**MKT 3210: Introduction to Marketing**

*MKT3210 is a required course in COB. Students must earn a grade of C or better in required courses in order to graduate. Students with a C- or lower will need to re-take this class and earn at least a C.*

Spring 2018

**Professor**: Elizabeth Minton, Ph.D.

**Email**: eminton@uwyo.edu *(preferred over phone)*

**Office:** BU 345

**Office Hours:** Tuesday & Thursday 12:20-1:50pm

**Phone**: 307-766-3616

**Class Meetings**: Monday, Wednesday, & Friday 10:00am-10:50am; Auditorium

**Course Description:**

This course provides an analysis of policy-making and operating decisions of the marketing manager and the tools available to aid in solving marketing problems.

**Prerequisites:** sophomore standing and completion of COM1 class

**Learning Objectives (LO):**

LO1. Understand basic marketing concepts.

LO2. Develop analytical, decision making, and problem solving skills.

LO3. Practice written communication abilities.

LO4. Develop and present interesting and effective presentations.

**Text and Other Requirements:**

* *Marketing* by Pride & Ferrell (ISBN: 9781337537537, year: 2018, earlier editions may be acceptable if YOU ensure content and vocabulary is the same)

**Helpful Links:**

1. WyoWeb course site: https://wyoweb.uwyo.edu *(this is where most assignments will be submitted; assignment descriptions will also be posted here)*

**Course Format:**

This class will be a mixture lectures and class activities that will be assessed through small deliverable projects and exams. You are responsible for reading the required material before class.

**ETS Exam**: Material covered in this class will also be on the ETS exam; see end of syllabus for more details

**Grade Scale:**

A 94% and above B 83% to 86% C 73% to 76%

A – 90% to 93% B – 80% to 82% C- 70% to 72%

B + 87% to 89% C+ 77% to 79% D 69% and below

B 83% to 86% C - 70% to 72% F Below 60%

**Grade Breakdown:**

Test #1 20% Participation Activities 20%

Test #2 20% Marketing Plan Project 20%

Test #3 20%

*Total: 100%*

**Assignment Descriptions**

*Note: Assignment details will be announced in class and posted on WyoCourses.*

**Tests:**

Tests will be composed 60% multiple choice questions (20 questions, 3 pts each) with the remaining 40% being short answer, fill-in-the-blank, or acronym questions. Each test will cover material only during a section of the course (i.e., tests are not cumulative). Test questions can come from the assigned readings or in-class lectures. For all tests, you will need to bring a blue bubble sheet with you.

**Participation Activities:**

Your participation grade includes in-class exercises and occasional out of class follow-up activities. While you are not graded on attendance, if you are not in class when an in-class activity occurs, your participation grade will likely suffer. I do not allow in-class participation activities to be made up, except for one “freebie” day you can make-up for any reason as well as all university-excused absences. Participation activities are not planned in advance, so the days for activities will vary throughout the course of the semester. If you have concerns about this, please touch base with me the first week of class.

**Marketing Plan Project:**

Throughout the semester, you will turn in short write-ups for a new product. Each write-up will relate to the material covered in class. By the end of the semester, these write-ups will amount to a marketing plan for that new product. Additionally, there will be a presentation component of your final marketing plan ideas.

**Late Assignment & Missed Classes Policy:**

If you are going to miss class, please get an excused absence form to share with me if you wish to make up any in-class participation activities. Late work (that is NOT in-class participation activities) will be reduced by one letter grade each day late, inclusive of the day it is due and weekends. For example, if an assignment was going to receive a 95, here is how the grade would change based on when it was turned in:

* 95 if turned in on time
* 85 if turned in by midnight same day
* 75 if turned in by midnight the next day
* 65 if turned in by midnight three days later
* 55 if turned in by midnight four days later, etc.

