Course Syllabus – Spring 2015
MKTG 300 – Marketing Principles and Policies
On-Line Sections 084/097

Instructor: Sean Dwyer, Ph.D.  E-mail: dwyer@LaTech.edu
Office: COBB 339  Office Hours: • Monday and Wednesday: 1:00-2:00, 4:00-5:00PM
Phone: 257-3584 / fax: - 4253  • Tuesday and Thursday: 2:00-4:00PM; 6:00-7:00PM
Lecture Day/Time: MW 2:00-3:50  • Friday by appointment; drop-in’s welcome
Classroom: COBB 101

Materials
Text: • MKTG, Lamb/Hair/McDaniel - 8th ed.  • Publisher: Cengage Learning;

Course Description and Student Learning Outcomes
1. To help students develop a clear understanding of the total marketing process, the institutions involved, the marketing functions they perform, and the markets they serve;
2. To expose students to the marketing objectives of firms and to the methods by which such objectives are achieved through effective satisfaction of consumers’ needs and wants;
3. To introduce the basic concepts of marketing mix elements – product, price, promotion, and distribution – along with preliminary approaches used to develop marketing strategies and tactics to serve target markets, including those in the international arena;
4. To demonstrate the application of marketing concepts through the use of real-world cases;
5. To provide students with a foundation in marketing for advanced courses;
6. To instill students with an appreciation for, and interest in, the marketing function.

Course Prerequisites: Junior standing

Course Requirements/Methods of Evaluation
1. Exams: Three exams will be given that will cover all assigned text readings, class lectures, videos, cases, and assigned readings. The exams may be composed of essays, short-answer, true/false, and multiple-choice questions. The three exams will not be cumulative; they will cover the text and lecture material presented since the last exam. An optional, cumulative exam will also be given on the last day of the course.

2. Course Policies Conformance: Students are required to closely follow course policies posted on the course Moodle page. The policies include responding to the instructor and Distance Learning Coordinator via email and telephone in a timely manner and making appropriate and timely testing arrangements for each of the exams.

3. Proctor: You are required to arrange for an acceptable proctor to administer your exams. Details regarding this requirement are discussed in the Introduction Letter from Instructor on Moodle.
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Student Evaluation Assessment

GRADING
Final grades will be determined by the student’s performance in each of the course requirements. The student’s numeric scores for each of the course requirements will be computed based on the following allocation of 100 points (percentage basis also provided):

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>32 1/3</td>
<td>32.33%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>32 1/3</td>
<td>32.33%</td>
</tr>
<tr>
<td>Exam 3</td>
<td>32 1/3</td>
<td>32.33%</td>
</tr>
<tr>
<td>Conformance Pts.*</td>
<td>3</td>
<td>3.00%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>100 pts.</td>
<td>100%</td>
</tr>
</tbody>
</table>

- Exams may cover everything discussed and presented in class as well as all assignments. Exams may be made up of essays, short-answer, true/false, and multiple-choice questions.

**Course Grade Calculation:**

\[
\text{Course Grade} = (\text{Exam 1 score} \times 0.3233) + (\text{Exam 2 score} \times 0.3233) + (\text{Exam 3 score} \times 0.3233) + \text{Conformance Points}
\]

An example of a student who attended all classes and received all three Conformance points:

\[
(90 \times 0.3233) + (89 \times 0.3233) + (89 \times 0.3233) + 3 = 89.65
\]

Note: in this case the student made two B’s on the exams but earned an ‘A’ for the course by receiving all three Conformance points.

Final grades will be assigned *approximately* as follows:

- 90 – 100 A
- 80 – 89 B
- 70 – 79 C
- 60 – 69 D
- Below 60 F

*Please note:* A final grade of 89.4 will result in a final letter grade of “B”; a 79.4…a “C”…and so on. “Rounding up” between 89.5-89.9 (and so on) is optional, is at the sole discretion of the instructor, and will be based largely on class attendance (no more than one absence) and on student professionalism (e.g., class conduct, arriving on time, etc.) over the course of the term.

**CONFORMANCE POINTS**

You may receive up to three course points for conforming to the course policies. You will have one (1) point deducted from your Conformance points each time you do not conform to course policies. These policies include the expectation that the student will respond in a timely manner, that is, within 24 hours, to messages sent to you by your instructor or Distance Learning Coordinator via email. Thus, if a message requiring a reply is sent to you on Monday at 8:00PM, you should respond no later than 8:00PM on Tuesday. After that time you will lose one (1) point if you have not responded. Since the student and the instructor do not meet, this mode of communication is critical.

