

MARKETING PRINCIPLES

SECTION 6600: 205-001

M/W

12:15 – 1:30 pm

SECTION 6600: 205-002

M/W

2:00 – 3:15 pm

Professor:	Lauren M. Houser
Office:	Polsky 568B
Contact Info:	Lhouser@uakron.edu or 330.972.8839
Office Hours:	Virtual Office Hours Via Microsoft Teams Specific Days/times posted to Brightspace (Office Hours) Additional hours & in-person meetings available by appointment
Text:	<i>Marketing, 8th Edition</i> Dhruv Grewal and Michael Levy [2021] McGraw-Hill (See Required Materials for Details)
Text Supplements:	McGraw-Hill Connect Learning Website (This is included as part of your ebook package) Instructor will also provide supplemental materials throughout the semester.

Course Information

Prerequisites/Corequisites:	24 hours of college credit & Microeconomics 200 (3250). If Econ 200 has not been completed prior, students must be simultaneously enrolled in Econ 200 & Mkt 205 at the same time.
Description:	This course will introduce you to the marketing discipline through a variety of topics including product, price, place and promotion as well as customer, company, competitors, context and collaborators. We will explore the dynamic interrelationship between the business environment and the strategic marketing response of market leading firms.

Mission Statement

College Statement:	To prepare our students to become competent and responsible business professionals and leaders.
Department Statement:	To stay at the forefront of marketing education while providing our students with engaging experiential learning opportunities that prepare them for successful careers

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CoB LEARNING GOALS

1. Integrated Business Knowledge: Students will demonstrate they have integrated business knowledge and they will be able to apply core business fundamentals.
 - a. Quantitative objectives tied to a standardized assessment in Business.
2. **Globalization: Students will demonstrate understanding of global nature of the contemporary business environment and demonstrate cross-cultural awareness.**
 - a. Demonstrate understanding of global economy.
 - b. Demonstrate understanding of trade theory.
 - c. **Demonstrate knowledge of cultural implications for global business.**
 - d. Demonstrate knowledge of the tools and institutions of global business.
3. **Business Communication: Students will use their writing and oral communication skills to communicate reasoning and support for “effective” decisions.**
 - a. **Students will demonstrate business writing skills.**
 - b. **Students will demonstrate business presentation skills.**
 - c. **Students will demonstrate persuasion skills.**
4. **Decision-Making: Students will demonstrate that they are informed decision makers.**
 - a. **Integrate ideas from multiple sources.**
 - b. Appropriate and accurate use of data.
 - c. Process facts with minimal bias.
 - d. **Challenge assumptions using enterprise-wide thinking.**
 - e. **Solve problems with creative solutions.**
5. Analytical Quantitative Reasoning: Students will analyze data using quantitative techniques.
 - a. Access, manipulate, and prepare data sets for analysis.
 - b. Apply a methodological framework for business analytics.
 - c. Demonstrate understanding of core statistical techniques.
 - d. Demonstrate knowledge of data mining and decision modeling techniques and how they relate to business decisions.
6. **Professional Development: Students will identify ethical dilemmas and address them.**
 - a. **Recognize ethical issues in business.**
 - b. **Consider the consequences of business decisions on all stakeholders.**
7. **Professional Development: Students will demonstrate competencies required for personal leadership and collaboration and will develop these personal competencies.**
 - a. **Work cooperatively with others in a team setting.**

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COURSE LEARNING OBJECTIVES

Content Knowledge – Students will:

- Demonstrate knowledge and understanding of core marketing vocabulary and concepts.
- Understand the functions that marketing performs within a firm.
- Apply their knowledge of marketing theories, concepts and practices.
- Understand how global external forces impact organizations and the impact on marketing efforts.

