

Fall 2015

MKT 3501

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University of New Orleans
College of Business Administration
MKT 3501-002 — Principles of Marketing, Fall 2015
Monday, Wednesday and Friday, 1:00- 1:50 PM Location: KH 122

Instructor: Lisa A. Palumbo
Office: KH 344
Hours: 2:00 PM – 5:30 PM, Monday and Wednesday
2:00 PM – 3:00 PM Fridays
Virtual office hours (via video chat or phone) also available

Communication: E-Mail: lapalumb@uno.edu ** see important information on e-mail on p.4
Campus: 280-7262 during office hours

Prerequisites: ECON 1203

Text: Kotler and Armstrong, Principles of Marketing, An Introduction, 15 ed.
and MyMarketingLab (MML) Available at UNO Bookstore with special pricing.

Other Reading: I have a Facebook page for all students in my classes, past and present. There are a lot of great articles and occasional humor that I and other students post here. Your contributions here may help boost low class participation scores. (More on this on page 2.) The page is called **Lisa Palumbo's Marketing Classes** and is easily found in a Facebook search.

Objectives:

- To understand basic marketing concepts and the role of marketing within organizations and in the marketplace.
- To understand the factors which determine markets, and market segments, and what makes a market segment a good target market.
- 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.
- To understand the necessary relationships between a firm's targeted market segment and its product, price, distribution and promotion.
- 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.
- To recognize the importance of defining and implementing ethical standards and policies of social responsibility that will create enduring relationships between firms and their clients and work to the general benefit of society as a whole.
- To understand how to measure and evaluate marketing success.

Grading: Final course grades will be based on the following:

Tests –75%
My Marketing Lab Assignments – 15%
Class Participation – 10%

Grade Scale: Letter grades are determined on a 10-point scale, i.e., 90 to 100 = A.

The grade you receive at the end of the semester is the grade you earn. Please review the following information carefully so that you will be clear on my expectations and your responsibilities.

Tests: Tests will consist of multiple-choice and/or true/false questions based on information presented in class and/or assigned readings. If we cover it in class, it's fair game for a test and I will inform you if any material from the text will be excluded.

- You will need a blue scantron on each test day.
- *Students are not allowed to leave the classroom while taking a test.* Please make your visits to the bathroom and make sure you have tissue for your runny nose before the test begins.
- Make-up tests and "Incomplete" grades are intended for *emergencies and extraordinary situations only*. Make-up exams and "Incompletes" are given at your instructor's discretion, and are not given lightly.
- If extraordinary adverse circumstances arise on a test day, you must inform me immediately or as soon as is reasonably possible. Be prepared to provide written documentation of any event that causes you to miss a test and be prepared for it to be verified. Medical excuse forms must have the attending physician's name, address and phone number in print. Notes from offices with more than one physician must have the attending physician's name circled. Notes that fail to meet these criteria will not be accepted. If you are hospitalized, bring the wrist bracelet from your admission rather than admission or discharge sheets, which may contain personal information. The wristband will be returned to you.

Assignments: You will be assigned a variety of My Marketing Lab (MML) exercises throughout the semester. I take your best score out of the number of attempts allowed for the assignment. More information about MML will be posted on the Moodle announcement board for this class and will be sent out via e-mail. Due dates will appear on the MML calendar. Please DON'T WAIT until the last minute to do them.

- *I am not able to address technical problems with My Marketing Lab, so any such issues should be directed to Pearson's MML Customer Support staff.*
- The number for tech support is (800) 677-6337 or online: http://www.mymktlab.com/Student_Support.
- You must obtain an incident number from tech support if you have an issue which prevents you from completing an assignment on time. If you do not report problems with MML as they happen, please do not ask me to make special dispensations for you, as I will not do so without documentation.

Class Participation: The work we do in class is designed to develop your comprehension of the material and to promote the development of analytical and decision-making skills using what you learn. Because of the number of students in the class and the difficulty in matching everyone's face and name, participation grades are based on attendance. You will earn one point being for each day roll is taken and you are present. Your score is calculated as a percentage of the total.

