Fall 2015

MKT 3501

J. Cromartie

University of New Orleans

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MKT 3501-001
Course Syllabus
Fall, 2015 Tu., Th. 9:30 AM, KH 122
Dr. Cromartie

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Dept. Phone: 280-6482
E-mail: jcromart@uno.edu
Office: KH 330
Office Hours: Tues., Thurs., 12:00-3:00; Wed. 12-2. E-mail me any time and I will respond ASAP.

Textbook: Kotler and Armstrong, Principles of Marketing, 16th ed. and MyMarketingLab Access code for the Kotler & Armstrong 16th edition (BE SURE YOU GET THE RIGHT EDITION!) You will need My MarketingLab online access to do weekly homework assignments, for study, and to prepare for tests. The UNO BOOKSTORE, has the loose-leaf “value” version of the book “packaged” with a code. BE SURE YOU GET THE ACCESS CODE!

Assignments posted and completed on MyMarketingLab are 20% of your Course Grade. An electronic version of your textbook is also available to you inside MyMarketingLab, and this allows you to go back and forth between exercises and the e-book to complete assignments and for review. NOTE: The most expensive way to purchase this book and Access Code is to buy a new hard-backed version of the text, and then to buy the code separately. Please avoid this option unless you have LOTS of extra money.

The full text information including ISBN's for the text are:


Your Class mymarketinglab Website Registration Link: Study materials, Homework assignments and other important information will be available under our course location at this website. To register at our MKT 3501-001 site go to: http://pearsonmylab.com click “student” and enter your access code.

Our course ID: cromartie07524

Moodle: Course announcements, Course Documents (like a copy of this syllabus and assignment list) and your grades will be posted on UNO’s Moodle site. You are expected to check our course on the Moodle site for announcements and information weekly.

Prerequisites: Microeconomics (Concurrent registration is acceptable w/approval)

Course Objectives for Students:
1. To understand basic marketing concepts and the role of marketing within organizations and in the marketplace.
2. To understand the factors, which determine markets, and market segments, and what, makes a market segment a good target market.
3. To become familiar with the primary tools used by marketing managers to create and implement customer-oriented marketing strategies, and how these are used to reach targeted markets.
4. To understand the necessary relationships between a firm’s targeted market segment and its product, price, distribution and promotion.
5. To understand how external factors (e.g. competition, culture, the economy, technology, and political and legal constraints) affect a firm’s domestic and global marketing efforts.
6. To recognize the importance of defining and implementing ethical standards and policies of social responsi-
bility that will create enduring relationships between firms and their clients and work to the
general benefit of society as a whole.
7. To understand how to measure and evaluate marketing success.

Course Requirements:
1. **The textbook.** You are expected to read and be thoroughly familiar with material that is assigned
   from the textbook. Keep up, and don’t just try to memorize. Both the book and mymarketinglab have
   some very good interactive exercises to help you. If you use these, they will help you understand
   what you “don’t understand” and get help long before tests. To achieve course goals (and hopefully
   your goals), you must develop an *understanding* of the material so that you can apply it in real-world
   business situations. I think that you will find class discussions; assignments and inter-actives will help
   you to do just this.
2. **Class time.** Read assigned text material BEFORE the class week specified in the Schedule of
   Assignments (attached) and come to class prepared to participate in discussions and interactive
   exercises involving those topics. If you don’t understand something, ASK ABOUT IT in class. If you
   are having trouble with something, chances are that others are too. Assigned readings, exercises
   and online homework, as well as material covered in class will be included on tests.
3. **Online Quizzes and Homework Assignments.** These chapter-by-chapter assignments will be
   available to you at our course MyMarketingLab website. After you have completed your registration,
   you can reach these at [http://pearsonmylab.com](http://pearsonmylab.com)
   **Quizzes and Homework Assignments will not be accepted if not completed Online at our
   class site before the scheduled deadline as listed on our course website calendar.** Reading
   assignments and the Test schedule are attached to this syllabus. An electronic copy of this syllabus,
   together with the list of online Homework Assignments, deadlines for submission, the assignments
   themselves, and all of your scores on completed assignments can also be found there.

**Composition of your Course Grade:**

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>MyMarketingLab Assignments:</td>
<td>20%</td>
</tr>
<tr>
<td>Class Test 1</td>
<td>25%</td>
</tr>
<tr>
<td>Class Test 2</td>
<td>25%</td>
</tr>
<tr>
<td>Comprehensive Final Exam</td>
<td>30%</td>
</tr>
</tbody>
</table>

**Class Attendance:** A sign-in sheet will be available at the beginning of class. Each student is
responsible for “signing in” for each meeting. If you don’t sign in, we will not know that you were there,
and what you have missed. More than 6 absences (3 class weeks) will be considered excessive. Any
student with more than 6 recorded absences will begin to have points deducted from his course total
at a rate of 50 points (of the course total of 1000 points) for each additional absence.

**Attendance is required for Class Tests.** Any student missing a Class Test will receive a grade of 0
on that test. Should any student miss the scheduled Class Test with a documented, reasonable,
acceptable excuse (determined by me) will be given one chance to take a different test on the same
course material. If the test in question is the Final Exam, a student missing that Exam with a
documented, reasonable, acceptable excuse will be given an Incomplete for the course. Without such
an excuse, any student missing the Final Exam will earn a grade of 0 on that exam.

