

Principles of Marketing **HONORS SECTION MKTG 3213**

Spring 2014

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Office Hours: MW 1:00-2:00pm
Textbook: *Marketing*, by Kerin et al. 12th Edition

Course Times

2:00 TR in CLB 309 (Honors Section)

Course Description

The course is designed to build an understanding of the role of marketing within our economic system and the process by which the organization designs its marketing strategy. You should expect to build a vocabulary of marketing concepts, develop analytical skills applied to marketing issues, and understand the need for marketing strategies for organizations.

Course Learning Objectives

This course has three major objectives that fit within the Spears School of Business program learning goals:

Course Objective	Program Learning Goal
Students should be able to demonstrate a foundational knowledge of marketing vocabulary, processes, environment, and practices.	• Business Knowledge and Competency
Students should be able to identify ethical dilemmas and understand the perspectives of various stakeholders.	• Ethical Decision Making
Students will be expected to develop novel ideas, and practice implementing these ideas.	• Innovation
Students should be able to work in teams to devise ideas and solutions to problems.	• Teamwork

Teaching Strategies

The class will consist of some lecture, class discussions, mini-case studies, and individual/group exercises.

Grading:

You will have three short-answer/essay tests. Each test is worth 25% of your total grade. You will also be assigned to a small group. Groups will prepare, present, and write a marketing plan. Students will have the opportunity to rate the effort and work quality of their fellow group members. Final project grades will be based on both overall quality (10% of the total 15%), and peer evaluations (5% of the total 15% project grade).

Grade Breakdown:

Test 1	25%
Test 2	25%
Test 3	25%
Activities	10%
Marketing Plan	15%
	100%

Grading Scale:

90% or above	= A
80%-89%	= B
70%-79%	= C
60%-69%	= D
59% or below	= F

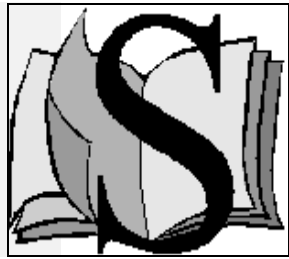
Attendance and Participation:

It is understood that absences will likely occur during the term. However, those students who pay attention and participate should have an advantage. In order to reward those who attend and participate, 10% of your grade will be based on performance and participation in class activities.

Dates

January 13	Introduction/Chapter 1/ Design a Candy Bar Activity
January 15	Chapter 1—WSJ Article #1 discussion
January 20	Chobani Yogurt case analysis and discussion
January 22	Chapter 2 –Developing marketing strategies/WSJ article #2 SWOT Analysis
January 27	Chapter 2 discussion continued – introduce marketing plans
January 29	Chapter 3 –Environmental Forces –scan activity
February 3	Chapter 4 – Recognize Ethical Dilemmas (what is ethical?) Prius case
February 5	Chapter 5 – Consumer behavior (lecture notes)
February 10	Chapter 5 –video case assignment Exam review
February 12	EXAM 1
February 17	Chapter 6—buyer-seller relationships—WSJ article #3
February 19	Chapter 7 – Global marketing (lecture notes)
February 24	Chapter 8 – Research – lecture
February 26	continued – critique a survey activity – create a survey
March 3	Chapter 9 Categorization, products, positioning
March 5	Chapter 9 group activity tba
March 10	
March 12	EXAM 2
SPRING BREAK	
March 24	Chapter 10 Developing new products
March 26	Chapter 11 Managing existing product
March 31	case discussion
April 2	Chapter 13/14 (combined); break-even analysis assignment activity
April 7	Chapter 17 IMC
April 9	continued
April 14	Chapter 18 Advertising
April 16	Chapter 19 Discuss social media and its role in marketing
April 21	Chapter 20 Selling and sales – sell me your pen
April 23	EXAM 3
April 28	Class Presentations (present marketing plan <5 of your grade)
April 30	Class Presentations (present marketing plan <5 of your grade)
Date/Time TBA	Final Exam (Marketing plan due)

Changes: I reserve the right to make changes to what is outlined on the syllabus. I may announce important changes to this schedule during class time. All students are responsible for remaining up to date with important class announcements. If you are absent, you should contact a classmate for missed information. If you are present, please pay attention and listen for announcements.



