Course Title: Principles of Marketing (MARK 3300 92L)
Term: Summer 1, 2018  
Meeting Times and Location: Online
Instructor: Dr. Xiaojing Sheng  
Office Location: ECOBE BUSA 211J
Phone: 956.665.3317  
Email: xiaojing.sheng@utrgv.edu
Office Hours: 1-3 p.m. Monday & Wednesday; other times by appointment

Course Description
This is an introduction course to marketing. By completing this course, students will learn about
the basic principles of marketing and how to analyze the marketing environment and develop a
marketing plan. Important topics such as segmentation, targeting, and positioning strategies as
well as product development, pricing, distribution and communication strategies are covered.
During the class, emphasis is also given on ethics, corporate social responsibility, and
sustainability in marketing.

Required Textbook

Technical Skills Required
Student must be able to use computer and Internet browser software. In addition, student must be
proficient in Word, Excel, and PowerPoint Software.

Technical Resources
This course is a fully online course and will consist of readings from the textbook, viewing of
slides and video cases, course discussions, assignments, and quizzes. All course content will be
delivered through Blackboard. You must ensure that you have access to the Internet and
Blackboard. If you need assistance, please contact the Center for Online Learning, Teaching &
Technology (COLTT) Help Desk at: 956-882-6792 (Brownsville) and 956-665-5327 (Edinburg).
You can also email them at: colthelp@utrgv.edu or visit the website:
https://colttapps.utrgv.edu/helpme
Attendance
Students are expected to attend all scheduled classes and may be dropped from the course for excessive absences. UTRGV’s attendance policy excuses students from attending class if they are participating in officially sponsored university activities, such as athletics; for observance of religious holy days; or for military service. Students should contact the instructor in advance of the excused absence and arrange to make up missed work or examinations.

Course Drops
According to UTRGV policy, students may drop any class without penalty earning a grade of DR until the official drop date. Following that date, students must be assigned a letter grade and can no longer drop the class. Students considering dropping the class should be aware of the “3-peat rule” and the “6-drop” rule so they can recognize how dropped classes may affect their academic success. The 6-drop rule refers to Texas law that dictates that undergraduate students may not drop more than six courses during their undergraduate career. Courses dropped at other Texas public higher education institutions will count toward the six-course drop limit. The 3-peat rule refers to additional fees charged to students who take the same class for the third time.

LEARNING OBJECTIVES:
The overall objective of this course is to define marketing and discuss what it entails. This course aims to develop:

- An understanding of the role of marketing in the business world.
- An understanding of major marketing theories and their relevance to today’s business environment.
- An understanding of the actors in micro and macro environments of marketing.
- Ability to apply concepts learned in class to real world events.
- Ability to engage in constructive criticism and collaborative decision making within a group.
- Critical thinking and problem solving abilities.
SYLLABUS

<table>
<thead>
<tr>
<th>BBA Learning Goals</th>
<th>This course contributes to the following BBA learning objectives:</th>
<th>Assessment method</th>
</tr>
</thead>
<tbody>
<tr>
<td>Critical thinking and problem-solving</td>
<td>☑</td>
<td>Discussions, case analysis assignments, and exams</td>
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<tr>
<td>Professional attitudes</td>
<td>☑</td>
<td>Discussions</td>
</tr>
<tr>
<td>Appreciation for the role of business in a free enterprise economy</td>
<td>☑</td>
<td>Discussions and case analysis assignments</td>
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<tr>
<td>Basic quantitative and analytical skills</td>
<td>NA</td>
<td>NA</td>
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<tr>
<td>Written communication skills</td>
<td>☑</td>
<td>Discussions and case analysis assignments</td>
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<tr>
<td>Oral communication skills</td>
<td>NA</td>
<td>NA</td>
</tr>
<tr>
<td>Global awareness</td>
<td>☑</td>
<td>Discussions, case analysis assignments, and exams</td>
</tr>
<tr>
<td>Appreciation for cultural diversity</td>
<td>☑</td>
<td>Discussions</td>
</tr>
<tr>
<td>Ethical decision-making</td>
<td>☑</td>
<td>Discussions</td>
</tr>
<tr>
<td>Functional areas of business</td>
<td>☑</td>
<td>Case analysis assignments and exams</td>
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</tbody>
</table>

Grading Components

i. Exams
Five exams will be given in this course and account for 40% of your total grade. The exams will be a combination of multiple-choice, true/false, and calculations questions that are drawn from book chapters. You will be given a window of time within which you must log in to take the exam; once in, there will be a time limit for completing the exam. If you fail to complete an exam because of technical issues, you must email me at xiaojing.sheng@utrgv.edu and detail the situation. Given the specific circumstances, I may let you retake it. However, if I’m not informed in a timely manner, then there will be no possibility of retaking it. Make-up exams must be requested in writing, prior to the exam date, and must be accompanied by a profound reason as to why you cannot take the exam during its scheduled time.

ii. Assignments
Throughout this course you will participate in four (4) assignments that will collectively total 30% of your final grade. Details for assignments will be posted on Blackboard. Assignments will be submitted through Blackboard under the week within which the assignment is placed. No late assignments will be accepted.
iii. Discussion

As this course is fully online, your participation will be through discussions. Check discussion board daily and respond to discussion questions and the comments/questions from me and your classmates. This will be 30% of your grade.

