

KENT STATE UNIVERSITY
College of Business Administration
MKTG 25010 – **Principles of Marketing**
Section 001 in-class (CRN 15703) & Section 002 web-based (CRN 15704)
Preliminary Syllabus – 2016 Spring

Dr. Lawrence J. Marks

Office--516 BSA

Office Hours: 5:15 to 6:00 p.m. MW
and by appointment.

lmarks@kent.edu

Office Phone: 330-672-1266

<http://www.personal.kent.edu/~lmarks>

Class meets 3:45 - 5 p.m. MW in 133 BOW

Required Text: The required text for the class is *Marketing*, 12th edition, Roger A. Kerin, Steven W. Hartley, and William Rudelius, McGraw-Hill 2014. It is available packaged with *ConnectPlus* access at no additional charge in a special Kent State loose leaf edition (ISBN: 9781259332456). The “standard” edition’s ISBN is 9780077635787.

McGraw-Hill *ConnectPlus* is a web-based assignment and assessment site that we will use for Enhanced Learning Extra Credit Assignments. It is **INCLUDED** with the KSU edition of the textbook.

If you purchase a version of the textbook that does not come packaged with ConnectPlus, you can choose to purchase access to that site at a later date (this was a \$90 fee last semester). It is usually a better value to purchase the textbook WITH access to Connect.

This text is available (a) from the KSU bookstore in the student center and (b) from Campus Book and Supply (112 S. Lincoln next to Starbucks). The package includes Connect Plus.

The “standard” version of the 12th edition is available online as well. **I cannot comment on whether you will do well using an earlier edition of the textbook. Please note that weekly mini-tests and the final exam are based specifically on the 12th edition (and the week's lectures).**

STRONGLY Recommended: Printed Lecture Notes are available as a free download from the class website (<http://learn.kent.edu>). The lecture notes (Part 1 and Part 2) are also available for purchase from the KSU bookstore and at from Campus Book and Supply.

CATALOG DESCRIPTION

Functions, institutions and basic problems in marketing goods and services from the viewpoint of the manager of a business firm operating within social, economic, and legal environment. **Prerequisite: ECON 22060, Microeconomics.**

COURSE OVERVIEW

This is a survey course designed to give business students a sense of what “Marketing” is all about. It examines how managers use the marketing concept to design exchanges that provide business customers and final consumers with desired utilities while meeting the firm’s goals (e.g., profit, service, growth). You will learn both the theoretical concepts of marketing and their application to marketing strategy and decision making. At the end of the course you will have:

- A working knowledge of marketing terminology, concepts, activities, and strategies;
- An understanding of marketing functions within the organization and in the context of external environments;
- Knowledge of the ways in which marketing contributes to attainment of the organization’s objectives and goals;
- Developed quantitative and qualitative analytical skills to apply marketing concepts, theories, and tools to solve marketing problems;
- An appreciation for the global and ethical aspects of marketing.

The Following Policies Apply to All Students in this Course:

A. Students attending the course who do not have the proper prerequisite risk being deregistered from the class.

B. Students have the responsibility to ensure they are properly enrolled in classes. You are advised to review your official class schedule (using Student Tools on FlashLine) during the first week of the semester to ensure you are properly enrolled in this class and section. Should you find an error in your class schedule, you have **until the end of the first week of the semester Sunday, January 24 , 2016 to correct the error.** If registration errors are not corrected by this date and you continue to attend and participate in classes for which you are not officially enrolled, you are advised now that you **will not** receive a grade at the conclusion of the semester for any class in which you are not properly registered.

C. Academic Honesty: Cheating means to misrepresent the source, nature, or other conditions of your academic work (e.g., tests, papers, projects, assignments) so as to get undeserved credit. The use of the intellectual property of others without giving them appropriate credit is a serious academic offense. It is the University's policy that cheating or plagiarism result in receiving a failing grade (0 points) for the work or course. Repeat offenses may result in dismissal from the University.

For an excellent review of the topic, browse <http://ec.hku.hk/plagiarism/introduction.htm>. For a PowerPoint presentation that reviews the topic of cheating and plagiarism (and which reflects my views), browse <http://www.personal.kent.edu/~lmarks/ethics/Plagiarism.ppt>. NOTE: The questions for the mini tests are copyrighted and unauthorized reproduction is prohibited.

D. Course Withdrawal Deadline: For Spring 2016, the course withdrawal deadline is Sunday, April 3, 2016. If you need advising assistance, you will need to contact an advisor before Friday, March 20, as our advising offices are not open on the weekend.

