Course Number: Marketing 371
Section: 01 (MOTUWETHFR 8:00 – 9:50 am; SHB 338)
Course Title: Principles of Marketing
Prerequisites: Junior Standing
Instructor: Dr. Irfan Ahmed
Office: SHB 236 W
Phone: 294-1276
Email: irfanahmed@shsu.edu
Office Hours: M–Th 12:30 – 3:30 pm.
Other materials: Class overheads to be downloaded from Blackboard, and materials handed out in class or provided electronically through BlackBoard and SamMail.

Course Description: This course provides an introductory overview of marketing theory and practice. The course is built around the concepts of exchange and the building of relationships between marketers and their constituents through the management of the elements of the marketing program. Elements of consumer behavior, marketing intelligence and environmental analysis will also be covered. Awareness of the global nature of marketing activities and ethical considerations in marketing decision-making will be promoted.

Course Objectives: The major objectives of this course are:
1. To gain an understanding of the fundamental principles and concepts of marketing.
2. To examine the marketing environment.
3. To learn the tasks of the marketing manager.
4. To develop a basic understanding of consumer behavior.
5. To study the elements of the marketing mix.

Course Topics: Topics covered during the semester will include:
- the marketing environment - global perspectives
- consumer behavior - industrial marketing
- market segmentation - target marketing
- market research - decision support
- product development - branding
- channels/distribution - advertising
- marketing communications - public relations
- sales promotion - personal selling
Course Topics (continued)
- pricing
- social responsibility
- non-profit marketing
- marketing ethics
- global marketing
- strategic planning

Grading/Evaluation:
- Exams: There will be three exams, each worth 100 points. Exams will
cover designated chapters, class lectures and activities, and material
handed out in class or provided electronically. All exams will consist of
multiple choice and true/false questions. The grade on the optional
comprehensive final may be used to replace the lowest grade out of the
three exams.
- Attendance/Participation, 50 points.
  o You can earn a maximum of 30 points for your attendance, subject to
the number of absences, and avoidance of disruptive behavior as
described below.
  o You are considered absent if you have not arrived by the end of the
roll call, which will usually be at the beginning of class.
    ▪ If you have 2 or fewer absences, you can receive all 30 points
    ▪ For each absence after that, there will be a 10 point deduction.
    ▪ More than five total absences will lead to an automatic
      grade of F in the course.
    ▪ You are allowed one tardy during the course. Subsequent
      incidences of tardiness will be counted as absences.
    ▪ Leaving the class before it is dismissed without the Professor’s
      permission will lead to loss of attendance for that period.
  o You are expected:
    ▪ To be in class on time, and not disrupt the class by going in and
      out of class or in other ways.
    ▪ Not to receive or make mobile phone calls or do text
      messaging, nor conduct private conversations while the class is
      in progress. Engaging in these or any other disruptive
      activities will reduce your class attendance grade.
  o The remainder of the class participation grade (20 points) will be
    based on your active contribution to class discussions. Your
    participation must be regular, articulate, professional, and contribute to
    the class understanding of the material being discussed. Class
    participation will be judged on regularity, quantity and quality of
    input. Irrelevant and disruptive participation will not receive any
    credit, and may lower your class participation score. You have to
    actively participate in order to get the class participation points –
    just being there will not be enough.
A total of 350 points is possible in the course. The following criteria will be used to determine your course grade:

- 315 – 350: A
- 280 – 314: B
- 245 – 279: C
- 210 – 244: D
- Below 210: F

Opportunities for extra credit, if any, will be announced in class and will be available to all students. No special opportunities for extra credit will be offered to individual students.

**Religious Holy Days Policy:**

Students who are absent from class for observance of a religious holy day will be allowed to take an examination or complete an assignment scheduled for that day within one week of returning to class. The student must notify the instructor, not later than the 2nd class day, of each scheduled class day that he/she will be absent for a religious holiday.