Missing any 2 tests, for any reason, will result in an automatic course grade of F. For Test
dates and a list of Chapters to be covered on each test, see the Assignment Sheet attached to this
syllabus. The Final Exam will be held as scheduled during the University’s Final Exam period.
Grading Scale for tests and HW: Course Grade: 2 Test Scores (each score x 2.5) + Final Exam (score x 3) + HW (Ave. score x 2) = Total Course Points (Max TCP =1000):

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90-100%</td>
<td>900+</td>
</tr>
<tr>
<td>B</td>
<td>80-89%</td>
<td>800-899</td>
</tr>
<tr>
<td>C</td>
<td>70-79%</td>
<td>700-799</td>
</tr>
<tr>
<td>D</td>
<td>60-69%</td>
<td>600-699</td>
</tr>
<tr>
<td>F</td>
<td>Below 60%</td>
<td>Less than 600</td>
</tr>
</tbody>
</table>

General Statement on Classroom Conduct and Student Responsibilities*, **:
1. Be in class on time. Distracting interruptions are inconsiderate, disrespectful, and time wasting. There is no excuse for repeatedly arriving late.

2. Cell phones should be turned off before class begins, and are NOT PERMITTED in class during quizzes. Any cell phones that are visible during quizzes will be collected by the professor, and can be picked up in the Dean's Office.

3. Students are expected to treat faculty and fellow students with respect. Any actions that purposefully and maliciously distract the class from the work at hand will not be allowed.

* Academic integrity is fundamental to the process of learning and evaluating academic performance. Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, the following: cheating, plagiarism, tampering with academic records and examinations, falsifying identity, and being an accessory to acts of academic dishonesty. Refer to the Student Code of Conduct for further information. The Code is available online at http://www.studentaffairs.uno.edu

** It is University policy to provide, on a flexible and individualized basis, reasonable accommodations to students who have disabilities that may affect their ability to participate in course activities or to meet course requirements. Students with disabilities should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, please go to http://www.ods.uno.edu
### MKT 3501-001
**Fall, 2015 Tu., Th. 9:30 AM, KH 122**
Dr. Cromartie

**Schedule of Assignments**

<table>
<thead>
<tr>
<th>Class week Beginning Tuesday</th>
<th>Kotler/Armstrong, Principles of Marketing, 16th ed.</th>
<th>Mymarketinglab at <a href="http://pearsonmylab.com">http://pearsonmylab.com</a></th>
<th>Test Schedule*</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 18 (Thursday August 20 first day of class)</td>
<td>Intro, Online Registration</td>
<td>Enroll at <a href="http://pearsonmylab.com">http://pearsonmylab.com</a> (*see Calendar on front page of our Mymarketinglab for other weekly assignment due dates)</td>
<td>Test 1 (1, 2, 7, 3, 4 &amp; 20)</td>
</tr>
<tr>
<td>August 25&lt;sup&gt;1&lt;/sup&gt;</td>
<td>Chapters 1, 2</td>
<td>Ch 1 due 9/7 *</td>
<td></td>
</tr>
<tr>
<td>September 1&lt;sup&gt;2&lt;/sup&gt;</td>
<td>Chapter 2</td>
<td>Ch 2 due 9/7 *</td>
<td></td>
</tr>
<tr>
<td>September 8</td>
<td>Chapter 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September 15</td>
<td>Chapters 3 &amp; 20</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September 22</td>
<td>Chapter 4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>September 29</td>
<td></td>
<td>Test 1 (1, 2, 7, 3, 4 &amp; 20)</td>
<td></td>
</tr>
<tr>
<td>October 6&lt;sup&gt;3&lt;/sup&gt;</td>
<td>Chapter 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>October 13&lt;sup&gt;4, 5&lt;/sup&gt;</td>
<td>Chapter 6</td>
<td>Fall Break Thursday and Friday</td>
<td></td>
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<tr>
<td>October 20</td>
<td>Chapter 8, 9</td>
<td></td>
<td></td>
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<tr>
<td>October 27</td>
<td>Chapter 9, 10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November 3</td>
<td>Chapter 10, 11</td>
<td></td>
<td></td>
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<tr>
<td>November 10</td>
<td>Chapter 12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>November 17</td>
<td>Chapter 13</td>
<td>Test 2 (5, 6, 8, 9, 10, 11 &amp; 12)</td>
<td></td>
</tr>
<tr>
<td>November 24&lt;sup&gt;6&lt;/sup&gt;</td>
<td>Chapter 14</td>
<td>Thanksgiving Thursday and Friday</td>
<td></td>
</tr>
<tr>
<td>December 1&lt;sup&gt;7&lt;/sup&gt;</td>
<td>Chapter 15</td>
<td></td>
<td></td>
</tr>
<tr>
<td>December 7-11</td>
<td>Final Exam Week</td>
<td>Final Exam as Scheduled-All assigned chapters</td>
<td></td>
</tr>
</tbody>
</table>

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1. August 25 Last day to add courses or change sections
2. September 7 Labor Day
3. October 5-9 Mid-semester exams
4. October 14, Final date to drop courses or resign from the university
5. October 15-16 Mid-semester Break
6. November 26-27 Thanksgiving Holiday
7. December 4 Last day of class

- Test 1 is scheduled for Thursday, Feb. 26, and Test 2 will be held on Tuesday, March 31. If any change in either of these dates is necessary, the change will be announced in class and on our Moodle Website at least 1 week in advance. Our Final Exam will be held on the date scheduled by the University.