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University of Texas at Tyler

Course Syllabus for Principles of Marketing

Spring 2015

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This course is in support of a degree program at the University of Texas at Tyler that has earned professional accreditation by AACSB International. AACSB International is an association of more than 11,000 business educational institutions, and other organizations in 70 countries that are dedicated to the advancement of management education worldwide. Less than 5% of business programs worldwide have earned this distinguished hallmark of excellence in management education.

Professor: Dr. Kevin James

Office Location: CBT 120

**Ofc. Hours:** Tuesday 12:30-3:30pm and Wednesday from 10 am to 2 pm. I am also available through email at [kjames@uttyler.edu](mailto:kjames@uttyler.edu). Please ***don’t*** email me through BB. I will do my best to answer emails on a timely basis.

**Contact Information: Office Phone** 903 565 5735 **or Email** [kjames@uttyler.edu](mailto:kjames@uttyler.edu)

***COURSE DESCRIPTION:***

Credit: 3 semester hours. Factors involved in the management of the marketing function relative to product development, promotion, pricing, physical distribution and the determination of the marketing objectives within the framework of the marketing system and available markets.

Prerequisites ARE NOT optional, pre-requisites ARE requirements or courses that must be completed PRIOR to taking the course. Please verify with your advisor that you meet the necessary prerequisites for this course so that you do not waist your money!!

***Certified Professional Category Analyst (CPCA)***

This course contains on-line certificate modules provided by Learning Evolutions which form the foundation for final certification as a Certified Professional Category Analyst.

These modules provide students with additional identifiable skills which add value to their degree plan and are highly sought after by employers. While each module in the program costs in excess of $125.00, students have been provided a scholarship through the College of Business and Technology which provides them access at **NO CHARGE!**

The professional category analyst program solidifies category knowledge and lays the foundation for success in the category management field by emphasizing industry knowledge, history and basic data analysis. CPCA’s develop the skills and category expertise to establish themselves as front-line resources for retailers and manufacturers. At this level, certified professionals will have worked with retail point-of-sale (POS) and syndicated scanner data. CPCA’s will have examined pricing, promotion and assortment analysis and explored space planning software and relational databases. Career options benefiting from CPCA knowledge include (but are not limited to); sales, business unit assistants and managers, category development managers, customer managers, retail and insights analysts.

***REQUIRED TEXTBOOK:***

MARKETING, by Hunt and Mello, 1st edition, McGraw Hill.

You will need to purchase CONNECT that comes with the textbook.

**\*\*Please note this book is a first edition meaning you may have some trouble finding used versions. The marketing faculty at UT Tyler have all adopted this textbook for the principles of marketing course. Because of the volume, the bookstore is able to offer a very competitive price.**

**CONNECT IS REQUIRED AND ABSOLUTLY NECESSARY FOR THIS COURSE. YOU CANNOT COMPLETE THE COURSE WITHOUT CONNECT.**

**Course Objectives/Assignments**

1. The components of the Environmental Analysis

2. Understand what a target market is, and the 4 variables which define a target market

3. Recognize and have basic knowledge of price, product, promotion and place

4. Know the basics of marketing research: problem statement, types of research (primary, secondary) know the difference between quantitative and qualitative data, be able to identify some types of data collection instruments and methods.

1. Mastery of Category Management areas including presentation development through in class lecture and on-line modules.

**Student outcomes:**

1. Thorough knowledge of category management topics covered through exams, assignments, module completion and certificate printing.

**Assignments**

1. Three Exams
2. Homework
3. Quizzes
4. Project

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###### REASONABLE ACCOMMODATIONS FOR DISABILITIES

Should you need accommodation for anything please contact Student Accessibility and Resources center at [saroffice@uttyler.edu](mailto:saroffice@uttyler.edu). I also encourage you to contact me with any issues and I will be happy to work with you.

**GRADING POLICIES AND PROCEDURES:**

**Course Evaluation methodology and assignment points may be changed at any time but I will strongly attempt to keep the scale as follows.**

The final course grades will be determined using the following:

EXAM 1 100 POINTS

EXAM 2 100 POINTS

EXAM 3 100 POINTS

Homework Average 100 POINTS

Cat Management Cert 50 POINTS

Quizzes Average 100 POINTS

PROJECT 100 POINTS

TOTAL 650 POINTS

**GRADING SCALE**

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = 59% and below

**Course Delivery**

This course is a face to face class and will utilize PowerPoint, blackboard, and connect. I will use blackboard to post the class slides. I will use course content in blackboard (where you are now) to post most material. Each week we will have homework and some weeks we will have quizzes, and tests. These will be done using a combination of blackboard and Connect. In most circumstances the material will be posted on a Wednesday (about mid-day) and due on a Sunday or Monday evening.

**Exams**

There will be three in class exams all counting 100 points apiece. The format of exams will be multiple choice, true/false, short answer, and some short answer essay questions. More information will be available as the exam approaches. Failure to take the exam will result in a zero (0) on the exam. You cannot miss an exam and then ask to take the exam.

**Final Project**

A final group project will be turned in during the last week of normal classes. Groups will complete a PowerPoint presentation to solve a marketing problem or capture a marketing opportunity. More information will be available as the class progresses.

This project is a mandatory part of the course and failing to take part in the group activity will result in a zero on the presentation. All group members must present. A form evaluating group members will be completed and grades will be adjusted accordingly for not participating. The adjustment can be down to a zero on the project. This has happened before so DON’T let this happen to YOU.