You will also have one point deducted if you do not inform your Distance Learning Coordinator of your test plans (i.e., one week prior to the exam.). **NOTE:** If you change your exam plan from the previous exam, you must inform your DLC of your intentions. If you do not you will lose one Conformance Point.

**“EXTRA CREDIT”**

Outside of class participation there is no extra credit offered in this course *per se*. However, should a student receive an exam grade that is less than what they expected or “needed” to earn, the Optional Exam at the end of the term can be viewed as “extra credit” in that the grade for this exam will replace the lowest grade among the student’s three exams. If the student seeks to replace a grade on any of the first three exams, it is thus strongly recommended that the student begin to review for the Optional Exam prior to the week in which the exam is to be administered since it is a cumulative exam that covers all material in the course.
Course Policy for MKTG 300

All policies of the College and the University, including those found in the Student Handbook and University Bulletin, regarding class conduct, attendance, etc. will be strictly enforced. You are responsible for, and encouraged to, read this material.

- **Office Hours** – Office hours are listed on the first page. They are set up to, at a minimum, allow you to meet with me before and after each class period. However, should the scheduled hours conflict with your schedule, do not hesitate to set an appointment with me. I will meet with you at any reasonable time to discuss class-related matters with you. This is my commitment to you as your instructor. If you have questions about the material covered, or if you have any concerns about your performance at any time throughout the term, please stop by to see me or contact me. I encourage you to meet with me at least once during the term (preferably in the first few weeks) and as needed.

- **Contact Information** – Students are expected to provide their instructor and their Distance Learning Coordinator with all relevant and appropriate contact information including email addresses and telephone numbers. If the instructor or course exam proctor is unable to contact the student, one point will be deducted from the Conformance points for each occurrence.

- **Email Communication** – All official out-of-class communication from the instructor will be completed through Moodle email to the students’ Louisiana Tech email address. It is incumbent on the student to view their email on at least an every-other-day basis. Be sure that these communications are not directed to your “spam” folder by your email system. All communication to the instructor must follow the email protocol discussed in a message on this topic in Moodle. Messages that do not follow the protocol may not receive a timely reply.

- **Moodle and Documents** – Most documents used in this course will be placed on the course’s Moodle site for access by the student.

- **Lecture Announcements** – Students are responsible for any announcements made during the lecture, including exam dates, chapters to be covered in an exam, etc.

- **Reading Assignments and Class Discussion** – Students are expected to keep current on reading assignments and be prepared to discuss the material each day.

- **Missed Exams** – Make-up exams or assignments will not be given regardless of whether an absence is excused or unexcused. A missed exam will be replaced by the cumulative Optional Exam. Thus, the Optional Exam will not be optional if an exam is missed. A missed second exam will result in a grade of zero (0) for that exam.

- **Academic Misconduct** – University policy with respect to academic misconduct will be strictly enforced. In accordance with the Academic Honor Code (http://www.latech.edu/documents/honor-code.pdf) students pledge the following:

  "Being a student of higher standards, I pledge to embody the principle of academic integrity."

- **Exam Possession** – Under no circumstances should an exam be taken out of the classroom. All exams are to be returned to the professor after the exam is taken or after the exam has been temporarily returned for review. Possession of an exam given in this course outside the classroom will be considered an academic honor violation and result in a grade of an F.

- **Possession/Use of Old Exams** – Old exams should not be in circulation at this time. If they are, the exams will be considered either misappropriated after an exam or taken from my office in. In either case, as such, possession of an old exam is grounds for academic misconduct and may result in an "F" for the course. Students who come in possession of an old exam from this course should bring it immediately to the professor and, in so doing, will not be penalized for academic misconduct.

- **Students With Disabilities** – Students needing testing or classroom accommodations based on a disability are encouraged to discuss those needs with the instructor as soon as possible. For more information about eligibility for accommodations, contact the Department of Testing and Disability Services, 318-257-4221, www.latech.edu/ods, for assistance.

- **Final Grade Questions** – In the event of a question regarding an exam grade or final grade, it will be the responsibility of the student to retain and present graded material that has been returned for student possession during the quarter.

- **Emergency Notification System** – All Louisiana Tech students are strongly encouraged to enroll and update their contact information in the Emergency Notification System. It takes just a few seconds to ensure you’re able to receive important text
and voice alerts in the event of a campus emergency. For more information on the Emergency Notification System, please visit [http://www.latech.edu/administration/ens.shtml](http://www.latech.edu/administration/ens.shtml).

- **Course Continuity Planning** If a disaster (e.g., hurricane) strikes campus, you are responsible for accessing Blackboard and following the instructions given there. Moodle and email will be used to continue the course. The exam schedule will remain the same.