

MKTG 3810: Foundations of Marketing: MWF 8:00-8:50 Lowder 113A

Instructor: Dr. Michael S. Kincaid

Office Hours: MWF 11:00-12:00, 3:00-5:00 MWF and by appointment.

Office: 235 Lowder

Phone: 844-8506

E-Mail: kincams@auburn.edu

Required Text: Armstrong & Kotler, Marketing: An Introduction Pearson Education, 11th edition

Course Objective: This is a basic course in marketing for non-business majors. The goal is to learn and apply the concepts and terms of this field of business.

Grade Determination:

There will be two semester exams, a midterm exam and a final exam. The two semester exams and the midterm exam will comprise 60% of the final grade (20% each) and the final exam will comprise 40% of the final grade. **To take the exams, students must have #2 pencils, Auburn University blue scan forms, and Auburn University Identification Cards.**

Attendance: Since this is a large section, taking attendance at each class would be unwieldy and time consuming. Notwithstanding, students who reliably attend class, should have their attendance recognized. To wit, there will be 15 unannounced attendance checks during the semester. Students present on all 15 days, will receive 3 percentage points; for 10 days, 2 percentage points; and for 5 days, 1 percentage point. This will constitute the only opportunity to earn "extra credit" points.

Grading:

A=90-100; B=80-89; C=70-79; D=60-69; F=59 and below. If a student misses an exam (1) They must provide a written excuse within 48 hours of the exam date and (2) the excuse must be valid per Tiger Cub policy. If conditions 1 and 2 are not met, the student will receive a ZERO on the exam. **Students must bring #2 pencils with erasers, Auburn University blue scan forms, and Auburn University Identification Card to each class.**

Grade Appeals: If I make a math error grading your assignment and it lowers your grade, show me the error and your grade will be corrected immediately. If the error is in your favor, consider it a gift from "Lady Luck".

If you disagree with the way a particular question was worded or graded, please give me your appeal, in writing, within one week of the exam.

Academic Honesty: Anyone caught cheating will be prosecuted to the full extent possible as discussed in the Tiger Cub.

Calendar: A calendar for the Spring Semester including class assignments, exams, etc. is attached. Any changes in weekly reading assignments, and lists of key terms and concepts will be distributed through campus email and/or Canvas.