E. Students with disabilities: University policy [3-01.3](#) requires that students with disabilities be provided reasonable accommodations to ensure their equal access to course content. If you have a documented disability and require accommodations, please contact the instructor at the beginning of the semester to make arrangements for necessary classroom adjustments. Please note, you must first verify your eligibility for these through Student Accessibility Services (contact 330-672-3391 or visit <http://www.kent.edu/sas> for more information on registration procedures).

INTERNATIONAL Students for whom English is a second language, send me an email to request Extended Time. Once I verify your status, I will give you access to the *Extended Time* mini-tests, midterm and final.

F. Application for Graduation

It is your responsibility to apply for graduation before the set deadline. If you apply after the deadline you will be assessed a \$200 late fee. Please see your academic advisor as soon as possible if you are uncertain as to your progress toward graduation. The graduation application deadlines are follows:

Graduation Application Deadlines:

May Graduation: Apply before September 15th

August Graduation: Apply before December 15th

December Graduation: Apply before March 15th

To apply for graduation complete the following steps:

1. Log onto your Flashline account
2. Click on the Student Tools tab
3. Look in the Graduation Planning Tool Box
4. Click on Application for Graduation

If an error message appears, you must contact your advisor.

CLASS CONTENT DELIVERY

This is NOT an “independent learning” class. However, class content is delivered both in person and over the internet. This allows students to either take the class in a traditional classroom setting or as an online, web-based course. During the semester, most testing during is done online allowing students to take tests at their convenience. In-class students must take the midterm and the final examination in the College’s computer labs (second floor Business Administration Building) or at another pre-approved (by me) testing center. Web-based students must test using Proctor U. Contact the instructor well in advance if you will be testing somewhere else.

Lectures are given live in Bowman 133 every Monday and Wednesday from 3:45 to 5:00 p.m. These lectures are then made available online in video and in audio only

formats. Videos are available in a “platform free” version (created using Camtasia software). Audio is available from the course web site in a .wma Windows Media audio version. Students who prefer .mp3 audio and/or .mp4 video can access those at <https://video.kent.edu/> . These online versions will be posted on the class website (usually on the same day as the lecture, but virtually always within 24 hours). They are available for the balance of the semester.

CLASS WEBSITE

The Marketing 25010 class website is available at <http://learn.kent.edu>. You are automatically enrolled in that site shortly after you register for the class. You can access the site with your Flashline name and password. The website is organized by topic as follows:

Home Page This is where you will find Folder which are key to the class including the “START HERE” folder, the “Learning Materials” Folder, and the “What ‘Type’ of Student Am I?” Folder.

START HERE Folder

This folder contains the basic information you need to know about the class including the Course Objectives, a copy of the syllabus, how to work with Blackboard, Information on taking the Midterm and the Final Exams, Instructions on getting set up with Proctor U (mostly for web-based students), and FAQ’s about the class.

- The syllabus is always available online. If it is revised, the revision will be available in this Folder.

Learning Materials Folder

This is where you can find your course learning materials including links to the Lecture Outline (when updated) links to the Housekeeping Slides and the Online Lectures (after they are given), and links to the Mini-tests, Midterm and Final Exam, and optional Extra Credit assignments.

- The **Lecture Outlines** cover the lectures and are designed to help you take notes while viewing the lectures. The Lecture Outlines are available for free download or for purchase.
- The **Online Lectures** provides links to the lectures in both video and audio only formats. These are videos of the live lectures created after the class. They will be posted, usually on the same day as the class, but virtually always within 24 hours of the live lecture.
- **Housekeeping Slides**- I do not provide PowerPoint slides of the lectures, but I do provide the Housekeeping slides from each day’s lecture. These include the Marketing in the News slides, which have testable information in them. These are covered at the beginning of each day’s class.

Testing Folders

- Mini-test Folder. This is where you will find the 13 weekly mini tests. Mini tests are available for a limited time (usually for an 8 day period) listed on

the schedule in this syllabus. You must take each weekly mini-test before the deadline; DON'T FORGET ABOUT IT!