OKLAHOMA STATE UNIVERSITY SYLLABUS ATTACHMENT Spring 2015

<http://academicaffairs.okstate.edu/faculty-a-staff>

***YOUR SUCCESS AS A STUDENT IS OUR TOP PRIORITY.
THIS INFORMATION IS PROVIDED TO ANSWER QUESTIONS MOST OFTEN ASKED BY STUDENTS.***

IMPORTANT DATES

Last day to add a class (without instructor permission)	1/20/2015
Last day to drop a course with no grade and 100% refund	1/20/2015
Last day to add a class (requires instructor & advisor permission)	1/23/2015
Last day to drop a course or withdraw from the University with an automatic "W" and receive a partial refund (requires advisor signature)	1/23/2015
Last day to post 6 week grades	2/24/2015
Last day to file diploma application (for name to appear in Spring Commencement program)	4/1/2015
Last day to drop a class or withdraw from the University with an automatic "W"	4/10/2015
Last day to withdraw from all OSU classes with an assigned grade of "W" or "F"	4/24/2015
Pre-Finals week	4/27/2015 – 5/1/2015
Final examinations	5/4/2015 – 5/8/2015

Note: Outreach, Internet, and short courses have unique drop/add and refund deadlines; lookup the specific deadlines for these courses on the Short, Internet and Outreach Class Schedules page of the Registrar's [website](#).

Spring Semester Holidays

University Holiday	1/19/2015
Students' Spring Break	3/16/2015 – 3/20/2015

DROPPING A COURSE AND WITHDRAWING FROM THE UNIVERSITY, students often confuse these terms.

Dropping a Course (or courses) may occur during the first twelve weeks of the semester. This means, however, that you are still enrolled in at least one other OSU course. Exceptions to the deadlines above may only be considered by petition due to documented extraordinary circumstances and committee approval. The Retroactive Drop/Withdraw Petition and the Petition for a Refund of Tuition and Fees forms are available on the Registrar's [website](#).

Withdrawing from the university means that you are dropping *all* of your courses and *are no longer enrolled for the current semester*. This may occur until the Friday before pre-finals week. The withdrawal process is initiated with your academic advisor in your student academic services office. For additional information and dates, go to: <http://academicaffairs.okstate.edu/policies-a-procedures/35-adding-a-dropping-policy>

ALERTS AND RESCHEDULING

If the OSU campus officially closes due to inclement weather or other emergencies, alerts are provided to local news media and are posted on the OSU website. Exams, classes, or assignments that are missed in these circumstances may be rescheduled at times that are outside the normal meeting schedule for the class. If valid, documented circumstances prohibit students from attending the rescheduled classes, instructors should provide reasonable alternative means for makeup.

SEEK ANSWERS TO YOUR QUESTIONS

The OSU faculty and staff want you to be successful in your educational pursuits. If you have questions or concerns, seek help EARLY. We are here to assist you.

ACADEMIC INTEGRITY

101 Whitehurst, 405-744-5627

<http://academicintegrity.okstate.edu>

OSU is committed to maintaining the highest standards of integrity and ethical conduct. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or records) will result in an official academic notation of a violation of academic integrity on your transcript. You have the right to appeal the charge. Go to academicintegrity.okstate.edu for a video on OSU's information.



destroying the work of others, and altering academic sanction. Violations may subject you to disciplinary action on an assignment, examination or course, receiving a your transcript, and being suspended from the University. <http://academicintegrity.okstate.edu/> for a video on OSU's information.

