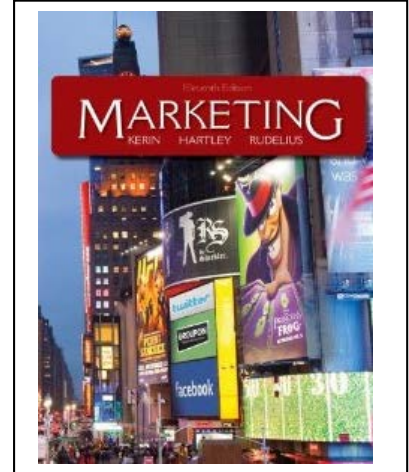


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Dept. of Management, Marketing and Business Administration
SP16 - MKT 360 Principles of Marketing

AACSB's 25% Rule: This Course Counts Toward Undergraduate Business Hours:
 Business majors/areas include: Accounting, Business Administration,
 Computer Information Systems, Finance, International Business,
 Management, and Marketing. All other majors/areas are considered non-
 business. Non-business majors are not permitted to complete more than 30
 hours of business courses from the prefixes ACC, BPA, CIS, FIN, MGT, MKT,
 RES and OSY or the courses LST 240 and LST 540 without completing the
 Business Core Requirements. If you plan to complete more than 30 hours,
 you must contact the Center for Undergraduate Business Advising in the
 College of Business for special permission.



Required Text: Kerin, Hartley and Rudelius, Marketing, 11th
 ed., 2012 (see bookstore listing!); McGraw-
 Hill/Irwin; earlier editions = ok but YOU are
 responsible to account for possible deviations
 from earlier editions

Class time: 11-12:15PM Tue & Thu

Room:

Instructor: Stefan Linnhoff, PhD.

Office: Room BB 409C

Email: slinnhoff@murrastate.edu = preferred means of contact

Phone (270)-809-6208 (office)

Office hours:

Mon	9:45-10:45AM
Tue	12:15-3:15PM; 4:45-5:45PM
Wed	-
Thu	9:45-10:45AM, 12:15-3:15PM
Fri	9:45-10:45AM

 or by arrangement

- On occasion, I might have to attend department/ faculty meetings during my office hours. If so, I will always attach a note to my door/ inform when I will be back.**

Catalog Description:

This course is an integrated study of the interrelationship of marketing to the other primary functions of business through an analytical survey of problems related to product planning, pricing, promotion, channels of distribution, and legislation affecting marketing activity encountered in distributing goods and services to markets. Emphasis is on the role of the consumer

Purpose of the Course:

The purpose of this class is: (i) to provide students with a basic understanding of marketing concepts and tools and to explore marketing's role in the organization and (ii) to help students develop some of the skills, abilities, and understanding needed in the "real world" of marketing.

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Course Objectives:

At the conclusion of the semester, students should be able to:

- Possess strong marketing vocabulary
- Be able to understand the following marketing concepts:
 - Segmentation, targeting, and positioning strategies
 - Market research
 - Developing, managing and promoting goods and services
 - Buyer behavior
 - Logistics and channels of distribution
- Have the ability to integrate the strategic concepts of product, price, place, and promotion
- Recognize the importance of global factors in the marketing environment
- Understand ethical implications of marketing

Assurance of Learning

Bachelor of Arts in Business (BAB) and Bachelor of Science in Business (BSB)

programs: Graduates of the Bachelor of Arts in Business (BAB) and Bachelor of Science in Business (BSB) programs shall be able to:

Bachelor of Arts in Business (BAB) and Bachelor of Science in Business (BSB) programs:

Graduates of the Bachelor of Arts in Business (BAB) and Bachelor of Science in Business (BSB) programs shall be able to:

Goal 1: Fundamental Knowledge

- Demonstrate a fundamental knowledge of the core business disciplines.

Goal 2: Problem-Solving and Decision-making

- Demonstrate effective problem solving and decision making skills in business situations.

Goal 3: Information Technology

- Apply information technology tools appropriately in the analysis of business problems.

Goal 4: Ethical Issues

- Perform a structured analysis of ethical issues in business.

Goal 5: Global and Multicultural Dimensions

- Demonstrate knowledge of the global and multicultural dimensions of the modern business environment.

Goal 6: Oral and Written Communication

- Communicate effectively in oral and written formats.

Goal 7: Foreign Language [Bachelor of Arts in Business Programs Only]

- Understand, speak, read, and write a second language at the intermediate level.

Instructional Activities:

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Lectures & Powerpoints posted online (CANVAS and assignments related to MKTG cases).

Examinations:

A total of **four examinations** will be given during the semester. Examinations may consist of objective questions, problems, essay questions, or mini-cases in any combination. The specific composition of a given examination will depend on the nature of the material to be covered and the learning objectives established for the course.

Make-up tests/ assignments:

Make-up tests/ assignments are principally excluded. At the discretion of the instructor they are only granted under extraordinary circumstances (serious illness etc.)

Extra credit work:

Students will not be allowed to perform additional work (beyond the course requirements) for the purpose of improving grades. Details will be announced in class & via Canvas. There will always be offered several equitable chances for extra credit.

