

MKTG 3310: Principles of Marketing Fall 2014

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Office Hours:

T&TR 9:30-10:30 am

& 2:00-3:00pm & APPT.

Class: **Section 1: TR, 11:00-12:15am in Lowder 113A**
 Section 2: TR, 12:30-1:45pm in Lowder 113A

Required Materials: Marketing (11th edition), by Roger Kerin, Steven Hartley, and William Rudelius, 2013. Available at the AU Bookstore.

Recommended: Custom Text ISBN#9780077719029, which is available at the AU bookstore that includes Connect Plus. Connect Plus offers an online package that will help you study for the exams and also includes the e-textbook.

Course Objectives: This course is an introductory course designed to provide students with a basic understanding of marketing concepts and practices. In addition, the course provides a foundation for additional marketing courses for those pursuing the marketing major. You will be expected to acquire a working knowledge of the vocabulary and concepts that are the basis of managerial problem solving by a marketing manager. You will be exposed to a number of common marketing problems through real company examples, speakers, exercises, and discussions, and you will be expected to understand and be able to calculate the financial impact of specific marketing decisions.

General Policies: This course follows the policies set forth by AU for absences, make-up exams, handling of disabilities, and other administrative matters. Highlights:

1. Class communications will include in-class announcements, but most importantly come through your AU email, so check it daily. No exceptions. You are responsible for anything I communicate in class or via your AU email.
2. Attendance: Students are responsible for all material related to the course (including assignments, readings, handouts, homework, problem sets, administrative matters, etc.). I will not cover every topic / concept / assignment / reading during class. Class time will often include material that supplements the material in the textbook, so those who miss class regularly will not perform well in this course. In addition, missing class (even with an authorized excuse) does not relieve the student from the material covered in the missed class. It is the student's responsibility to obtain the missed material.
3. Exams: The exam dates are listed on the schedule included in the syllabus. AU policies specify situations for which missed coursework (i.e. exams) can be made-up. To be allowed to take a make-up, you must contact me **before 5:00PM the**

day following a missed exam or as soon as physically possible and have appropriate written documentation supporting your absence. No exceptions. Failure to contact me or provide acceptable documentation regarding an absence will result in a zero for that exam/assignment. For all exams, bring sharpened # 2 pencils, a blue AU General Purpose scantron, and your ID. Seating is assigned. **Make up exams will be held the first Friday after each exam at 3:30pm with permission only.** (Make up for Exam 1 is Sept. 19, make up for Exam 2 is Oct. 24, and make up for Exam 3 is Nov. 21).

4. Class Etiquette: Cell phones, ipods, ipads, and other electronic devices must be silenced and turned off during class. You are free to use laptops for notes as long as you sit in the rear of the class (Back 5 rows of each section) that is reserved for this purpose to avoid distracting others. Please make every effort to be on time. Disruptive behavior (talking, checking email, texting, arriving late, leaving early, etc.) is not professional and will result in course letter grade penalty.
5. Disabilities: All disability issues will be handled in accordance with university policy per federal regulation. Students desiring additional information should contact the Program for Students with Disabilities Office, 1244 Haley Center, (334) 844-2096. **IT IS THE STUDENT'S RESPONSIBILITY TO INITIATE THIS PROCESS WITH THE STUDENTS WITH DISABILITES OFFICE and ME WITHIN THE FIRST 2 WEEKS OF CLASS.**
6. Grading: Your grade in this course will include the following components:

a. 3 Regular Exams (20% each)	600 points
b. Comprehensive Final Exam	400 points

TOTAL:	1000 points

Grade Allocations:

A = 895-1000; B = 795-894; C = 695-794; D = 595-694; F = Below 595

7. Schedule: The schedule is attached. Prepare for class by reading the material listed prior to the class during which we will cover the topic. I will stick to the schedule as closely as possible, but I reserve the right to make modifications in material covered should the need arise and will announce these changes via class and AU email. Any changes will be announced in class and via email to all students registered for the class. Please check your mail at least daily just in case.
8. Final Exam: The final exam is scheduled during the final exam period as assigned by the university and is printed on the academic calendar. You are required to take the exam with your section at the given time. The final exam is comprehensive and will cover the main concepts from the course.

In the interest of being prepared, the Provost's office has directed all course instructors to notify you in writing that if normal class activities are disrupted due to a high number of students (or the instructor) experiencing illness or an emergency or crisis situation (such as a widespread H1N1 flu outbreak), the syllabus and other course plans and assignments may be modified to allow completion of the course. If this occurs, an addendum to your syllabus and/or course assignments will replace the original materials. You will be notified of any changes via email per class policy.

MKTG 3310 Schedule (Padgett-Fall 2014)

Date	Topic	Assignment
August 19 August 21	Introduction to Marketing & Course What is Marketing?	Chapter 1
August 26 August 28	Marketing Mix Revised Scanning the Marketing Environment	Chapter 3
September 2 September 4	Marketing's Impact on Society Buyer Behavior	Chapter 4 Chapters 5
September 9 September 11	Consumer Insights – Marketing Research	Chapter 8
<u>September 16</u> September 18	<u>Exam 1 (Ch. 1, 3, 4, 5, & 8)</u> Segmentation, Targeting, & Positioning	<u>Exam 1</u> Chapter 9
September 23 September 25	Product and Service Strategies	Chapter 10
September 30 October 2	Branding Services Marketing	Chapter 11 Chapter 12
October 7 October 9	Supply Chain & Distribution Retailing and Wholesaling	Chapter 15 Chapter 16
<u>October 14</u> <u>October 16</u>	<u>Exam 2 (Ch. 9-12, 15, 16)</u> Fall Break	<u>Exam 2</u>
October 21 October 23	Pricing Foundation Pricing Strategies	Chapter 13 Chapter 14
October 28 October 30	Financial Aspects of Marketing	Appendix B
November 4 November 6	Integrated Marketing Communications	Chapter 17
November 11 November 13	Advertising & Sales Promotion	Chapter 18
November 18 <u>November 20</u>	Personal Selling <u>Exam 3 (Ch. 13, 14, App. B, 17, 18, 20)</u>	Chapter 20 <u>Exam 3</u>
<u>November 25</u> <u>November 27</u>	Thanksgiving Holiday	
December 2 December 4	Final Exam Review	
<u>Tuesday DECEMBER 9</u> <u>Thursday DECEMBER 11</u>	<u>12:00 noon-2:30pm (12:30 section)</u> <u>12:00 noon-2:30pm (11:00 section)</u>	<u>FINAL EXAM</u> <u>FINAL EXAM</u>