COPYRIGHT & FAIR USE POLICY OF

Course materials may not be published, leased, sold to others, or used for any purpose other than appropriate OSU-related individual or group study without the written permission of the faculty member in charge of the course and other copyright holders. This paragraph grants you a limited license giving you access to materials for this course, including PowerPoint slides, audio/video recordings, written, or other materials, for appropriate OSU-related educational use only. Lectures should not be recorded without permission from the faculty member and must not be further disseminated or shared.

COURSE MATERIALS

CLASS ATTENDANCE

Class attendance is a critical component of learning; therefore, you are expected to attend and participate fully in all scheduled class meetings. Many instructors consider attendance so essential that your grade may be affected by your absence. *SOME DEPARTMENTS AND PROFESSORS HAVE MANDATORY ATTENDANCE POLICIES.* If no written attendance policy is provided before the last day to add a class without instructor permission, no penalty may be assessed for class absences although you may not be permitted to make up certain in-class activities. If you are required to participate in official university-sponsored activities or military training, you should receive an excused absence unless the written course attendance policy indicates otherwise. If you will be absent from class for sponsored activities, you must provide prior notification of the planned absence to the instructor. You may be required to submit assignments or take examinations before the planned absence.

PRE-FINALS WEEK POLICY

Final examinations are scheduled at the end of each semester and are preceded by pre-finals week, which begins seven days prior to the first day of finals. During pre-finals week, all normal class activities will continue; however, no assignment, test, or examination accounting for more than 5% of the course grade may be given; and no activity or field trip may be scheduled that conflicts with another class. This excludes makeup and laboratory examinations, out-of-class assignments (or projects) made prior to pre-finals week and independent study courses.

No student or campus organization may hold meetings, banquets, receptions, or may sponsor or participate in any activity, program, or related function that requires student participation. For additional information, contact the Office of Academic Affairs, 405-744-5627, 101 Whitehurst.

FINAL EXAM OVERLOAD POLICY

In the event that you have three or more final exams scheduled for a single day, you are entitled to arrange with the instructor of the highest numbered course (4 digit course number) or two highest, if you have four finals on one day, to re-schedule that examination(s) at a time and place of mutual convenience during final exam week. If the final exam overload includes a common final exam, the common final exam is excluded from rescheduling unless multiple common exams are scheduled at the same time. You should submit this request in writing, with a copy of your class schedule, at least two weeks prior to the beginning of final exam week. The instructor has one week prior to the beginning of final exam week to arrange a mutually convenient time and place for administration of the final exam. After one week, if an agreement cannot be reached, take the request to the department head.

INFORMATION TECHNOLOGY

Student Email - OSU uses your OKSTATE.EDU email address as a primary form of communication. Students are expected to check their OSU email on a frequent and consistent basis to remain informed of their official university business. If you do not use the OSU email system you must redirect your okstate.edu email using the Orange-Key System (www.okey.okstate.edu). Failure to maintain an accurate email address may result in missed or lost university communications. For email assistance contact the IT Helpdesk at 405-744-HELP (4357).

Computer Labs - A complete description of computer labs and hours of operations are available at their website:

<https://it.sharepoint.okstate.edu/TechnologySupport/DeskSide/default.aspx>. Lab information is also available by calling the Information Technology Help Desk, 405-744-HELP (4357).

EDMON LOW LIBRARY HOURS

405-744-9775 or 405-744-9741

www.library.okstate.edu

Text 405-592-4128

Sunday

9:00 a.m.-12:00 midnight

Monday-Thursday

24 hours a day

Friday

12:00 midnight-10:00 p.m.

Saturday 9:00 a.m.-10:00 p.m.

