

**Class Syllabus
Spring 2020**

Instructor: Kurt Verlei
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Office: MB 2240
Phone: 552-3170

Office Hours: By appointment or on line.

Prerequisites:

Econ 2301 and Econ 2302

*If you have registered for the class without completion of prerequisites, you may be administratively dropped from the class.

Textbook:

MKTG, Principles of Marketing, 12th edition; Authors: Lamb, Hair, and McDaniel;
Publisher: Southwestern Cengage Learning; ISBN: 978-1-337-40758-8

Philosophy and Goals:

The major objective of this course is to introduce the marketing concepts from a beginner's perspective. The course will present these concepts from a practitioner's perspective, intending to help develop skills that may be used by a Marketing Professional in a modern and ever changing economy.

Learning Objectives:

- Identify steps in the marketing and planning processes.
- Demonstrate understanding through analysis of the marketing mix, industry analysis, SWOT analysis, target market and marketing objectives for a "client" firm.
- Ability to prepare a written marketing plan with subcomponents to present and defend in class.

Student's Responsibility:

- You will always be in class and **you are expected to be ON TIME**. In the event of any emergency that makes this impossible, you must inform the instructor in advance of class time.
- You will always be current on your reading assignments.
- Assignments are due on the date assigned. Typed word processed format will be used for all written assignments.
- You are expected to participate in all classroom discussions.
- You will be treated professionally by both the instructor and your classmates.
- Time spent in this class will be spent on this class, no exceptions.

Classroom Policy:

- Format of this class is based on active participation. We learn from each other. You are to be prepared for class and are encouraged to ask as many relevant questions as necessary to enhance your understanding of course materials.
- **All cell phones and beepers are to be turned off or set on silent mode. FAILURE TO DO SO WILL RESULT IN THE STUDENT BEING ASKED TO LEAVE.**

Exam Policy and Submissions:

- ALL EXAMS WILL BE ON LINE.
- Exam dates: To be announced in class, a minimum of one week in advance to allow for individual preparation and any questions on the material.
- Students missing any exam should inform the instructor well in advance. Failure to do so will result in you not being allowed to take the exam

Computer Skills, Technical & Software Requirements

Students can use a cloud version of Word, PowerPoint, and other Microsoft products through the use of their UTPB Outlook 365 and UTPB email addresses. For more information, refer to UTPB Office 365 Page.

Computer Technical Requirements: This course requires the use of a computer and an internet connection See Technical Requirements.

Online Student Authentication

UTPB requires that each student who registers for an online course is the same student who participates in, completes, and receives credit for the course. UTPB's Distance Education Policy requires faculty members to employ at least two methods of verification to ensure student identities. To access online courses, students must log in to the UTPB learning management system using their unique personal identifying username and secure password. UTPB's Distance Education Policy requires at least one additional student identification method within the course that has been determined and approved by the faculty or academic program. This course satisfies the second method of student authentication by Proctored exams using an approved photo ID*.

- Presentation of approved photo ID* through a webcam and video recorded proctoring during the assessment (Respondus Monitor)

*Approved photo identifications are passports, government-issued identification, driver's licenses, military ID from DoD; dual credit and early college high school students use school district identifications.

Using LockDown Browser & Respondus Monitor for Online Exams

This course requires the use of LockDown Browser and Monitor for online exams. Watch this short video to get a basic understanding of LockDown Browser and Monitor. Download and install LockDown Browser.

To take an online test, open LockDown Browser, which opens Canvas and navigate to the Exam. (You cannot access the Exam with a standard web browser.) When taking an online exam, follow these guidelines:

- Setup web cam for exams using Monitor.
- Ensure you are in a location where you will not be interrupted.
- Turn off all mobile devices, phones, etc.
- Clear your desk of all external materials — books, papers, other computers, or devices.

- Remain at your desk or workstation for the duration of the test.
- LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted.

Preparation for Emergencies

Computer Crash

Not having a working computer or a crashed computer during the semester will NOT be considered as an acceptable reason for not completing course activities at a scheduled time. NOTE: Identify a second computer before the semester begins, that you can use when/if your personal computer crashes.