- Review Tests. These are available as soon as the mini-test closes and they remain available until the midterm or the final exam ends. You may use these review tests to continue working with the test bank after each weekly mini test closes. You can use the review tests anytime to assess your overall preparedness for the midterm and the final.
- Extra Credit – Instructions on how to register for the McGraw-Hill CONNECT assignments and other Research Extra Credit assignments are in this Folder.
- **MKTG 25010 Discussion Board.** This provides an opportunity for you to share your experience in the class with other students. There are several topics that might be of interest. When you post an issue to this discussion board, be sure to read the other postings first to see if other students have had similar issues. It helps if you use an informative heading for your contribution so that other students can determine the subject without reading the full posting.
 - *Textbook Issues:* students might "negotiate" with other students to find a way to share textbooks (in MKTG 25010 not having a textbook is a significant problem).
 - *Marketing 20510 Technical Issues:* You might want to discuss technical problems you are having with the class (e.g., browser issues, problems finding information, connection questions, etc). Other students may be having the same issues, or they may be able to solve the problem you are having. ALSO, you can consider calling the KSU HELP DESK (330-672-4357)
 - *Mini-test Issues* -- With thousands of questions in the mini-test question pool, there are occasional issues or problems. This is one place that you can bring up any problems you encounter or questions you have (or email the instructor with issues).
 - *Extra Credit Issues* – This is a place to discuss issues related to the Research Extra Credit opportunities and the Enhanced Learning Extra Credit Connect exercises.
 - *Marketing In Action:* You might want to talk with each other about topics related to the course. Much of what we discuss in class has applications in the real world and it can be fun to make the connection between the class and commercials, products, and company news you may see or hear about.
- Please do not use the discussion board to ask the instructor for help with a specific individual grading problem, as all students will see your issue and response (use e-mail to the instructor for such problems).
- The discussion board is not a place for commercial announcements or other spam. Abusive or inappropriate comments will not be tolerated.

Students who abuse the discussion board may be dropped from the discussion lists or subject to other disciplinary action if necessary.

GRADING

Grades are based on 13 “mini” exams (50% of the final grade) and a midterm examination (20% of the final grade) and a final examination (30% of the final grade). These are timed exams. Extra credit points are added to the final course grade. This class uses the plus/minus grading system.

Letter grades are assigned follows:

Course Avg.	Course Grade	Univ. GPA	Course Avg.	Course Grade	Univ. GPA
92.6+%	A	4.0	76.6-79.5%	C+	2.3
89.6-92.5%	A-	3.7	72.6-76.5%	C	2.0
86.6-89.5%	B+	3.3	69.6-72.5%	C-	1.7
82.6-86.5%	B	3.0	66.6-69.5%	D+	1.3
79.6-82.5%	B-	2.7	59.6-66.5%	D	1.0
			59.5 and below	F	0.0

NOTE: Students who want to become Marketing Majors must earn a “C” (2.0) or better in this course. A “C-” (1.7) does not meet this College of Business requirement. Once the final is taken and your Final Course Grade is calculated **THERE ARE NO CHANGES** made (except for corrections to errors). Students get the grade which they earn. If you “need” a high grade, then do well on the course assignments.

G. Calculating your final grade:

The correct calculation for your final course grade is:

$[(\text{Total of all Mini test scores}/13) \times .5] + (\text{Midterm score} \times .2) + (\text{Final exam score} \times .3) + \text{Extra Credit} = \text{Final Course Grade}$

Notes: (1.) A missed mini-test counts as a 0. (2.) Adding your total points up and dividing by 15 is NOT the correct calculation. (3) Review Tests DO NOT COUNT in the course grade.

For example, suppose you have an average of 85% on the 13 mini-tests, a 70% on the midterm, a 78% on the final exam, and you earned 2.5% in extra credit work.

The grade calculation is: $(.85 \times .5) + (.70 \times .2) + (.78 \times .3) + 2.5 = .425 + .14 + .234 + .025 = .824$ or 82.4% which would be a “B-” for the course. Needless to say, had you done more extra credit your final course grade would have been higher (for example, adding .5 in extra credit would have earned you an 82.9% or a “B” for the course).

You can download a Grade Calculator Blackboard Learn as a click in the Testing Folder. This is an Excel spreadsheet that will help you calculate how you are doing.

IMPORTANT NOTES about course grades.

1. **YOU** need to watch for deadlines for mini-tests and extra credit assignments. Once an assignment closes, it is very rare for it to be re-opened. If you have a question about an assignment or a mini-test ask about it BEFORE the deadline. Once an assignment CLOSES it is rarely re-opened. This means YOU need to check on your grades and be aware of the deadlines. When we get to finals week, all mini-tests and extra credit opportunities will have been closed on their deadline dates. Do them before their weekly deadlines. Do not forget them. You cannot decide to go back and do closed assignments at the end of the course!

2. Once the final is taken, your Final Course Grade is calculated using the above formula.

3. **THERE ARE NO CHANGES to final course grades** made for “being close” to the next higher grade, nor for “only being .1 away” from the next higher grade, nor for “really, really needing” the next higher grade. Students receive the grade that they have earned.

The only possible adjustment to a final course grade occurs when a curve is needed (or if a posting error is made). IF, at the end of finals, there are not a reasonable number of A's (or, if too many students are failing), it is possible that a curve will be created. In this case, a set number of points will be added to everyone's final course grade. Should this occur, students will be informed via e-mail.