*For holiday and intersession hours, check <http://www.library.okstate.edu/services/hours.htm>

*Contact the following for information on hours of operation:

Architecture Library	405-744-6047
Curriculum Materials Library	405-744-6310
Veterinary Medicine Library	405-744-6655

GENERAL EXPECTATIONS OF STUDENTS

By enrolling at Oklahoma State University, you accept responsibility for complying with all University policies and contracts, and for local, state and federal laws on- or off-campus that relate to the University's mission. **The Student Rights and Responsibilities Governing Student Behavior** document explains the standards of behavior expected of you, processes in place for enforcing the rules, and the University's response to violations <http://studentconduct.okstate.edu/>

In general, the University expects you to respect the rights of others and authorities, represent yourself truthfully and accurately at all times, respect private and public property, and take responsibility for your own actions and the actions of your guests. Call 405-744-5470 for more information.

WHERE TO GO FOR HELP

Instructor - If you have questions regarding your class, talk to your instructor. Faculty members usually include their office hours and/or phone number in the class syllabus. If you cannot locate this information, set a time to meet with your instructor by speaking with him/her prior to or immediately following your class session or check with the departmental office on when the instructor may be available.

Academic Advisor - All students will benefit by conferring with an advisor on a regular basis. If you do not know your advisor, or are unhappy with your advisor, talk to the Student Academic Services Director for your college.

Academic911.okstate.edu - Your online resource for academic and personal success, sponsored by Student Affairs.

Mathematics Learning Success Center

5th Floor, Edmon Low Library/405-744-5818 <http://www.math.okstate.edu/>

Tutors are available to answer questions for classes ranging from Beginning Algebra through Calculus II. Tutoring for Differential Equations and Linear Algebra is offered at specific times.

Writing Center

440 Student Union/405-744-6671 <http://osuwritingcenter.okstate.edu>

The Writing Center helps writers throughout the composing process; you should plan to visit early and often throughout the semester, not just the day before an assignment is due. Tutors will work with you to improve your brainstorming, organizational, and composing techniques.

Learning & Student Success Opportunity (LASSO) Tutoring Center

021 Classroom Building/405-744-3309 <https://lasso.okstate.edu/>

LASSO offers free individual tutoring for a variety of courses.

University Counseling Services

320 Student Union/405-744-5472 or 405-744-7007 <http://ucs.okstate.edu/>

Professional counselors offer confidential personal and/or career counseling.

Office of Student Disability Services (SDS)

315 Student Union/405-744-7116 <http://sds.okstate.edu/>

According to the Americans with Disabilities Act, each student with a disability is responsible for notifying the University of his/her disability and requesting accommodations. If you think you have a qualified disability and need special accommodations, you should notify the instructor and request verification of eligibility for accommodations from the Office of SDS. Please advise the instructor of your disability as soon as possible, and contact Student Disability Services, to ensure timely implementation of appropriate accommodations. Faculty has an obligation to respond when they receive official notice of a disability but are under no obligation to provide retroactive accommodations. To receive services, you must submit appropriate documentation and complete an intake process to verify the existence of a qualified disability and identify reasonable accommodations.

Office of Equal Opportunity - 408 Whitehurst/405-744-9153

OSU is committed to maintaining a learning environment that is free from discriminatory conduct based on race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age or protected veteran status. OSU does not discriminate on the basis of sex in its educational programs and activities. Examples of sexual misconduct and/or sex discrimination include: sexual violence, sexual harassment, sexual assault, domestic and intimate partner violence, stalking, or gender-based discrimination. OSU encourages any student who thinks that he or she may have been a victim of sexual misconduct or sexual discrimination to immediately report the incident to the Title IX Coordinator (405-744-9153) or Deputy Title IX Coordinator (405-744-5470). Students may also report incidents of sexual misconduct or sex discrimination to a faculty or staff member, who is then required by federal law (Title IX) to notify the Title IX or Deputy Title IX Coordinator. If a reporting student would like to keep the details confidential, the student may speak with staff in the Student Counseling Center (405-744-5472) or the University's Victim Advocate (Suzanne Burks: 405-744-5458). For more information regarding Title IX violations, please go to: <http://1is2many.okstate.edu>.