Foundation Skills

- Demonstrate critical thinking skills through application of qualitative and quantitative tools to analyze and propose recommendations
- Present concepts and views clearly, professionally and persuasively through effective oral communication
- Present concepts and views clearly, professionally and persuasively through effective written communication.
- Locate, critically evaluate, appropriately document and apply information from external sources

Personal Qualities

- Be made aware of the positive personal qualities and social skills that are essential to a successful business career including: responsibility, creativity, adaptability, self-management and integrity
- Demonstrate a knowledge and application of professional business behavior and etiquette

Workplace Competencies

- Demonstrate the ability to think critically about business issues by integrating ideas from multiple sources, solving unstructured problems and applying knowledge of global business fundamentals in creative and innovative ways
- Work effectively in diverse teams
- Utilize information technology and knowledge management skills (online research queries, database tools, spreadsheet tools and the like) for global business decision making and problem solving
- Understand, identify and address ethical circumstances and dilemmas encountered by business professionals
- Demonstrate an understanding of and appreciation for leadership

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REQUIRED MATERIALS

What You Need (No purchase out-of-pocket for course resources)

You are required to have materials from McGraw-Hill Education which include the textbook content and Connect (which includes LearnSmart, your adaptive online study tool, and SmartBook, your adaptive eBook). This course is participating in the “First Day” model where the cost of these resources has been included in your tuition statement at a lower rate to save you money and ensure that you have what you need to be successful in this course. You will not need to purchase anything out of pocket unless you choose to purchase a print copy of the book in addition to the digital copy.

How to obtain an optional print copy of the book:

The print copy of your textbook is available in the bookstore at a discounted rate or can be purchased through Connect for \$25.

How to Register for Connect

1. Log into Brightspace and select your course. Locate the first REQUIRED assignment and click on it, which will prompt the registration process.
2. Click the “**Register Now**” Button.
3. Enter your email address.
 - If you already have a McGraw-Hill account you will be prompted for your password.
 - If you do not have a McGraw-Hill account you will be asked to create one.
4. Complete the registration form, and click “**Submit**”
5. Moving forward, you will access your Connect assignments through Brightspace.

FAQs & Tutorials



Visit the Connect Student Success Academy for online FAQs and tutorials:

<http://www.connectstudentsuccess.com/>

Technical Support

If you need Technical Support (forgotten password, wrong code, etc.)

Please contact the McGraw-Hill Education **Customer Experience Group (CXG)** at:

(800) 331-5094

www.mhhe.com/support

(Please be sure to get your case number for future reference if you call the CXG line.)

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CLASS POLICIES

Instructor Contact and Reply Policy:

Email is the preferred method of communication for this course. Students should expect a response to emails within 48 hours on weekdays and 72 hours for a weekend or over a holiday (although response times are typically sooner). I am also available to communicate via phone, online chat, and Microsoft teams. **Please include your full name, course name, and section on all correspondence with your instructor.** Failure to do so may result in delayed response times.

Engagement & Participation:

Your success in this course is largely dependent upon your participation. The course is designed to provide you with information, activities, and other resources that you will not receive elsewhere. Therefore, you are expected to participate and to be engaged on a regular basis. Each of you have your own thoughts and abilities, and offer something unique to this course just by participating. You are not just a number in my course. You matter and I will do my best to get to know you, despite the larger class size. Attendance is not taken daily. However, many participation assignments will occur during class. You are expected to be present and participate in order to earn points. Failure to attend class may result in a loss of participation points. See LATE/MISSED ASSIGNMENT POLICY (below) for additional details.

Electronic Devices:

Please limit computer/tablet use in-class to class-related activity only. Please be professional with cell phone use (keep phones silenced, step out for urgent phone calls, limit use, etc). At this time there is no further policy regarding electronic devices. However, if they become problematic, I reserve the right to implement a strict no-electronics policy.

Required Technologies and Technological Skills:

Many assignments, including exams, may require the use of a computer and the internet. It is your responsibility to have a reliable, working computer, and access to the internet. If you do not, please see me to discuss options, as there are many resources available through the university. You may not cite computer problems or internet issues as a reason to miss assignments/exams.

You must have access to a computer capable of handling Brightspace (including uploading papers, streaming listening excerpts, and recording videos). You must also be able to take exams using Respondus Monitor & Lockdown Browser (requires software and webcam).