About the Mini Tests. These are 10-question, timed, multiple choice exams (the standard time is 15 minutes, the Extended Time for is 30 minutes for SAS registered students, and for International students for whom English is a second language). For each attempt (you have up to 5 attempts), the questions are randomly drawn from a pool of questions covering the previous week's content. The questions are drawn from the material covered in the class lecture and in the textbook. Some questions can only be answered if you have read and understood the concepts in the text book while others will depend on your listening to and understanding the lecture material.

Over the course of the semester, there are 13 “Mini Tests”. Each mini test covers the material presented in class for a given week. Generally, the min-tests are available for at 8 days after the material has been presented. In order to take one of these tests, you must log into the class website on Blackboard. Clicking on the appropriate mini-test will call up a 10-question quiz randomly drawn from a pool of questions covering that topic area. You have 15 (or 30) minutes to complete the exam. When the time expires, your answers are automatically submitted.

You may take each mini-test **up to 5 times** during the week it is available. Each time you take the exam, you will see a different set of questions randomly drawn from the question pool. The **HIGHEST** score is the one that counts for your grade. So if you have an 80% on a test, re-take it and get a 70%, your test score will be an 80%, unless you take the test again and do better.

The mini-tests are an INDIVIDUAL evaluation. Working in groups or seeking help from others online is **cheating**. Do the mini-tests on your own as I impose strong penalties for cheating.

The first mini tests will be available until after the 2nd week drop-add in order to accommodate students who add the class after the semester starts.

There are **NO make ups for the mini exams** (except in extraordinary and verifiable situations). If you are unable to find a time to take a mini test at least once during time it is open, you will receive zero points for the exam. **WRITE THE DEADLINES IN YOUR PLANNER**, so that you do not forget about them!

DO NOT FORGET TO TAKE EACH WEEK'S MINI-QUIZ. Please allow yourself some extra time in case you are taking an exam and there are problems with your internet connection. If you wait until the last few hours to attempt an exam, you do so **at your own risk**. Technical problems can happen at the last minute, sometimes because of the heavy traffic on the servers.

DO NOT WAIT UNTIL THE LAST HOUR ON THE LAST DAY TO ATTEMPT TO TAKE THE MINI-QUIZZES. Things often come up at the last minute and if you miss the mini-test (you forgot about it; you were late getting back from an out of town visit) it is unlikely that you will be allowed a make-up (after all, each one is open for 8 days!).

When you have successfully completed a mini test, you can check your grades in Blackboard Learn to make sure your score is recorded properly. This shows you how the test is scored in the instructor's grade book. Ask questions before the next mini-test closes.

Cautions and Warnings

In general, if you cannot do well on these mini-tests on these min-tests (open book, open notes, 5 attempts, 8 days; 50% of your grade), you may want to seriously consider withdrawing from the class before the drop/add deadline. The midterm and final questions are drawn from the same question pool as the mini-tests, and you only get one attempt at those.

Because this class is very convenient, there is a temptation to take shortcuts. The rule of thumb for college-level work is you need to spend 2-3 hours outside of class preparing for every hour in class. This means you should be spending 6-9 hours each week preparing for Marketing 25010 in addition to attending or viewing the lectures.

If you do not do well on your mini tests, it is either because the material is too difficult for you or because you have not been able to devote the time to the class that you had intended. Whatever the reason, it is a signal that you might not do very well in the class. If you drop the class before the second week add/drop deadline, the class will not show up on your transcript. If you choose to remain in the class after the second week drop/add deadline, you can choose to withdraw from the class up until the 10th week (a "W" for "withdrawal" will show on your transcript for the class).

Midterm and Final Exams: For in-class students, the midterm and final exams are available in the College of Business computer labs located on the second floor of the Business Administration Building and can be taken from any approved testing center. Web-based students must take the midterm and the final exams using Proctor U. You will be **REQUIRED** to show a picture ID in order to take the exams (international students using Proctor U may need **TWO** picture IDs, e.g., passport and student ID).

The midterm and final exams are **OPEN BOOK** and **OPEN NOTES** and you can use a calculator for the final exam. International students can use a standard, hard copy translation dictionary for both exams. You cannot use **ANY** other electronic devices (no cell phones, no other computers, no electronic translators).

- This means you **cannot** make use of an “e-book” for the final, you need a hard copy.
- If you have taken notes on your computer during the semester, you will need to print those out for the final (you **cannot** access your computer during the final).
- You cannot have mini-test questions and answers in your possession for the final (and possession of these is prohibited anyway).

There will be ***no make-ups of these exams***. **DO NOT WAIT UNTIL THE LAST HOUR ON THE LAST DAY TO ATTEMPT TO TAKE THE EXAM.**

Midterm Examination: The midterm examination is worth 20% of the course grade and it includes all material through Lecture 13 (mini-test 6). The midterm exam is 50 questions and is timed to last 80 minutes. The questions are *randomly drawn from the same pool of questions used for the mini-tests*.