- If you are late and I've already taken attendance, it's up to you to ensure that your presence has been recorded for the day.
- Missed Classes—In certain circumstances and at my discretion, I will excuse a missed class. Excused absences are given **half credit toward participation**. Bring documentation on the day you return to class if you want your missed class to be considered as an excused absence.
- If you miss class(es), it is your responsibility, not mine, to make sure you get any information, notes, announcements, etc. presented in class on the day(s) in question from a classmate. Please do not call or e-mail me asking to catch you up on what you missed. The schedule of what's to be covered is on p. 5 of this document. Get to know one or two of your classmates to get missed notes and announcements.
- Excused absences are given 50% credit toward participation for the missed class. Bring documentation on the day you return to class if you want your missed class to be considered as an excused absence.
- **It is possible to make up for deficiencies in attendance by contributing content on the Facebook (FB) page for my students.** It is not necessary to "friend" me to participate in the group, but I do have many student FB friends. Because one evening class is equivalent to a week's worth of day classes, you will need two FB posts to make up for one excused absence and four posts to make up for one unexcused absence.
- Missing one week's worth of class will not be a huge liability, but beyond that, penalty for unexcused absences will increase significantly. *Three or more weeks worth of unexcused absences will result in a grade of zero for class participation.* If you have some kind of personal life stressors which are causing you to miss class often, please come and talk to me about it so I can work with you, if possible.

Discussion and Class Exercises: Much of the material covered in this class will be presented through discussion and class exercises as we progress through the text. Discussions will encourage you to think about the course material in more meaningful ways, reinforce and build on existing knowledge, and allow you to apply what you learn to a variety of real-life marketing situations. It is therefore in your best interest to come to each class prepared to contribute. Often, items posted on the Facebook page will come up in class discussion, so be sure to check them regularly and remember to go back and read the older posts.

Don't be afraid to speak up. There are often controversial issues related to marketing. For each issue, there will always be a number of simple facts to consider along with different perspectives from which to view the situation. It is possible that many of us will take different positions on these issues and some will have very strong opinions about them. No opinion or position is necessarily wrong or right and alternate viewpoints offer us all great opportunities to think in new ways. If a situation arises wherein you find someone in opposition to your perspective, please do not take the points of debate directed at your position as a lack of respect for you or your opinion. Rational debate stimulates higher levels of thinking and is a great tool of discovery. We have a lot to learn from each other, so please don't be afraid to share your thoughts, ask questions or play devil's advocate. It will make the class more interesting for us all.

Classroom Conduct: Such comments as the following should go without saying and has been written for the benefit of a small minority. Students should demonstrate common courtesy and respect for the instructor and each other. Inappropriate behavior includes, but is not limited to, side conversations with other students during lecture or class discussions, engaging in any activities unrelated to this class such as text messaging, playing on your laptop or cellular phone, sleeping, eating or simply not paying attention. You will lose class participation points for this kind of behavior, even if you've attended every class. Any student exhibiting such conduct may be either temporarily or permanently removed from classroom lectures.

I will assign a post from my blog titled ***Common Courtesies and Tips for Students***. It's filled with practical information related to expected conduct, both in and outside of class. Reading this will give you lots of insight into the kind of things that really irk your professors and will help you understand why we do a lot of the things we do. By the way, we know a lot about what we do that irks you because you tell us in your evaluations. My personal request is that you not wait until the end of the semester to air any grievances you have with me or how this class is conducted. I'm always willing to consider your perspective and make adjustments, if possible. You will take a quiz on the material in this document and information in the syllabus. **The grade for this quiz doesn't count toward your final grade, but failure to complete it with a grade of 98% or higher will result in a 5 point deduction from your final grade.**

Extra Credit: I offer students the opportunity to earn a limited (but generous) amount of extra credit throughout the semester. Guidelines will be published on Moodle. In order to receive extra credit, your work has to meet certain standards. Extra credit points are not guaranteed and many submissions fail to meet the necessary standards. I'm always willing to give feedback, but this becomes difficult if you wait until the last minute to submit the work. **The last day of class (which is also the day of our last test), is the last day to turn in any extra credit work.**

Late Submissions and Last Minute Appeals for Mercy: Lately it seems that a growing number of students are shirking their responsibilities throughout the semester, then, upon realizing that their final grades are lower than what they need to graduate, stay off probation, retain financial aid, avoid expulsion, etc., show up begging me to accept late submissions for extra credit. Explanations for poor performance and appeals for mercy that occur only at the end of the semester as students discover they aren't getting the final grades they want/need tend to be regarded by professors with great skepticism and little sympathy. Therefore, if it's important that you make a certain grade, please behave that way throughout the semester because when it's over, it's over. Let me make it clear right now **that I will not accept extra credit submissions after the deadline. Period. DO NOT ASK ME TO.**

Final Grades are derived from a **weighted average** of grade components and are rounded to the nearest whole number. This means a grade of 89.3 is rounded to 89, which is a B, and a grade of 89.6 is rounded to 90, an A. Do NOT ask me to "bump you up" to the next letter grade when you're a point away. I won't do it.

Communication: Due to the overwhelming amount of e-mail I receive from a variety of sources, coupled with the fact that I don't always check it regularly, text messaging has become my preferred method of communication. If you choose to call and get my voicemail, in addition to leaving the usual pertinent information (name, class, phone numbers, etc.), please let me know the latest that I can return your call.