To succeed in this course, you should be able to:

1. Use a mouse or keyboard to navigate online content & type information for coursework.
2. Create documents, spreadsheets, and presentations.
3. Open, minimize, and close computer applications.
4. Participate in online discussion boards & class via WebEx.
5. Identify, open, and create common file formats such as .doc or .docx, .pdf, and .txt.
6. Use appropriate plug-ins when required.
7. Record a video using a webcam.

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Late Assignment/Missed Assignment Policy:

The course is designed to give you every opportunity to succeed. This includes advanced notice of due dates and some flexibility with assignments (see A La Carte Assignments & Drop Grades for Quizzes). For this reason, late work is not accepted. If you miss an assignment or turn the assignment in late, you will receive a zero for the assignment. The only exception is if you have a documented reason that falls under one of the EXCUSED ABSENCES listed below.

Excused Absences:

There are justifiable reasons for missing a class and/or assignments. These reasons include but are not limited to:

- (1) Illness or hospitalization of the student with documentation
- (2) Serious illness/death of an immediate family member
- (3) Sponsored trip through The University of Akron
- (4) Mandated Court Appearance
- (5) Please note: all other absences will be considered on a case-by-case basis at the discretion of the instructor. It is expected that you proactively approach the instructor prior to your absence whenever possible. Documentation required if requesting exceptions to deadlines.

Requesting an Exception:

If you miss an assignment/exam and think you may qualify for an extension/exception, please follow this procedure to request the exception:

1. Submit a request to Professor Houser in writing (via email). Whenever possible, please notify me of the situation PRIOR to missing an exam/assignment.
2. The request should include your full name, the section of your course, the assignment you are requesting an exception for, and the reason for your request. Please note that you should not provide confidential personal or medical information, but simply enough information for Professor Houser to determine if you qualify for an exception. Whenever possible, please include documentation. If you do not do so initially, please note that you may be asked to do so prior to gaining an exception.

COVID Policies:

The COVID-19 pandemic is still present and serious. Before entering class, you should have completed your daily health assessment. You should not come to class if you fail your health check or feel ill. At that time, I also ask you notify me that you will be absent. Regardless of any campus-wide policy on masks, all students are required to wear a mask when this class meets in-person. While you are in class on campus, you are required to: sit in your designated seat, always cough or sneeze into your elbow or tissue and adhere to other public safety protocols and directives for your specific classroom/lab/studio. **Students who do not follow these health and safety requirements will be instructed to leave class immediately.** Students who violate this protocol will need to leave the classroom and MAY be marked absent. Repeated violations of these health-saving protocols may lead to sanctions under the Student Code of Conduct up to and including suspension or expulsion. Current guidelines can be found at: <https://www.uakron.edu/return-to-campus/>.

An Added Note on COVID: Please remember that everyone has varying circumstances that help shape their viewpoints on all things covid-related. Therefore, the best thing that we can do is maintain professionalism in the classroom and respect for one another.

Seating Chart: The University has requested that we keep a seating chart for contact tracing purposes. Please select your seat in class on Wednesday, August 25th, as I will be creating the seating chart then.

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Special Accommodations:

In pursuant to University policy #3359-38-01, The University of Akron recognizes its responsibility for creating an institutional atmosphere in which students with disabilities have the opportunity to be successful. Any student who feels he/she may need an accommodation based on the impact of a disability should contact the Office of Accessibility at 330-972-7928 (v), 330-972-5764 (tdd) or access@uakron.edu. The office is located in Simmons Hall Room 105. After the student's eligibility for services is determined, his/her instructors will be provided a letter which will outline the student's accommodations. Please Note: Students who are approved for accommodations should also contact Professor Houser to discuss accommodations, as well as provide Professor Houser with a reminder of testing accommodations at least one week prior to exams.

Title IX:

Title IX of the Education Amendments of 1972 prohibits sex discrimination against students, guests and employees of educational institutions. For more information, please visit: <http://uakron.edu/title-ix/>.