**Quizzes**

Quizzes will be given to allow you another opportunity to display your knowledge of the subject matter. The quizzes will be given using Blackboard and Connect. Quizzes will be multiple choice, true/false style questions. I expect 8 quizzes will be given this semester. I will post information about when they are assigned and due. You will have one attempt at each quiz and the quizzes have 20 questions. Failure to complete a quiz on time will result in a zero on the quiz. Much like tests, I strongly suggest you sit in a quiet place with consistent internet access to attempt the quizzes.

**ACADEMIC INTEGRITY (UT Tyler students make the decision to not lie, cheat, or steal, nor tolerate those that do)**

The code states UT Tyler students will not lie, cheat, or steal or allow other to do so. Students are responsible for doing their own work and avoiding all formats of academic dishonesty. The most common academic honesty violations are cheating and plagiarism. **Cheating** includes, but is not limited to: submitting material that is not one’s own. Using information or devices that are not allowed by the faculty member, obtaining and/or using unauthorized material, fabrication information, violating procedures prescribed to protect the integrity of a test, or evaluation exercise, collaborating with others on assignments without the faculty member’s consent, cooperating with or helping another student to cheat, having another person take an examination in the student’s place, altering exam answers and requesting that the exam be re-graded, communicating with any during an exam, other than the faculty member or exam proctor. **Plagiarism** includes, but is not limited to: Directly quoting the words of others without using quotation marks or indented format to identify them, using sources of information (published or unpublished) without identifying them, Paraphrasing materials or ideas of others without identifying the sources.

**CLASS MANAGEMENT POLICIES/RULES/GUIDELINES**

Homework (assignments and cases)

Assignments are due at the time period the instructor determines which is usually on a Sunday or Monday. In most circumstances, homework and quizzes will be posted on a Wednesday. Any assignment not submitted when called for is considered a late assignment and will receive a grade reduction or a ZERO. Any assignment not done will receive a grade of zero (0). The homeworks are many (about 50 or so) small assignments that relate to class material that will be completed using blackboard and connect. Once you complete an assignment, the grade should be automatically imported into blackboard. You will have 2 attempts at each homework. It is your responsibility to ensure that your grades are being properly tracked in blackboard. This goes for quizzes and homework.

In addition to the online component, you will have several homework or group work assignments throughout the semester. These activities will also be counted toward the homework average as mentioned above.

Category Management Certification Component

All Principles of Marketing courses at University of Texas at Tyler include a required component in which the student will complete an online certification from the Category Management Association that relates to Power Point presentation best practices. A month prior to the in class PowerPoint presentation, the instructor will present a module that covers best practices of Power Point presentations. After the presentation, the student will complete the Power Point best-practices component of the Category Management Association Certification Program online and outside of class. Upon completion, the student will receive a certificate indicating completion. The student will have three chances to successfully pass the exam. Successfully passing the Power Point certificate exam will result in 50 points in the class and failure to pass after three attempts results in 0 points.

This certification is the first of eight available through a variety of marketing courses that will culminate in giving the student the option to sit for a final Category Management exam outside of University of Texas at Tyler where, upon successfully passing the exam, the student will become a Certified Category Manager.

**TENTATIVE DETAILED CLASS SCHEDULE Below WILL BE SUBJECT TO CHANGE AT ANY TIME DURING THE SEMESTER. Changes are announced using blackboard announcements and emails.**

**TENTATIVE FALL 2014 Marketing Principles Online SCHEDULE**

**Week 1 Introduce Class & Syllabus**

**1/13 Chapter 1**

**Week2 Chapter 2**

**1/20**

**Week3 Chapter 2/3**

**1/27**

**Week4 Chapter 3/4**

**2/3**

**Week5 Chapter 4/5**

**2/10**

**Week6 Chapter 5/6**

**2/17 Exam in class 2/19 to Cover Chapters 1-4**

**Week7 Chapter 6/7**

**2/24**

**Week8 Chapter 7/8**

**3/3**

**Week9 Chapter 8/9**

**3/17 Present Power Point Best Practices slides and Introduce course project. Student will be assigned Power Point Presentation component of Category Management Association to be complete by 4/16 as indicated below in course schedule**

**Week10 Chapter 9/10**

**3/24**

**Week11 Chapter 11/12**

**3/31 Exam in class 4/2 to cover Chapters 5-9**

**Week12 Chapter 12/13**

**4/7**

**Week 13 Chapter 13/14**

**4/14 Category Management Power Point Certificate Due 4/16 in class**

**Week14 Chapter 14/15**

**4/21 Final Projects presented in last week of classes.**

**Week15 Wrap up and Questions**

**4/27 Final Exam to cover Chapters 10-14 during University Scheduled Exam Time**

**Technical Support**

**Learning Evolutions**

If you experience technical problems or have a technical question about the modules contained in this course, you can obtain assistance by emailing [support@learningevolution.com](mailto:support@learningevolution.com)

When you email Support, be sure to include a complete description of your question or problem including:

* The title and number of the course
* The module in question
* If you get an error message, a description and message number
* What you were doing at the time you got the error message

**Category Management Online Modules:** Refer to assignment instructions posted in the Assignments section of Blackboard. You will need to demonstrate that you successfully completed the module by producing a copy of the certificate of completion from Learning Evolution. You will be provided the certificate if you achieved an 80% or higher score on the posttest. We will verify your score directly from Learning Evolutions. The TA for this course is responsible for all questions and grading of the Learning Evolutions modules and the TA can assist you in your completion of these assignments. If you still have questions or concerns after you have worked with my TA on these assignments, please contact me. You ARE permitted to work with other students to facilitate learning, however you must complete each assignment yourself.