Please do not contact me with questions that can be answered simply by reading your syllabus. Such questions will likely be ignored.

Important note about e-mail: My e-mail client is set up to filter and sort incoming mail in a way that makes it easier for me to manage. Therefore, in order for me to receive your message, the subject line must contain the following: 15FA-MKT3501-002

Please be certain to check your UNO e-mail regularly or make the necessary arrangements to have it forwarded to an account that you use routinely.

Non-native Speakers of English: Understanding the specific meaning of words and concepts is critical for success in this class. Because of this necessity, individuals for whom English is not his/her first language may need additional assistance. Many common dictionaries are inadequate in describing the technical meaning of a word as used in the course. I will gladly define and explain the meaning of concepts when asked. If words, terms or concepts are confusing during an exam, please seek assistance. Electronic dictionaries or devices cannot be used during an examination without prior approval.

Academic Dishonesty and Misconduct 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 UNO Judicial Code for further information. The Code is available at www.studentaffairs.uno.edu

Be advised: Sources need to be cited in extra credit work. I *do* check references and scan for plagiarism. I've caught students cheating and committing plagiarism before and if I catch you doing it, I *will* take action. Don't risk it.

Students are not allowed to take copies of the examination outside the classroom or from my office for any reason. Any student who takes possession of any exam from this course by this instructor (no matter whose it may have been or may be) outside the supervision or permission of the instructor *will receive an "F" in the course*; likewise, any student who does not turn in the exam copy.

Students With Disabilities: 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 should contact the Office of Disability Services as well as their instructors to discuss their individual needs for accommodations. For more information, go to www.ods.uno.edu

Schedule: A schedule for the semester follows this page. Every class is different and it's often difficult to determine the pace at which a class will move in advance. *Therefore, your instructor reserves the right to make alterations to the schedule as needed to accommodate the natural pace established by this class as we get to know each other. You will be provided ample notice should changes become necessary.*

MKT 3501-002 Schedule, Fall 2015

DUE DATES for MY MARKETING LAB ASSIGNMENTS will be shown on the MML Site.

(Please see note below about class cancellations.)

Week #	Week of...	Subject	Chapter
1	9/17	Introductions; Creating and Capturing Customer Value;	Hello! 1
2	9/24	Sustainable Marketing; Social Responsibility and Ethics; Company and Marketing Strategy: Partnering to Build Customer Value and Relationships	20 & 2
3	8/31	Test #1, Chapters 1, 2 & 20	Study!
	9/2 & 9/4	Analyzing the Marketing Environment	3
4	9/7	LABOR DAY HOLIDAY	NO CLASS!
	9/9 & 9/11	Creating Competitive Advantage; The Global Marketplace	18 & 19
5	9/14	Test #2, Chapters 3, 18 & 19	Study!
	9/16 & 18	Managing Marketing Information To Gain Customer Insights	4
6	9/21	Consumer And Business Buyer Behavior	5 & 6
7	9/28	Customer-Driven Market Strategy	7
8	10/5	Test #3, CH 4, 5, 6 & 7	Study!
	10/7 & 10/9	New Product Development and Product- Life-Cycle Strategies	9
9	10/12 & 14	Products, Services and Brands	8
	10/16	SEMESTER BREAK	NO CLASS!
10	10/19	Pricing, CH 10 & 11	10 & 11
11	10/26	Test #4, Chapters 8, 9, 10 & 11	Study!
	10/28 & 10/30	Marketing Channels; Retailing and Wholesaling	12 & 13
12	11/2	Communicating Customer Value- IMC Strategies	14
13	11/9	Advertising and Public Relations	15
14	11/18	Personal Selling And Sales Promotion	16
15	11/23 & 11/25	Direct, Online, Social Media and Mobile Marketing	17
	11/27	THANKSGIVING HOLIDAY	NO CLASS!
16	11/30	Wrap Up	
FINAL	Friday 12/8 12:30 -2:30 PM	Test #5/FINAL Chapters 12-17 plus comprehensive questions*	Study!

* I will discuss the small set of comprehensive questions with you in advance of the test.

- I don't cancel classes without a very serious reason, and if it becomes necessary, I make EVERY EFFORT to give you as much advance notice as possible to save you an unnecessary trip to campus. If circumstances permit, I will send out an e-mail notice and at the very least, will have someone leave a note on the classroom chalkboard.
- If you arrive late to class and see no one in the room, check the chalkboard before assuming class was cancelled. Sometimes we have to relocate for one reason or another and if we do, a not will be left on the board.
- In the highly unlikely event that I haven't arrived to class by 10 minutes past the hour and you haven't heard anything about that, something is wrong. Please designate someone to text me and find out what's up. Don't assume class is cancelled first.