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Grades: The course grade will be based on the following:

	At home / online only	In-class OR Online	Weight	Total
Exams¹				
Exam 1 ²		In-class OR Online <i>with Tegrity</i> ³	17%	68%
Exam 2		In-class OR Online; open book	17%	
Exam 3	Online only; open book		17%	
Exam 4 ⁴	Online only; open book		17%	

- > If you are a student with disabilities (registered with MSU), let me know *a week prior to the exam* if / when you are going to take the exam in the test center! You always have the option write an exam with them (= also in case of exam 3)

	Online only	In-class		
	OPEN BOOK			
Syllabus-Quiz	100 pts	IF with Tegrity: +1 pt. <i>extra credit</i>		1%
Mini-Quizzes				
#1	105 pts		1.5%	9%
#2	105 pts		1.5%	
#3	105 pts		1.5%	
#4	105 pts		1.5%	
#5	105 pts		1.5%	
#6	105 pts		1.5%	
Social Media Quiz	115 pts.		1%	
Homework				
Basic SWOT	100 pts		4%	7%
Survey Analysis	100 pts.		3%	
Team exercise				
#1	90	105 pts ⁵	6.5%	13%
#2	90	105 pts	6.5%	
TOTAL				100%

> **Extra credit: TBA**

> **Guest speaker = check grade = your (unexcused) absence will lead to -5 pts penalty to be subtracted from your final calculated term grade!**

Attendance

¹ **At least** 50 multiple choice & true / false questions each; 50 *2 points = 100 points; on the usual grade scale

² +2 pts added to exam if you take the exam online with Tegrity

³ **Exam can be taken during regular class time OR online – it is your choice.**

All exams will be posted on CANVAS. => You may contact me if you have **technical difficulties**. **For online exams USING TEGRITY IS A MUST.** <=

⁴ **NOT** comprehensive

⁵ In-class: 105 points; at home: 90 => incentive for you to come to class; excused absence: 105 points



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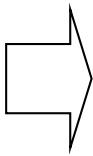
Regular attendance is necessary and expected.

Homework assignments & Team Assignments

Homework & team assignments are intended to deepen the understanding of the retail area and to teach team communication skills. Assignments require the application of knowledge previously obtained in class.

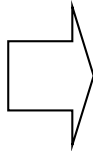
Further rules for team assignments:

I will post the team exercise on BB on the day the exercise takes place



If you cannot attend, you can email me the answers to the **team exercises**. You are **expected to email me the answers the NEXT DAY (i.e. the day after the team exercise took place) by 3PM**. **Exceptions from these provisions (e.g. illness, athletic tournaments etc) do apply. I am not obliged to grade exercises submitted later!**

Those students attending the exercise receive a team grade; those students who are absent & submit the answers later receive an individual grade.



Course material:

PowerPoints, Tasks and other course material will be posted on CANVAS. Students will be informed via email when new materials are posted.

Appeals and Grievance Procedure:

The appeals and grievance procedure for the College of Business and Public Affairs at Murray State University and for Murray State University can be found at the following URLs:

- <http://www.murraystate.edu/cbpa/PDF/Appeals.pdf>
- <http://www.murraystate.edu/academics/ContinuingEducation/distanceLearning/CorrespondenceCourses/PoliciesProcedures.aspx>

Code of Ethics:

The code of ethics for the College of Business and Public Affairs at Murray State University can be found at the following URL:

<<http://www.murraystate.edu/cbpa/PDF/Ethics.pdf>>

Academy Honesty Policy:

Murray State University takes seriously its moral and educational obligation to maintain high standards of academic honesty and ethical behavior. Instructors are expected to evaluate students' academic achievements accurately, as well as ascertain that work submitted by students is authentic and the result of their own efforts, and consistent with established academic standards. Students are obligated to respect and abide by the basic standards of personal and professional integrity.

Violations of Academic Honesty include:

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Cheating - Intentionally using or attempting to use unauthorized information such as books, notes, study aids, or other electronic, online, or digital devices in any academic exercise; as well as unauthorized communication of information by any means to or from others during any academic exercise.

Fabrication and Falsification - Intentional alteration or invention of any information or citation in an academic exercise. Falsification involves changing information whereas fabrication involves inventing or counterfeiting information.

Multiple Submission - The submission of substantial portions of the same academic work, including oral reports, for credit more than once without authorization from the instructor.

Plagiarism - Intentionally or knowingly representing the words, ideas, creative work, or data of someone else as one's own in any academic exercise, without due and proper acknowledgement.

Disciplinary action may include, but is not limited to the following:

- 1) Requiring the student(s) to repeat the exercise or do additional related exercise(s).
- 2) Lowering the grade or failing the student(s) on the particular exercise(s) involved.
- 3) Lowering the grade or failing the student(s) in the course.

If the disciplinary action results in the awarding of a grade of F in the course, the student(s) may not drop the course.