Your initial discussion post is due on discussion board every Wednesday by 11:59 p.m. except week 1. Your follow-up discussion posts are due on discussion board every Friday by 11:59 p.m. except week 1. The deadline for submitting week 1’s initial and follow-up discussion posts are Saturday and Monday respectively. As for the quantity of your discussion participation, the minimum requirement is that for each discussion question, you have three (3) posts. Of these three posts, one (1) is your original, initial response to the discussion question and the other two (2) being your thoughtful comments on other students’ posts. However, I would strongly encourage you to participate more and contribute more than the minimum requirement! Please keep the following rules in mind when participating in class discussions:

- Regular and meaningful discussion postings constitute a substantial portion of your grade.
- Participation alone is not enough; a thoughtful and meaningful approach in your posts is required.
- Be respectful to others. Please remember that the cultural of mutual respect that is part of this course extends into the virtual classroom environment.
- Maintain a positive tone in the discussion forum.
- Explore disagreements and support assertions with data and evidence.

Grading Policies

The grading elements are as follows:

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<thead>
<tr>
<th>Element</th>
<th>Points</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Exams</td>
<td>250 points (50 points @ 5 exams)</td>
<td>40%</td>
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<tr>
<td>Assignments</td>
<td>40 points (10 points @ 4 assignments)</td>
<td>30%</td>
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<tr>
<td>Discussion</td>
<td>135 points (15 points @ 9 discussion questions)</td>
<td>30%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>425 points</strong></td>
<td><strong>100%</strong></td>
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</tbody>
</table>

The grading scale is as follows:

- 90% and above  A
- 80-89.99%      B
- 70-79.99%      C
- 60-69.99%      D
- Below 60%      F

Please note that grades will not be curved. 89.99% is a B, not an A. Final grades are just that: Final.

Below is an estimated timeframe within which your grade for each of the above grading elements will be made available:

- Discussion grade: Wednesday of the following week
- Exam grade: available right after your submission
- Assignment grade: one week after your submission
Course Evaluation
Students are required to complete an ONLINE evaluation of this course, accessed through your UTRGV account (http://my.utrgv.edu); you will be contacted through email with further instructions. Students who complete their evaluations will have priority access to their grades.

Scholastic Integrity
As members of a community dedicated to Honesty, Integrity and Respect, students are reminded that those who engage in scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and expulsion from the University. Scholastic dishonesty includes but is not limited to: cheating, plagiarism, and collusion; 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. Since scholastic dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced (Board of Regents Rules and Regulations and UTRGV Academic Integrity Guidelines). All scholastic dishonesty incidents will be reported to the Dean of Students.

Email Communications
E-mail will be an integral part of this course. Make sure you:
- Include the course name in the subject line: MARK 3300-(type your subject here), e.g., MARK 3300-Meeting on Monday.
- Start the body text of your email with Professor’s name, e.g., Hi Professor Sheng.
- Write complete sentences. Please do not use “u” to replace “you” or “ur” to replace “your” in your email.
- Use a proper closing and sign your email messages.
- Be polite.
- Make every effort to be clear. Online communication lacks the nonverbal cues that fill in much of the meaning in face-to-face communication.
- Do not use all caps. This makes the message very hard to read and is considered "shouting." Check spelling, grammar, and punctuation (you may want to compose in a word processor, then cut and paste the message into the discussion or email).
- Break up large blocks of text into paragraphs and use a space between paragraphs.
- Never assume that your email can be read by no one except yourself; others may be able to read or access your mail. Never send or keep anything that you would not mind seeing on the evening news.
- Check your email several times per week (more often is better).
- Be patient. Don’t expect an immediate response when you send a message.
- Generally, 24 hours is considered reasonable amount of time to receive a reply.

