Course Syllabus
MKTG 300 – Marketing Principles and Policies – Section 001
Spring 2015

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

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. Attendance: In accordance with University policy, attendance will be strictly monitored at each class session. A percentage of the final grade will be based on the number of classes attended. Attending part, but not all, of a class will not be counted as a complete attendance.

3. Participation: Class participation will be evaluated and graded on an extra credit basis.
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>31</td>
<td>31%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>31</td>
<td>31%</td>
</tr>
<tr>
<td>Exam 3</td>
<td>31</td>
<td>31%</td>
</tr>
<tr>
<td>Attendance</td>
<td>7</td>
<td>7%</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:

\[(\text{Exam 1 score } \times 0.31) + (\text{Exam 2 score } \times 0.31) + (\text{Exam 3 score } \times 0.31) + \text{Attendance Points} \]

An example for a student who earned 89's, attended all classes, and received the full seven (7) points for attendance:

\[(89 \times 0.31) + (88 \times 0.31) + (89 \times 0.31) + 7 = 89.5\]

Note: in this case the student made all B’s on the exams but potentially earned an ‘A’ by attending all classes.*

Final grades will be assigned approximately as follows:

<table>
<thead>
<tr>
<th>Score Range</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 – 100</td>
<td>A</td>
</tr>
<tr>
<td>80 – 89</td>
<td>B</td>
</tr>
<tr>
<td>70 – 79</td>
<td>C</td>
</tr>
<tr>
<td>60 – 69</td>
<td>D</td>
</tr>
<tr>
<td>Below 60</td>
<td>F</td>
</tr>
</tbody>
</table>

* 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.

ATTENDANCE
You are expected to attend all classes. A total of seven percent (7%) of the final grade will be dictated by one’s attendance. The following system will be used to allocate attendance points:

<table>
<thead>
<tr>
<th>Attendance Status</th>
<th>Points Received</th>
<th>Points Lost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perfect attendance</td>
<td>7 points (7%)</td>
<td>None</td>
</tr>
<tr>
<td>Miss 1 class</td>
<td>7 points (7%)</td>
<td>Miss your first class, lose 1 point.</td>
</tr>
<tr>
<td>Miss 2 classes</td>
<td>6 points (6%)</td>
<td>Miss a second class, lose 1 more point.</td>
</tr>
<tr>
<td>Miss 3 classes</td>
<td>5 points (5%)</td>
<td>Miss a third class, lose 1 more point.</td>
</tr>
<tr>
<td>Miss 4 classes</td>
<td>4 points (4%)</td>
<td>Miss a fourth class, lose 1 more point.</td>
</tr>
<tr>
<td>Miss 5 classes</td>
<td>2 points (2%)</td>
<td>Miss a fifth class, lose 2 more points.</td>
</tr>
<tr>
<td>Miss 6 classes *</td>
<td>0 points (0%)</td>
<td>Miss a sixth class, lose 2 more points.</td>
</tr>
</tbody>
</table>

* You may have one (1) point deducted from your overall grade for each class missed after six (6) unexcused absences.

- You will not receive credit for attending only part of a class lecture (i.e., arriving late or leaving class early).
- You are responsible for signing the role sheet if you arrive late. It serves as the only proof of attendance.
- Your priorities are expected to be aligned with those of a serious and dedicated student. As such, social events, vacations, and job-related absences are unfortunately not excusable absences. Some absences may possibly be excused with (1) appropriate documentation (e.g., University-related event, doctor’s note) and (2) an Excused Absence Form signed by the student testifying to the reason for the absence. This form should be turned in within two days of the absence or at the next class attended. Submitting a form does not mean the absence will be excused, it should be noted, only that it will be considered.
PARTICIPATION
You can receive extra credit toward your final grade by participating in class discussion. By sharing your thoughts, ideas, opinions, and experiences on a consistent weekly basis, you can have up to 1 point (1%) added to your overall course grade.

“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. I encourage you to meet with me at least once during the term (preferably in the first few weeks) and as needed.

- **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.

- **Attendance** – Class attendance will be a critical part of meeting the requirements of this course. In the unfortunate event that a student misses a class, the student is responsible for any material presented or handed out in class as well as any additional assignments and/or administrative announcements. Absences – excused or unexcused – do not excuse a student from turning in an assignment. You are encouraged to complete assignments early in anticipation of an emergency absence.

- **Attendance Sign-in** – Signing your name on the Attendance Sheet signifies that you attended the entire class period. If you plan to leave early, do not sign the Sheet – doing so will be considered Academic Misconduct.

- **Arriving On Time** – Late arrival disrupts lectures and is disrespectful to your instructor and classmates. You are expected to arrive on time. You will lose one (1) course point if you are late an excessive number of times.

- **Class Dismissal** – You are asked to remain seated and attentive until class is dismissed by the instructor.

- **Reading Assignments and Class Discussion** – Students are expected to keep current on reading assignments and be prepared to discuss the material each day. Students should use the lecture to raise and clarify issues remaining unresolved from the readings. Students will be called on to discuss in a substantive manner the key material presented in the text, case, and handout assignments.

- **Late Assignments** – Assignments are due on the lectern before class on the due date. Assignments handed in after this time will have 5% deducted from the grade; 10% per day thereafter.

- **Missed Quizzes or 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.
• **Attentiveness** – You are expected to be attentive in class. Failure to do so will be considered a class disruption and may result in a loss of one (1) course point. Viewing a cell phone or using a laptop for purposes other than note-taking will be deemed inattentive behavior and result in the loss of one (1) course point.

• **Class Conduct/Professionalism** – Students are expected to treat the class like they would a business meeting. As such, they are expected to act in a professional manner while in the classroom. Conduct considered unprofessional and/or distracting to the instructor or students will result in the loss of one (1) course point per class period.

• **Laptop Computer Use** – Students may use laptop computers to take notes in class, but may not do so in the last two (2) rows of the class. Students may not open any other software program other than their word processor during class. Doing so will result in the loss of one (1) course point.

• **Personal Electronic Devices** – To ensure that your attention is focused on the lecture you are expected to (1) turn off/mute all devices that emit sounds and noises that may interrupt the class (e.g., cellular phones) and (2) place all electronic communication devices out of sight. You may not communicate using a device during class (e.g., text messaging). If you leave a class to answer a call without notifying your instructor before class, you will not be allowed to return to class. If an occasion arises in which you need to receive a phone call, please inform your instructor before class. Using or viewing a cell phone during lecture will result in the loss of one (1) course point and you will be asked to leave the classroom.

• **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](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."

  Any attempts at cheating, plagiarism, or facilitating academic dishonesty will be severely dealt with and may result in a penalty of an “F” for the course. Students are advised to read the Academic Misconduct section of the current University Bulletin. Please be aware that misrepresentation on Excused Absence forms is grounds for academic misconduct. Also, signing another person’s name on the Class Attendance sheet or having knowledge that someone signed for you in your absence will also be considered academic misconduct.

• **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.

• **Canceled Classes** – Classes are not automatically canceled if the instructor does not arrive after 15-20 minutes. Students are expected to stay in class until a faculty or administration member officially cancels class in person. Disrupted exams or lecture classes will be moved to another building, if possible.

• **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](http://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.