongly encourage you to read prior to viewing the accompanying online
lecture(s), and taking the associated quiz.

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topic</th>
<th>Assigned readings</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Exam I</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>Introduction to Marketing</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>2</td>
<td>Strategic Planning</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>3</td>
<td>The Marketing Environment</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>4</td>
<td>The Social/Cultural Environment of Consumers &amp; Consumer Decision Making</td>
<td>Chapter 6</td>
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<tr>
<td>5</td>
<td>STP Marketing</td>
<td>Chapter 8</td>
</tr>
<tr>
<td>6</td>
<td>Marketing Research</td>
<td>Chapter 9</td>
</tr>
<tr>
<td></td>
<td>Exam II</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Product Decisions</td>
<td>Chapters 10 &amp; 11</td>
</tr>
<tr>
<td>8</td>
<td>Place Decisions</td>
<td>Chapters 13 &amp; 14</td>
</tr>
<tr>
<td>9</td>
<td>Pricing Decisions</td>
<td>Chapter 19</td>
</tr>
<tr>
<td>10</td>
<td>Promotion Decisions</td>
<td>Chapters 15 &amp; 16</td>
</tr>
</tbody>
</table>

While you may pace yourself in reading the assigned chapters and reviewing the
associated online lectures, please note that you must complete the quizzes covering the
material on each exam by 10:00pm the evening prior to that exam. For example, you
must complete the first six quizzes by 10:00pm on Sunday, June 21, 2020.

I will endeavor to cover the major areas from the assigned readings in the online
lectures, but ultimately it is your responsibility to read the material. Online lectures will
also cover information that is supplemental to that found in the text. Any material
covered in assigned readings or online lectures may be included on exams. I am happy
to clarify concepts or answer questions about lecture or text topics via e-mail.
Academic integrity
It is the philosophy of UTA that academic dishonesty is a completely unacceptable mode of conduct and will not be tolerated in any form. "Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts" (Regents' Rules and Regulations, Series 50101, Section 2.2). Any student involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. Discipline may include suspension or expulsion from the University.

Accommodations for students with disabilities
UTA is committed to both the spirit and letter of federal equal opportunity legislation (reference Public Law 92-112 - The Rehabilitation Act of 1973). With the passage of federal legislation entitled Americans with Disabilities Act (ADA), pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.

As a faculty member, I am required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. If you feel you are entitled to special accommodations because of a disability, please contact me immediately so that I can make whatever arrangements are necessary and appropriate. It is also your responsibility to provide authorized documentation through designated administrative channels. Information regarding specific diagnostic criteria and policies for obtaining academic accommodations can be found at www.uta.edu/disability. Also, you may visit the Office for Students with Disabilities in room 102 of University Hall or call (817) 272-3364.

Student support services
UTA supports a variety of student programs that help you connect with the University and achieve academic success. These programs include learning assistance, developmental education, advising and mentoring, admission and transition, and other federally funded programs. Students requiring academic, personal, or social assistance should contact the Office of Student Success Programs at 817-272-6107 for more information and appropriate referrals.

Academic integrity
Students enrolled in UTA courses are expected to adhere to UTA’s Honor Code:

I pledge, on my honor, to uphold UT Arlington’s tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.
I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.
UTA faculty members may employ the Honor Code as they see fit in their courses. Per UT System Regents’ Rule 50101, §2.2, suspected violations of university’s standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student’s suspension or expulsion from the University.

Drop policy
Students may drop or swap classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (http://wweb.uta.edu/aao/fao/).

Student feedback survey
At the end of this term, you will be asked to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to you through MavMail. Your feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UTA’s effort to solicit, gather, tabulate, and publish student feedback is required by state law; you are strongly urged to participate. For more information, visit [http://www.uta.edu/sfs](http://www.uta.edu/sfs).

**PERFORMANCE EVALUATION**

**Grading scheme**
Your performance on the below grading components will determine your grade in MARK 3321.

<table>
<thead>
<tr>
<th>Grading Component</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Quizzes</td>
<td>10 points</td>
</tr>
<tr>
<td>Exam I on Monday, June 22, 2020</td>
<td>45 points</td>
</tr>
<tr>
<td>Exam II on Wednesday, July 8, 2020</td>
<td>45 points</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100 points</strong></td>
</tr>
</tbody>
</table>

**Grading policy**
All grades will be posted on Canvas within 24 hours of submission deadlines. Final letter grades will be based on the following distribution: A = 90-100%; B = 80-89%; C = 70-79%; D = 60-69%; and, F = below 60%. You must work hard to ensure that you finish MARK 3321 within the range you desire. *I do not curve, nor do I round up when calculating grades.* If you are having difficulty in achieving your grade objectives, we can schedule a Skype call so that I can help you to identify your strengths and weaknesses in the course, and ways to improve your achievement level.
**Quizzes**
After reading the assigned materials and reviewing the online lecture for each unit, you will take a quiz designed to assess your mastery of the material covered and to encourage the application of concepts covered in that unit of material. You may use your textbook and notes when taking the quizzes; however, keep in mind that these are individual exercises. Your quiz grades will reflect the accuracy of your responses (not mere completion).

Please note that quizzes are comprised of old exam questions, so they are excellent "practice" for the exams in MARK 3321. You must complete the first six quizzes by 10:00pm on Sunday, June 21, 2020.

**Exams**
There will be two non-cumulative exams in MARK 3321, each comprised of multiple-choice questions based on the online lectures, relevant textbook material, and any additional assigned readings. Exam questions are designed to access your ability to integrate and apply the concepts we cover—not your memorization skills.

Like the quizzes, the exams in MARK 3321 are administered online and are open-book, open-note. However, unlike the quizzes, each exam is timed. Specifically, you will have exactly 90 minutes to answer 45 multiple-choice questions on each exam. The exams will be made available at 8:00am-8:00pm on the specified exam date; you may choose which time works best with your schedule.

Respondus Lockdown Browser & Monitor is required for taking exams in MARK 3321. This disables all other programs and apps on your computer. You will need a webcam on you for the entire 90 minutes you take each exam. If you don't have a webcam, keep in mind that all technology required for the course may be checked out for free from the UTA library or is available with computers in the various computer labs (with the exception of headphones). You may use the OIT Computer Facilities Map to find a computer lab.