Sexual Harassment, Discrimination, and Violence
In accordance with UT System regulations, your instructor is a “Responsible Employee” for reporting purposes under Title IX regulations and so must report any instance, occurring during a student’s time in college, of sexual assault, stalking, dating violence, domestic violence, or sexual harassment about which she/he becomes aware during this course through writing.
discussion, or personal disclosure. More information can be found at www.utrgv.edu/equity, including confidential resources available on campus. The faculty and staff of UTRGV actively strive to provide a learning, working, and living environment that promotes personal integrity, civility, and mutual respect that is free from sexual misconduct and discrimination.

**Students with Disabilities**
Students with a documented disability (physical, psychological, learning, or other disability which affects academic performance) who would like to receive academic accommodations should contact Student Accessibility Services (SAS) as soon as possible to schedule an appointment to initiate services. Accommodations can be arranged through SAS at any time, but are not retroactive. Students who suffer a broken bone, severe injury or undergo surgery during the semester are eligible for temporary services. **Brownsville Campus:** Student Accessibility Services is located in Cortez Hall Room 129 and can be contacted by phone at (956) 882-7374 (Voice) or via email at ability@utrgv.edu. **Edinburg Campus:** Student Accessibility Services is located in 108 University Center and can be contacted by phone at (956) 665-7005 (Voice), (956) 665-3840 (Fax), or via email at ability@utrgv.edu.

**Student Services**
Students who demonstrate financial need have a variety of options when it comes to paying for college costs, such as scholarships, grants, loans and work-study. Students should visit the Students Services Center (U Central) for additional information. U Central is located in BMAIN 1.100 (Brownsville) or ESSBL 1.145 (Edinburg) or can be reached by email (ucentral@utrgv.edu) or telephone: (888) 882-4026. In addition to financial aid, U Central can assist students with registration and admissions.

Students seeking academic help in their studies can use university resources in addition to an instructor’s office hours. University Resources include the Learning Center, Writing Center, Advising Center and Career Center. The centers provide services such as tutoring, writing help, critical thinking, study skills, degree planning, and student employment. Locations are:

- Learning center: BSTUN 2.10 (Brownsville) or ELCTR 100 (Edinburg)
- Writing center: BLIBR 3.206 (Brownsville) or ESTAC 3.119 (Edinburg)
- Advising center: BMAIN **1.400 (Brownsville)** or ESWKH 101 (Edinburg)
- Career center: BCRTZ 129 (Brownsville) or ESSBL 2.101 (Edinburg)

**Modification of the Syllabus**
The instructor or instructor and students together may make modifications in the tentative schedule during the semester if such alteration furthers the progress of learning. Any changed due to date will be publicly announced in class. The announcement will be sent to all students on Blackboard.

**Tentative Course Schedule**
(Note: This schedule may be revised and adjusted to better meet the learning needs of students.)
<table>
<thead>
<tr>
<th>Week #</th>
<th>Date</th>
<th>Topic</th>
<th>Chapter</th>
<th>Class Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wk1</td>
<td>6/4-6/10</td>
<td>Defining marketing and the marketing process</td>
<td>1-3</td>
<td>1. Read syllabus and take the syllabus quiz</td>
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<td>2. Study chapters 1-3 and powerpoint slides</td>
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<td>3. Participate in week 1 discussion</td>
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<td>4. Take Exam 1</td>
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<tr>
<td>Wk2</td>
<td>6/11-6/17</td>
<td>Understanding the marketplace and customer value</td>
<td>4-6</td>
<td>1. Study chapters 4-6 and powerpoint slides</td>
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<td>2. Participate in week 2 discussion</td>
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<td>3. Take Exam 2</td>
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<td>4. Work on case analysis assignment 1</td>
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<td>Wk3</td>
<td>6/18-6/24</td>
<td>Designing a customer value-driven strategy and mix (part 1)</td>
<td>7-9</td>
<td>1. Study chapters 7-9 and powerpoint slides</td>
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<td>2. Participate in week 3 discussion</td>
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<td>3. Take Exam 3</td>
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<td>4. Work on case analysis assignment 2</td>
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<td>Wk4</td>
<td>6/25-7/1</td>
<td>Designing a customer value-driven strategy and mix (part 2)</td>
<td>10-12</td>
<td>1. Study chapters 10-12 and powerpoint slides</td>
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<td>2. Participate in week 4 discussion</td>
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<td>3. Take Exam 4</td>
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<td>4. Work on case analysis assignment 3</td>
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<td>Wk5</td>
<td>7/2-7/8</td>
<td>Designing a customer value-driven strategy and mix (part 3) and extending marketing</td>
<td>13-16</td>
<td>1. Study chapters 13-16 and powerpoint slides</td>
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<td>2. Participate in week 5 discussion</td>
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<td>3. Take Exam 5</td>
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<td>4. Work on case analysis assignment 4</td>
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