Conduct:

We will adhere to the Student Code of Conduct and policies regarding academic misconduct, as defined by The University of Akron. Academic Dishonesty will not be tolerated. It is the responsibility of every student to know and follow the Code of Student Conduct and know what constitutes academic misconduct. For more information, please visit: <https://www.uakron.edu/studentconduct/>

GRADING

Grading Scale

A	93.0 TO 100	B-	80.0 TO 82.9	D+	66.0 TO 69.9
A-	90.0 TO 92.9	C+	76.0 TO 79.9	D	63.0 TO 65.9
B+	86.0 TO 89.9	C	73.0 TO 75.9	D-	60.0 TO 62.9
B	83.0 TO 85.9	C-	70.0 TO 72.9	F	Anything below 60

Please Note: Final Grades Will NOT be Curved or Rounded Up

Course Evaluation

Item	Points	Percentage of Final Grade
Exams (3 Exams @ 150 points each)	450	45
Final Quiz	100	10
REQUIRED Assignments	100	10
A LA CARTE Assignments	250	25
Connect Marketing Lab Chapter Quizzes (Best 10)	100	10
Total	1000	100

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Exams:

Exams will account for 45% of your final course grade. There will be three exams (3 exams @ 150 points each = 450 out of 1000 total possible points). **Please note that these three exams are **NOT CUMULATIVE**.

Exams may consist of Multiple Choice, True/False, short answer, and/or essay questions. Exams will cover material presented in your textbook and via lectures. All sources of materials (textbook, Connect, lecture slides, videos, activities, etc.) are included in the composition of exams. Additional information regarding exams, including a study guide, will be provided one week prior to the exam.

Final Quiz: During Final Exam week, you are required to take a FINAL QUIZ. It will be cumulative in nature, with some new material, too. Details will be provided at least one week prior to the quiz. This FINAL QUIZ will be worth 100 points, or 10% of your total grade.

All exams, including the final quiz, will be taken at the Computer Based Assessment & Evaluation Center, located in Schrank Hall North Room 152. You may take your exam at any time during the exam window, as long as the testing center is open. Details for scheduling and taking your exam can be found on Brightspace. (Please see CONTENT→ Course Info & Resources→ Exam Info).

Exams will be scheduled during your regular class days/times and are to be taken during the scheduled timeframe. Make-up exams will not be granted. Should you miss an exam due to extenuating circumstances that fall under *excusable absences (as defined in the syllabus)*, please contact me to discuss. When possible, this must be discussed PRIOR to the exam, rather than after. If requesting an exception be made, you must provide documentation to support your reason for not being able to take the exam as originally scheduled.

REQUIRED Assignments versus A LA CARTE Assignments:

Required Assignments (100 Total Points)

Any time an assignment is posted and is listed as REQUIRED, it means that in order to earn the points for this category, you must complete the assignment. Some of these assignments will take place during class time.

A LA CARTE Assignments (250 Total Points)

Any time that an assignment is posted and is listed as A LA CARTE, it means that it's required for points, but you MAY have the OPTION to complete it. There will be a total of 500 points worth of assignments OFFERED in the A LA CARTE category. Within this category, you may select which assignments you'd prefer to complete, but you need to complete 250 points worth of assignments in order to get all of the required points for this category. Any points earned beyond 250 will count as extra credit points, with a maximum of 50 extra credit points possible. This is intended to give students the ability to "choose your own adventure" in the sense that you may elect to skip assignments from time to time, based on your interest in them, their timing, and/or the value you perceive the assignment to provide you personally. This will be further explained on the first day of class.

The bottom line: You MUST accumulate 250 points in the A LA CARTE category or you will be missing points!

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Connect:

Throughout the semester, you will be asked to complete assignments in Connect. Connect will prove quite useful in cementing key concepts and will prove invaluable as a tool for exam preparation. The use of Connect assignments will help you through the online course and will strengthen and elevate your learning online. As with other assignments, **absolutely no late work will be accepted**. You will be given a minimum of 5 days (and typically more) to work on any given Connect assignment. Each assignment will have a due date & time. Once the due date arrives, Connect automatically closes the assignment. Assignments **WILL NOT** be reopened once they have closed.

Connect is broken down into three categories: 1) Quizzes 2) LearnSmart 3) Exercises

Connect Quizzes

Quizzes account for a total of 100 points, or 10% of your overall grade. For quizzes, you will have ONE attempt that WILL BE TIMED. Generally, quizzes contain 10 multiple choice questions and you have a total of 10 minutes to complete them. This is the format/policy unless otherwise indicated. Once you open a quiz, you must complete it. If you open the quiz and decide to go do something else or get interrupted, you are not able to access it again. For this reason, you should block off the time to complete the quizzes, just as if you were attending class at a specified time to take a quiz. Quizzes will be due on Sundays at 11:59 pm. There will be a minimum of 13 quizzes, but I only use your BEST 10. (I drop the remaining lower grades).

Connect LearnSmart & Exercises

The second & third categories are “learnsmart” and “exercises.” LearnSmart is a way for you to read through the chapters and assess your own learning as you go. Each LearnSmart will take approximately 45 minutes, but may require more or less time depending on the chapter lesson and your own pace. Exercises include additional Connect Assignments such as videos, case studies, etc. Most are simple and straightforward, and take an average of 5-10 minutes.

LearnSmart & Exercises will be posted in Connect, and also linked to Brightspace. The assignment dates and point values will also be displayed in Connect. All LearnSmart assignments & Exercises will be in the grade category “A LA CARTE Assignments.” There will be other assignments (other than LearnSmart & Exercises) that also make up the A LA CARTE category.

Several expectations apply to all assignments in addition to the expectations set out in those individual assignments. Failure to comply will result in a grade deduction. These include:

- Error-free submissions.
- All typed assignments should be double-spaced, Times New Roman size 12 font (unless otherwise stated in the assignment directions).
- Use APA style for any citations. (Hint: CITE your work!)
- It is stated elsewhere in this syllabus – technology issues are not an excuse for a late assignment. Video assignments may exceed the upload limit set in Brightspace. In this case, you can:
 1. Upload the video to your Google Drive account provided by your institutional email.
 2. Create a link to share the file.
 3. Paste the link in a Word document and submit in the dropbox.
 4. If you have problems with this, you must email me prior to the due date.
 5. You may also create a private Youtube link for videos.

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Course Overview:

WEEK	DAY	CHAPTER COVERED	CONTENT
1	MON WED	WELCOME 1	Course Introduction Overview of Marketing
2	MON WED	2	Marketing Strategy & The Marketing Plan
3	MON WED	NO CLASS 5	LABOR DAY The Marketing Environment
4	MON WED	6	Consumer Behavior
5	MON WED	9	Segmentation, Targeting, & Positioning
6	MON WED	Exam 10	Exam 1 covering CH 1, 2, 5, 6, 9 (Date: 9/27 - 9/28) Marketing Research
7	MON WED	11	Product, Branding, & Packaging
8	MON WED	12	New Product Development
9	MON WED	14 GUEST	Pricing for Establishing Value Jeff Ryznar from 898 Marketing to present 10/20
10	MON WED	ONLINE CLASS Exam	Internship Presentations ONLINE Exam 2 covering CH 10, 11, 12, 14 (Date: 10/26 - 10/27)
11	MON WED	18	Integrated Marketing Communications
12	MON WED	13 16	Services Marketing Supply Chain & Channel Management
13	MON WED	7 & 8	B2B Marketing & Global Marketing
14	MON WED	Exam ONLINE CLASS	Exam 3 covering CH 7, 8, 13, 16, 18 (Date: 11/22-11/23) Corporate Social Responsibility & Ethics in Marketing
15	MON WED	4 3	Ethics continued Digital Marketing: Online, Social, & Mobile
FINALS WEEK	Sunday Dec 5	Final Quiz	Final Exam will open on 12/5 and remain open for 48 hours. Additional Details will be provided.

*Due Dates for assignments will be posted to the calendar on Brightspace

**The Course calendar is subject to change. It is your responsibility to make sure you have the most current/updated version. All students will be notified via email & announcement if there are any changes to the course calendar.

***Please see the academic calendar (Brightspace→Course Info & Resources) for withdrawal dates.