Faculty reserve the right to invalidate any exercise or other evaluative measures if substantial evidence exists that the integrity of the exercise has been compromised. Faculty also reserve the right to document in the course syllabi further academic honesty policy elements related to the individual disciplines. A student may appeal the decision of the faculty member with the department chair in writing within five working days. Note: If, at any point in this process, the student alleges that actions have taken place that may be in violation of the Murray State University Non-Discrimination Statement, this process must be suspended and the matter be directed to the Office of Equal Opportunity. Any appeal will be forwarded to the appropriate university committee as determined by the Provost.
<http://www.murraystate.edu/academics/ContinuingEducation/distanceLearning/CorrespondenceCourses/PoliciesProcedures.aspx>

Strategic Plan:

The strategic plan for the College of Business and Public Affairs at Murray State University can be found at the following URL: <
<http://www.murraystate.edu/Academics/CollegesDepartments/CollegeOfBusiness/strategicplan0914.aspx>

Special Assistance:

Students requiring special assistance due to a disability should inform the instructor as soon as possible.

Observance of religious holidays:

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All religious holidays will be respected to the greatest extent possible. If class assignment due dates, tests, or other requirements of this class conflict with your observation of a religious holiday, you must notify the instructor a minimum of two weeks in advance so that alternate plans/arrangements may be made. Such advance arrangements will insure that you are afforded equal opportunity and treatment with your fellow students.

Changes in the syllabus:

The class requirements, allocation of points, class schedule, or other aspects of the syllabus are subject to change as dictated by the needs of the specific class and any unforeseen circumstances that may arise.

Non-Discrimination Statement (beginning July 1, 2013)

Murray State University endorses the intent of all federal and state laws created to prohibit discrimination. Murray State University does not discriminate on the basis of race, color, national origin, gender, sexual orientation, religion, age, veteran status, or disability in employment, admissions, or the provision of services and provides, upon request, reasonable accommodation including auxiliary aids and services necessary to afford individuals with disabilities equal access to participate in all programs and activities.

For more information, contact the Executive Director of Institutional Diversity, Equity and Access, 103 Wells Hall, (270) 809-3155 (voice), (270) 809-3361 (TDD).

This non-discrimination policy statement can be found at:

<http://www.murraystate.edu/HeaderMenu/Administration/OfficeOfInstitutionalDiversityEquityandAccess/AffirmativeActionSexualHarassmentAndGrievances/NonDiscriminationStatement.aspx>

See also:

<http://www.murraystate.edu/HeaderMenu/Administration/OfficeOfInstitutionalDiversityEquityandAccess.aspx>

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Class Schedule and Outline⁶– check Canvas for more detailed info/ changes in schedule!! This schedule may be subject to change.

Week	Date	Day	#	Chapters	Exams & Assignments	
1	Jan	19	Tue	1	Introduction	
		21	Thu	2	1	Syllabus Quiz
2		26	Tue	3	1 cont'd, 12, SWOT	HW 1: SWOT Analysis
		28	Thu	4	1 & 12 cont'd	Mini-Quiz 1
3	Feb	2	Tue	5	19, guest speaker??	
		4	Thu	6	4	Social Media Quiz
4		9	Tue	7	2	
		11	Thu	8	3	Mini-Quiz 2
5		16	Tue	9		Team-Ex.#1 IN-CLASS ⁷
		18	Thu	10	Exam 1⁸; on chap. 1-4, 12, 19⁹	
6		23	Tue	11	5	
		25	Thu	12	6	
7	Mar	1	Tue	13	7/ Walmart presentation	
		3	Thu	14	7 cont'd	Mini-Quiz 3
8		8	Tue	15	8	HW 2: Survey Analysis
		10	Thu	16	9	
9		15	Tue	17		Team-Ex.#2 IN-CLASS ¹⁰
		17	Thu	18	Exam 2; on chap. 5-9	
		22	Tue	SPRING BREAK/ EASTER		
		24	Thu			
10		29	Tue	19	10, 11	
		31	Thu	20	NO CLASS (conference)	Mini-Quiz 4
11	Apr	5	Tue	21	13	
		7	Thu	22	14	Mini-Quiz 5
		12	Tue	23	13 & 14 recap	
		14	Thu	24	Exam 3; on chap. 10,11,13,14 – online only!	
13		19	Tue	25	15	
		21	Thu	26	16	Mini-Quiz 6
14		26	Tue	27	Logical fallacies, 17	
		28	Thu	28	17 cont'd	
15	May	3	Tue	29	18	
		5	Thu	30	No class: time for extra credit assignment(s)	
				Exam 4¹¹, on chap.15-18 – online only!		

Exams: OPTION 1: NO CLASS, you take the exam ONLINE with Tegrity (unless announced otherwise) OR OPTION 2: you take the exam IN-CLASS

⁶ This schedule may be subject to change. Changes will be posted on Canvas and announced via email.

⁷ All assignments will be posted on Canvas; in-class team assignment-105 points max, online submission: 95 point max (= incentive to come to class!)

⁸ All exams are posted on CANVAS; 50 T/F & m. choice, **available: Wed 4PM-Thu 8PM**

⁹ **About 4 questions on chapter 19**

¹⁰ All assignments will be posted on Canvas; in-class team assignment-105 points max, online submission: 95 point max (= incentive to come to class!)

¹¹ Non-cumulative final exam, online, **available online: Sun, 8PM-Mon, 8PM**