The midterm exam is **OPEN BOOK** and **OPEN NOTES** international students can use a standard, hard copy translation dictionary. You cannot use other electronic devices (no cell phones, no other computers, no electronic translators).

In-class students will take the midterm in the College of Business computer labs (2nd floor of the College of Business) during the open proctor hours. Web-based students will take the midterm using Proctor U, the online proctoring service.

Final Examination: The final examination for the class covers all material from Lecture 14 until the end of the semester ending with Chapter 20 of the textbook.

The final is 50 questions and is timed to last 80 minutes. The final examination will consist of 50 questions *randomly drawn from the same pool of questions used for the mini-tests*.

For **BOTH** the midterm and the final exam:

- You **cannot make use of an “e-book.”**
- If you have taken notes on your computer during the semester, you will need to print those out for the final (you cannot access your computer during the tests).
- You cannot have mini-test questions and answers in your possession (which is prohibited anyway).

- For the final, you can use a standard calculator.

ABOUT PROCTORED EXAMS IN THE COLLEGE OF BUSINESS COMPUTER LABS for in-class students:

The computer lab makes every possible effort to manage the proctoring testing in an efficient and effective manner, and to provide excellent service to all students. You are advised, however, that the College of Business computer labs are not responsible for 'acts of nature' or other external situations that may cause delays in test taking (*power outages, traffic jams, snow days, network problems, etc...*). Also, you are advised that there can be a line of students waiting to take proctored exams in the computer lab during peak hours. In these situations, students arriving for their exam will be required to wait for a seat. **The computer lab will maintain posted hours, and will not extend their hours to accommodate students in lengthy lines.**

Students who are making commitments or purchases (such as non-refundable plane tickets) are responsible to decide when to take their proctored exam (within the allowed time frame), and they should exercise good judgment by allowing an appropriate amount of time to complete their exam. Conflicts and delays can and do occur. If unanticipated delays in completing a proctored exam occur in the computer lab that results in a conflict with another commitment the student made, the student is solely responsible for the consequences of their decision to take the exam at the time they chose.

The following list of College of Business computer lab rules are strictly enforced for every proctored exam in the College of Business Administration computer labs:

- A current KSU ID is required for identification before an exam can be administered.
- Students taking proctored exams may NOT leave the room until their exam is finished; there are no bathroom breaks.
- No cell phones shall be visible or checked during a proctored exam.
- No headsets of any kind may be worn during a proctored exam.
- No electronic translators will be allowed during a proctored exam. A paperback dictionary may be used for international students only.
- No proctored test can begin when there is one hour or less remaining in the lab hours for the day.
- No outside calculators or other electronic devices may be used when taking a proctored exam in the College of Business computer labs.
- No outside websites can be accessed during a proctored exam. Students taking exams that are 'open book, open note' must have printed any reference materials PRIOR to starting their exam – online reference is NOT permitted during a proctored exam.
- Students arriving for a proctored exam must **WAIT TO BE SEATED** for the exam by the proctor. Students are not permitted to choose their own seat for a proctored exam. The lab proctor will assign seats for exams to ensure the best use of the lab resources while maintaining a secure testing environment.
- Security cameras are installed in the College of Business computer labs. All students taking proctored exams will be recorded on video. Any issues regarding student compliance with the computer lab rules during a proctored exam will be verified against the video that is captured.

For students in online courses with proctored exams:

Students registered for the web-based section of the class **MUST** take the midterm and the final exam using Proctor U (an online proctoring service). There is **NO FEE** for this service (if you register for the exam **AT LEAST 72 hours** before you want to take it).

NOTE: Proctor U requires a computer with high-speed internet and a web cam. Go to <http://proctoru.com/tech.php> and click on the equipment test to see if your computer meets the requirements. If your computer does not meet the requirements of Proctor U, then this section is not a good choice for you. Students should schedule their exam with ProctorU at: www.proctoru.com/kent.

Students who are uncomfortable with ProctorU can opt NOT to enroll in a web-based course. Students who have concern that their technology will fail or be unreliable should schedule their ProctorU test early in the testing window, so they have time to recover and / or reschedule the test if the technology fails.

About your identification at the exams – **BRING A PICTURE ID** (international students should bring two picture ID's, for example, a passport and a KSU ID).

CLASSROOM POLICIES

Attendance. Students are expected to stay current with the course. At a minimum, students are required to attend class or to check the class website in order to view the video lectures, check for emails, take the mini tests, take the midterm and the final, and to verify their grades during the semester.

Attendance in person at the live lectures is optional. If you choose to take the class using the online, web-based options, it is important to stay current with the lectures. The test questions come both from material presented in the lectures and those in the textbook.

If you prefer to learn and interact with the instructor in a traditional classroom setting, you are encouraged to attend the lectures in person. Web-based students are welcome to come to the live lectures. In-class students are welcome to make use of the lecture archives.

Classroom Policies. Everyone has the potential to make a positive contribution to the classroom experience. The free exchange of ideas expected in a college-level course requires an atmosphere of mutual respect free from harassment and intimidation. In order to achieve this, the class will abide by the following principles:

- **Participation is a good thing.** If you have a question, ask it. If someone else is asking a question, or responding to a question, please listen courteously. If there is a point you don't understand, ask for clarification. If you have something to contribute, but are uncomfortable bringing it up during class, talk with the instructor outside of class to find a way to share your contribution. Students are encouraged to ask questions in class, or by using the Blackboard Learn discussion boards, or by e-mail (lmarks@kent.edu or via Blackboard Learn mail) or by contacting the professor during posted office hours (office 516BSA; Office phone 330-672-1266)
- **Distractions are a bad thing.**
 - Do not use in-class lecture time to chat (in person or on your cell phone) or to text with others. It distracts me and others. If I am distracted by you, I WILL speak with you about it at the time of the distraction.
 - Please turn off cell phones and other electronic devices; if you need to take a call move outside of the classroom to do so.
 - Be on time to class. If you must arrive late or leave early, do so with as little commotion as possible.
 - If you re-enter the classroom please do so courteously.
- **Harassment will not be tolerated.** Consistent with University policy and common courtesy, physical, verbal or other threatening or intimidating behavior of any kind, and for any reason, will not be tolerated in the classroom or in any class-related medium.
- **International Students.** KSU, the College Of Business, and the Department Of Marketing welcome international students.

- If English is not your first language, you may want to **register** with me to request extra time on the mini-tests. To request extra time, **you must send me an email** from your KSU email. I will verify your status and then give you access to mini-tests with an extended time limit.
- **University Closings.** On some occasions, the University may cancel classes due to severe weather (or other situations). Please note that, if possible, I may still give a lecture and post it as a video archive. In that case, I will let students know (on the Blackboard Learn website) and expect that they will view the lecture and be responsible for the material covered.

Communication Policy: Please use e-mail for all “official” communication with the instructor. My e-mail address is lmarks@kent.edu and I am accessible from the Blackboard Learn mail as well.

Because I teach more than one class, you **MUST** start the subject line with the phrase **“MKTG 25010”** AND THEN include the **actual subject** of your message after that phrase.

An example subject line is: **MKTG 25010 – Question about Quiz 2.** Allow one business day (that is, 24 hours Monday through Friday) for a response. If you are asking for personal information (for example, about a grade) you **MUST** use your KSU email address (not beerdrinker@gwis.net). Telephone messages and postings to the Blackboard Learn discussion forums do not count as “official” communications when it comes to your grades (I cannot verify that the message is actually from you)!

My announcements will be sent to your KSU e-mail account (e.g., changes to the schedule, extra credit opportunities or clarifications of class-related issues). ***It is YOUR responsibility to check your email, your grades, and the discussion board multiple times a week to stay current with the class.***

ENHANCED LEARNING EXTRA CREDIT

Since this is a large lecture class I cannot offer projects or other hands on experiences to interested students. Also, since it is required of many majors, I realize that not everyone will have the same level of interest in the class or motivation to do extra work. For students who ARE interested in “enhanced learning” (or for those who simply want to improve their grade), I will be offering “Enhanced Learning Extra Credit” opportunities during the semester (ELEC’s). These will be based on the McGraw-Hill CONNECT+ material available at the publisher’s website for this class. See detailed information in the Extra Credit Folder on the class website on Blackboard Learn.

I will offer the first of 10 ELEC’s beginning Week 4 of class.

- For the ELEC’s, you can have up to three attempts. Each ELEC can add up to .3% to your final course grade.
- For the ELEC’s I will record your **BEST** grade (the same as for the mini-tests).
- On the ELEC’s, you can earn partial credit for less than 100% on the assignment.

- So, for example, if you earn an 80% on your best attempt, you get $.8 \times .3$ or .24% added to your Final Course Grade
- Earning a 100% on an ELEC will add .3% TO YOUR FINAL GRADE.
 - That may not sound like much, but across 10 assignments you can earn up to a total of a 3% INCREASE in your course grade (less, of course, for lower scores on the ELEC's, but still...)!)

RESEARCH EXTRA CREDIT

Because one of the functions of a university is to create knowledge, students may be invited to participate in one or more research projects related to marketing. If such an opportunity becomes available, there will be an announcement made to the class. Participants typically will receive a one-half percentage point (.5%) increase in their final grade for each project in which they participate. In order to ensure *participation is voluntary*, a student may choose not to participate in a research project and complete an alternative assignment (such as a book report) for the extra credit. Arrangements for the alternative assignment must be made at the time the extra credit opportunity is available.

CLASS SCHEDULE – SPRING 2016
MKTG 25010

Section 001 in-class (CRN 15703) & Section 002 web-based (CRN 15704)
Meeting 3:45 to 5:00 p.m. Monday and Wednesday in 133 Bowman Hall

Week	Date	Topic	Readings NOTE: This schedule is <i>tentative</i> and will need to <i>adjust</i> to what we actually cover in class each week.
Week 1	Wednesday 1/20	Lecture 1 – Introduction and Customer Value & Marketing	Chapter 1 <i>Add/drop ends January 24</i>
Week 2	Monday 1/25	Lecture 2	
	Wednesday 1/27	Lecture 3 – Marketing/Organizational Strategies	Chapter 2
Week 3	Monday 2/1	Lecture 4 – The Marketing Environment	Chapter 3
	Wednesday 2/3	Lecture 5 – Ethical and Social Responsibility	Chapter 4
Week 4	Monday 2/8	Lecture 6 – Consumer Behavior 1	Chapter 5
	Wednesday 2/10	Lecture 7 – Consumer Behavior 2	Chapter 5
Week 5	Monday 2/15	Lecture 8 – Organizational Buying	Chapter 6
	Wednesday 2/17	Lecture 9 – Global Consumers & Markets	Chapter 7
Week 6	Monday 2/22	Lecture 10 – Global Consumers & Markets (continued)	Chapter 7
	Wednesday 2/24	Lecture 11 – Marketing Research for Action	Chapter 8
Week 7	Monday 2/29	Lecture 12 – Segmenting, Positioning, and Forecasting	Chapter 9
	Wednesday 3/2	Lecture 13 – Segmenting, Positioning, and Forecasting (continued) [END OF MATERIAL FOR MIDTERM]	Chapter 9
Midterm (In-class)	3/7 to 3/11 In College computer labs	Opens Monday 3/7 In College computer labs; Closes Friday 3/11 , end midterm by 5 pm in College computer labs	Lectures 1-13 & associated text material
Midterm (Web-based)	3/6 to 3/12 via Proctor U	Opens Sunday 3/6 8 a.m. via Proctor U; Closes Saturday 3/12 , last Proctor U time is 11 p.m.	Lectures 1-13 & associated text material
Week 8	Monday 3/7	Lecture 14 – Developing New Products and Services	Chapter 10
	Wednesday 3/9	Lecture 15 – Managing Products and Brands	Chapter 11
Week 9	Monday 3/14	Lecture 16 – Managing Products and Brands	Chapter 11
	Wednesday 3/16	Lecture 17 – Managing Services	Chapter 12
	3/21 to 3/27	Happy Spring Recess March 21 – March 27	NO CLASSES

Week 10	Monday 3/28	Lecture 18 – Setting the Price Foundation	Chapter 13
	Wednesday 3/30	Lecture 19 – Setting the Final Price	Chapter 14
Week 11	Monday 4/4	Lecture 20 – Managing Marketing Channels and Supply Chains	Chapter 15
	Wednesday 4/6	Lecture 21 – – Managing Marketing Channels and Supply Chains (Continued)	Chapter 15 <i>Course withdrawal deadline is April 3; a “W” grade is assigned</i>
Week 12	Monday 4/11	Lecture 22—Retailing & Wholesaling	Chapter 16
	Wednesday 4/13	Lecture 23 – Integrated Marketing Communications and Direct Marketing	Chapter 17
Week 13	Monday 4/18	Lecture 24 –	
	Wednesday 4/20	Lecture 25 – Advertising, Sales Promo, & PR	Chapter 18
Week 14	Monday 4/25	Lecture 26 –	
	Wednesday 4/27	Lecture 27- Using Social Media	Chapter 19
Week 15	Monday 5/2	Lecture 28 – Personal Selling & Sales Management	Chapter 20
	Wednesday 5/4	Lecture 29 -	
Finals Week	Sunday 5/8 to Friday 5/13 at 5 pm	Take the exam in the College computer labs or other approved testing center. Bring your KSU ID, text book, and lecture notes with you.	Final Exam Lecture 14 to the end and associated textbook material TO THE END OF CHAPTER 20. (except for Marketing in the News)
Final Exam (In-class students)		Sunday 5/8 at NOON to Friday 5/13 at 5 pm In College computer labs	
FINAL (Web-based)		Sunday 5/8 at 8 a.m. to Friday 5/13 at 5 pm via Proctor U	

For the midterm exam, you can use a hard copy of the textbook and a hard copy of the lecture notes. For the final, you can use a hard copy of the textbook, a hard copy of the lecture notes, and a calculator. International students can make use of a standard **hard copy** translation dictionary.

You **cannot** use any other electronic devices (not your computer, or your cell phone, or an electronic translation device) for either test.

You **cannot** have any windows open on your computer other than the exam window. You **cannot** have mini-test questions and/or answers at these tests. Mini-test questions/answers are PROHIBITED for these tests and having them represents cheating.

In-class students must take the midterm and the final exam in the College of Business computer labs (or with advance permission by me at another proctored testing site, or with advanced permission and for a fee they can use Proctor U).

Web-based students MUST take the midterm and the final exam using Proctor U.

Preliminary Mini test Schedule

Available from <http://learn.kent.edu>

Mini Test	Opens not later than 5 p.m.	CLOSES at 11 p.m.	¹ Covers Lectures:
1	Saturday 1/30	Sunday 2/7*	1, 2, 3,
2	Saturday 2/6	Sunday 2/14	4, 5
3	Saturday 2/13	Sunday 2/21	6, 7
4	Saturday 2/20	Sunday 2/28	8, 9
5	Saturday 2/27	Sunday 3/6	10 11
6	Saturday 3/5	Sunday 3/13	12, 13
Midterm (In-class)	Monday 3/7 In College computer labs	Friday 3/11 End by 5 pm in College computer labs	Lectures 1-13 & associated text material
Midterm (Web-based)	Sunday 3/6 Opens 8 a.m. via Proctor U	Sunday 3/13 Last Proctor U time is 11 p.m.	Lectures 1-13 & associated text material
7	Saturday 3/12	Sunday 3/20	14, 15
8	Saturday 3/19	**Monday 4/4	16,17
9	Saturday 4/2	Sunday 4/10	18,19
10	Saturday 4/9	Sunday 4/17	20, 21
11	Saturday 4/16	Sunday 4/24	22, 23
12	Saturday 4/23	Sunday 5/1	24, 25
13	Saturday 4/30	Sunday 5/8	26, 27
14 <i>Review only</i> (<i>not for a grade</i>)	Thursday 5/5	Sunday 5/8	28,29
Final Exam	Opens Sunday 5/8	Closes Friday 5/13 at 5 pm	Lectures 14 to the end and associated textbook material TO THE END OF CHAPTER 20.
<p>¹Please note that this refers to the LECTURES covered by the exams (Not the chapters). The Class Schedule shows the CHAPTERS which are targeted for each lecture (subject to modification as needed).</p> <p>Mini tests are normally available the Saturday after the material is covered in class (by 5 p.m.) for a minimum of eight days. The deadline is listed in the description for each mini-test. Should a change in this preliminary schedule be necessary there will be an announcement on the class website and the revised deadline will be included in the test description.</p> <p>*No mini tests will expire until after the 2nd week drop/add deadline listed above. This allows students who add the class "late" an opportunity to catch up (and gives students who are having problems accessing the tests time to work out the bugs).</p> <p>**These date accommodate Spring Break</p>			

ACKNOWLEDGEMENTS: The concept for the way in which this course is offered, the approach to testing, and portions of the syllabus are based on the Principles of Marketing class offered by Dr. Bruce Robertson, San Francisco State University (<http://online.sfsu.edu/~robertbc/>). Many thanks to Dr. Robertson for pioneering this method of delivery.

Preliminary Enhanced Learning Extra Credit (ELEC) Schedule

ELEC	Opens not later than 5 p.m.	CLOSES at 11 p.m.	Opens in:
1	Thursday 2/11	Wednesday 2/17	Week 4
2	Thursday 2/18	Wednesday 2/24	Week 5
3	Thursday 2/25	Wednesday 3/2	Week 6
4	Thursday 3/3	Wednesday 3/9	Week 7
5	Thursday 3/10	Wednesday 3/16	Week 8
6	Thursday 3/17	*Wednesday 3/30	Week 9
7	Thursday 3/31	Wednesday 4/6	Week 10
8	Thursday 4/7	Wednesday 4/13	Week 11
9	Thursday 4/14	Wednesday 4/20	Week 12
10	Thursday 4/21	Wednesday 4/27	Week 13
		*accommodates Spring Break	

- Three attempts for each ELEC. Each is worth up to .3% added to your final course grade.
- We will record your **best ELEC grade..**
- You can earn partial credit for less than 100% on the assignment.
 - If you earn an 80% on your best attempt, you get .8 x .3 or .24% added to your Final Course Grade
- Earning a 100% on one ELEC will add .3% TO YOUR FINAL GRADE.
- So, for the 10 assignments you can earn up to a total of a 3% INCREASE in your course grade!!

These are available from the class website Extra Credit Folder on Blackboard Learn (<http://learn.kent.edu>).