Complete Loss of Contact

If you lose contact with course connectivity completely, email your instructor. Immediately. However, the instructor cannot correct your technical issues. The best thing to do is NOT wait until the last evening to complete your work.

Attendance and Absence Policy:

Roll will be taken at each class. The instructor reserves the right to report chronic absences to the Dean of Students. If you miss an “in-class” activity or an exam, you will not be allowed to make it up, unless you can produce a medical doctor’s note which justifies your absence.

Drop Policy:

If you feel you will be unable to fulfill the requirements of this course, it is your responsibility to arrange to drop yourself from the class. If you fail to do so, you will be assigned the grade earned at the end of the semester.

Academic Honesty:

Students are expected to do their own work. Falsification of data, cheating, copying other people’s work and/or intentional misrepresentation of facts is a serious breach of ethics. Students who violate these rules of ethics will face disciplinary action and grade penalty. Plagiarism will not be tolerated and may lead to grade reduction.

Disability Accommodations

Students with Disabilities: The University of Texas of the Permian Basin in compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act provides “reasonable accommodations” to students with disabilities. Any student with a disability who is requesting an accommodation for this course must provide the instructor with official documentation in the form of a letter from the ADA Officer for Students. Only those students who have officially documented a need for an accommodation will have their request honored. ***Adapted from UTSA ADA syllabus statement.***

ADA Officer for Students: Mr. Paul Leverington

Address: Mesa Building 4243/4901 E. University, Odessa, TX 79762

Voice Telephone: 432-552-4696

Email: ada@utpb.edu

Performance Measures:

Total Points for grade determination will be derived as follows:

Test 1: Chapters 1-5; Scantron required.	200 points
Test 2: Chapters 6-12; Scantron required.	200 points
Test 3: Chapters 13-17 and 19; Scantron required.	200 points
In-class activity and attendance:	100 points
Group Marketing Project:	<u>300 points</u>
Total Points:	1,000 points

Final Grade will be derived from the 1,000 point scale above as follows:

900+ points (90% or more)	= A
800-899 points (80% - 89%)	= B
700-799 points (70% - 79%)	= C
600-699 points (60% - 69%)	= D
599 points or less (below 60%)	= F

Group Project Details:

The group project will provide sufficient detail to justify your recommendations for the following aspects of the marketing plan:

- I. Company description
- II. Business mission
- III. Marketing objective(s)
- IV. Situation Analysis
 - Industry analysis
 - SWOT analysis
- V. Marketing strategy
 - Target market
 - Marketing mix
 - Product
 - Place/distribution
 - Price
 - Promotion
- VI. Recommendations

Instructor will assign the “client firm” for the entire class. Instructor will brief the class on the aspects/concerns of the business as a whole and then each individual group will be allowed private additional questioning. All projects will be submitted at the same time, allowing enough class time for each group to make a presentation. **Presentations** should be **formal** and **executed in a professional manner**. Each group member will grade his/her peers regarding their contribution to the project.

Tentative Class Schedule – Subject to Change

Period 1	An overview of marketing – what is marketing?
Period 2	Strategic planning for competitive advantage
Period 3	Strategic planning for competitive advantage cont'd
Period 3	Social responsibility and ethics
Period 4	The marketing environment
Period 5	Developing a global vision
	Exam #1 On line - Chapters 1, 2, 3, 4 and 5
Period 6	Consumer decision making
Period 7	Consumer decision making cont'd
Period 8	Business marketing
Period 9	Segmenting markets
Period 10	Target markets
Period 11	Decision support systems and marketing research
Period 12	"Client Firm" briefing
Period 13	Product concepts
Period 14	Developing and managing products
	Exam #2 On line - Chapters 6, 7, 8, 9, 10, 11 and 12
Period 15	Marketing channels and supply chain management
Period 16	Retailing
Period 17	Marketing communications and advertising
Period 18	Marketing communications and advertising
Period 19	Active/passive theory
Period 20	In class, group work on marketing plan
Period 21	In class, group work on marketing plan
Period 22	Public relations, sales promotion and personal selling
Period 23	Pricing concepts
Period 24	Presentation of marketing plans
Period 25	Presentation of marketing plans
Period 26	Presentation of marketing plans
	Exam #3 On line - Chapters 13, 14, 15, 16, 17 and 19