**Course Schedule** (subject to change):

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Week** | **Date** |  | **Topic** | **Readings For Class** | **Marketing Plan Assignment** |
| 1 | Monday | 22-Jan | Overview |  |  |
| Wednesday | 24-Jan |  |  |
| Friday | 26-Jan | Chapter 1 |  |
| 2 | Monday | 29-Jan | External Environment | Chapter 3 | Deliverable #1 Due |
| Wednesday | 31-Jan | Chapter 4 |  |
| Friday | 2-Feb |  |  |
| 3 | Monday | 5-Feb | Research & Target Markets | Chapter 5 | Deliverable #2 Due |
| Wednesday | 7-Feb | Chapter 6 |  |
| Friday | 9-Feb |  |  |
| 4 | Monday | 12-Feb | B2C & B2B Behavior | Chapter 7 | Deliverable #3 Due |
| Wednesday | 14-Feb | Chapter 8 |  |
| Friday | 16-Feb |  |  |
| 5 | Monday | 19-Feb | Global Marketing | Chapter 9 |  |
| Wednesday | 21-Feb | Digital Marketing | Chapter 10 |  |
| Friday | 23-Feb |  |  |
| 6 | Monday | 26-Feb | Catch Up |  |  |
| Wednesday | 28-Feb | Review |  |  |
| Friday | 2-Mar | Test #1 |  |  |
| 7 | Monday | 5-Mar | Promotion | Chapter 18 |  |
| Wednesday | 7-Mar |  |  |
| Friday | 9-Mar |  |  |
| 8 | Monday | 12-Mar | Spring Break |  |  |
| Wednesday | 14-Mar |  |  |
| Friday | 16-Mar |  |  |
| 9 | Monday | 19-Mar | Promotion | Chapter 16 |  |
| Wednesday | 21-Mar | Chapter 17 |  |
| Friday | 23-Mar |  |  |
| 10 | Monday | 26-Mar | Product | Chapter 11 | Deliverable #4 Due |
| Wednesday | 28-Mar | Chapter 12 |  |
| Friday | 30-Mar |  |  |
| 11 | Monday | 2-Apr | Catch Up |  | Deliverable #5 Due |
| Wednesday | 4-Apr | Review |  |  |
| Friday | 6-Apr | Test #2 |  |  |
| 12 | Monday | 9-Apr | Place | Chapter 14 |  |
| Wednesday | 11-Apr | Chapter 15 |  |
| Friday | 13-Apr |  |  |
| 13 | Monday | 16-Apr | Price | Chapter 19 | Deliverable #6 Due |
| Wednesday | 18-Apr | Chapter 20 |  |
| Friday | 20-Apr |  |  |
| 14 | Monday | 23-Apr | Additional P’s of Services | Chapter 13 | Deliverable #7 Due |
| Wednesday | 25-Apr |  |  |
| Friday | 27-Apr |  |  |
| 15 | Monday | 30-Apr | Catch Up |  |  |
| Wednesday | 2-May | Catch Up |  |  |
| Friday | 4-May | Review |  | Deliverable #8 Due |
| 16 | Final’s Week |  | Test #3 | **Final is Friday, 5/11 from 10:15-12:15** | |

NOTE: Assignments are DUE at the beginning of class on the day they appear on the schedule, unless otherwise noted. Additional readings may be assigned and posted on WyoCourses. **I reserve the right to change anything in this syllabus when deemed necessary**. When changes are made, you will be notified in class or through email.

**Accommodations and Policies:**

*Disability Support Services*

If you need accommodations because of special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, or if you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please inform me immediately. Please send me an email or see me privately during my office hours. To request academic accommodations (for example, a note-taker), students must also register with Disability Services. It is the campus office’s responsibility to review documentation provided by students requesting academic accommodations, and for accommodation planning in cooperation with students and instructors, as needed and consistent with course requirements.

*Academic Integrity*

(Adapted from University Regulation 802 – Revision 2) An act is academically dishonest when it is an act attempted or performed which misrepresents one's involvement in an academic task in any way, or permits another student to misrepresent the latter's involvement in an academic task by assisting in the misrepresentation. Some examples of academic dishonesty include, but are not limited to, such acts as:

* 1. Representing as one's own work material copied or borrowed from any source, written or otherwise, public or private, without proper citation of the source.
  2. Using a ghostwriter, commercial or otherwise, for any type of assignment.
  3. Submitting substantially the same work for more than one class without the explicit permission of all concerned instructors.
  4. Doing an assignment for someone else or allowing someone to copy one's assignment.
  5. Using notes or prepared information in an exam unless authorized by the instructor.
  6. Taking an exam for someone else or allowing someone to take an exam for oneself.
  7. Copying from, or assisting, another student during an exam.
  8. Stealing, or otherwise improperly obtaining, copies of an exam.
  9. Submitting substantially the same work as someone else.

Any incident of academic dishonesty will be reported to the Department Chairperson and the Dean of the College of Business. In accordance with university regulations, students accused of academic dishonesty will be notified in writing. Any student found to have committed academic dishonesty of any kind will receive a failing grade for the course.

**ETS Exam:**

Material presented in MKT 3210 will be covered on the ETS exam administered in MGT 4520. College of Business students are required to complete a comprehensive assessment during their senior capstone course, MGT 4520. This test, known as the Major Field Test in Business is developed by the Educational Testing Service, is given locally in a computer-based format. The Major Field test covers basic business knowledge and skills in eight areas: accounting, economics, finance, international issues, legal and social environment, management, marketing, and quantitative business analysis (decision science). The purpose of this test is to assess the student’s mastery and retention of basic business concepts. A minimum score is required as a condition for passing MGT 4520. Failure to obtain this minimum score will require remedial work on your part. Therefore, you are strongly encouraged to keep your materials from these courses to help you prepare for this examination.