**Disabled Student Policy:**

As per University policy, students requiring accommodations due to disabilities may request accommodations through the Counseling Center in the Lee Drain Building.

**Class and General Conduct:**

Consumption of food, drinks and tobacco products during class is prohibited. The use of mobile phones, other communication devices, and laptop or other portable computers during class is prohibited, unless permission has been given in advance. Civility and respect for others is expected. Students are expected to abide by all applicable University regulations.

**One Week Review Window:**

Students will have one week from the date of release of any course component grade and attendance record to review their grade/attendance. Grades or attendance records will not be available for review after this period ends.

**Academic Misconduct:**

All students who enroll at Sam Houston State University agree to assume the responsibilities of citizenship in the campus community. Academic dishonesty will not be tolerated.
# Tentative Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topics</th>
<th>Reading</th>
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<tbody>
<tr>
<td>1</td>
<td>May 30</td>
<td>Introduction</td>
<td>Chapter 1</td>
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<td>May 31</td>
<td>Overview of Marketing</td>
<td>Chapter 2</td>
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<td>June 1</td>
<td>Strategic Planning</td>
<td>Chapter 3</td>
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<td>The Marketing Environment, Social Responsibility and Ethics</td>
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<td>June 4</td>
<td>Global Vision in Marketing</td>
<td>Chapter 4</td>
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<td>June 5</td>
<td>Consumer Decision Making</td>
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<td>June 6</td>
<td>Business Marketing</td>
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<td>June 7</td>
<td>Segmenting and Targeting Markets</td>
<td>Chapter 7</td>
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<td>June 8</td>
<td><strong>Exam 1 (Chapters 1, 2, 3, 4, 5, &amp; 6)</strong></td>
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<td>June 11</td>
<td>Decision Support Systems and Marketing Research</td>
<td>Chapter 8</td>
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<td>June 12</td>
<td>Product Concepts</td>
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<td>June 13</td>
<td>Developing and Managing Products</td>
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<td>June 14</td>
<td>Marketing Channels and SCM</td>
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<td>June 15</td>
<td>Retailing</td>
<td>Chapter 13</td>
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<td>June 16</td>
<td>Integrated Marketing Communications</td>
<td>Chapter 14</td>
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<td>June 17</td>
<td>Advertising, and Public Relations</td>
<td>Chapter 15</td>
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<td><strong>June 18</strong></td>
<td><strong>Exam 2 (Chapters 7, 8, 9, 10, and 12)</strong></td>
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<td>June 19</td>
<td>Sales Promotion and Personal Selling</td>
<td>Chapter 16</td>
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<td>June 20</td>
<td>Pricing Concepts</td>
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<td>June 21</td>
<td>Customer Relationship Management</td>
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<td><strong>June 28</strong></td>
<td><strong>Exam 3 (Chapters 13, 14, 15, 16, 17 and 19)</strong></td>
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<td>June 29</td>
<td><strong>Optional Comprehensive Final</strong></td>
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Note: The coverage of topics is tentative and may be changed if necessary. The schedule of exams is firm.
MKT 371
PERSONAL INFORMATION SHEET

The purpose of this information sheet is to provide a brief background about you, so that your Professor may get to know you a little better. This form will also be used for contact information about you. All information will be held in confidence and not used for any other purpose. This form will be shredded after the end of the semester.

Name: ___________________________________ ID# __________________
        (Last),                         (First)

Phone(s): ________________  E-mail: ____________________

Major: ___________________  Classification:____________________

Professional:
Presently work as: ___________________ with _________________

Have worked as: ___________________ with _________________ for ___ years

____________________ with _________________ for ___ years

Your career goals in brief:
________________________________________________________

Personal:
You are from ______________________

and have lived in __________________, ____________________,

____________________

Your hobbies/interests are: ___________________________________________

____________________________________________________

Your favorite leisure activities:
                              music: ____________________________
                              reading: ____________________________
                              TV show ____________________________
                              web-site ____________________________

Anything else about yourself that you would like to share with the Instructor: