



MRKT 181 Marketing Principles

Course Information

Semester : July 6, 2020 - August 7, 2020
Credit : 4
Teaching Hours : 50 Hours
Time : 2 hours/day, Mon-Fri
Professor : John Palabiyik
Email : jpalabiyik@framingham.edu

Catalog Description

An examination of marketing functions, the activities of producers, wholesalers, retailers and other middlemen, the channels of distribution, integration of the marketing functions, price policies and government regulation. Special emphasis is given to the aspect of marketing management.

Instructional Goals

Upon completion of this course, students will be able to:

- Describe marketing concepts, terms, practices and applications
- Analyze the marketing environment
- Explain the role of marketing in society
- Assess market opportunities
- Develop a basic marketing plan

Required Text

Kerin, Roger A. and Hartley, Steven W. Marketing: The Core. 7th edition. McGraw-Hill Education Publishers. 2017. ISBN: 978-1-259-71236-4

Blackboard: Framingham.blackboard.com. It is your responsibility to access the email account associated with your BB account daily.

Assigned Readings: Some class sections will have assigned readings posted on Blackboard, in addition to the text.

Assignments and Evaluation

Daily Class Activities : 60%
Course Project (Marketing Plan) : 30%
Final Exam : 10%

Grading Scale:

Points	Value	Scale	Points	Value	Scale	Points	Value	Scale
95-100	4.0	A	80-82	2.7	B-	67-69	1.3	D+



90-94	3.7	A-	77-79	2.3	C+	63-66	1.0	D+
87-89	3.3	B+	73-76	2.0	C	60-62	0.7	D-
83-86	3.0	B	70-72	1.7	C-	below 59	0.0	F

Course Project: Marketing Plan (30%):

The professor will form small study groups with 3 students, and the team will pick a product or company to prepare a marketing plan. Students are expected to show a good team work, application of theories we learn in the class, and a professional way to present their work. It is a “work together” project that we learn all together. The professor also will work with teams to ensure the quality of work. Upon completion of the market plan, students will submit one written assessment worth 100 points for the group. However, the written assignment must have consisted the effort of each student. In addition, a brief overview of the marketing plan will be presented to the other students in the class. The presentation is worth 50 points. The grade will be formed with combination of class, group members and professor’s votes.

Course Policy:

Attendance is required, and it is in your best interest that you attend **all lectures**. **If you miss more than three classes without documented valid reason 10 points** will be deducted from the final exam. Content discussed in class may not be covered in the text and will be fair game for tests. Additionally, activities done in class will count towards your participation grade. These activities **cannot be made up** and you will receive a zero grade if you are not in class.

Absences due to University Scheduled Conflicts require the participant to make arrangements to make the presentation or to take the exam/quiz early. Homework, assignments, or projects should be turned in early. Advance notice of at **least one week** is needed. Official documentation from the sponsor, coach or athletic director is required. This policy applies only when traveling on official University business.

No make-up exams or assignment will be given.

Any **assignment submitted late** will be penalized. If the assignment is submitted after the deadline up to a maximum of **one day, 10mks** will be deducted from the final score. Any assignment that is late for more than one day will be **awarded a zero** grade.

Please refer to the policy website for more information <https://www.framingham.edu/student-life/student-affairs/policies-and-procedures/absence-policy/index>

Academic Support serves students with learning and psychiatric disabilities as well as students with visual, mobility and hearing impairments. For further information about this, please visit the website at <https://www.framingham.edu/academics/center-for-academic-success-and-achievement/disability-access-services/> or contact Dr. LaDonna Bridges, Associate Dean and Director of Academic Support/Disability Services, in the Center for Academic Support and Advising (CASA) at 508-626-4906 or lbridges@framingham.edu.”

Class Hours:

Federal regulations dictate that students are required to engage in two hours of work outside of class for each credit hour. So, for a 4-credit course, students are expected to work 8 hours per



week outside the regular classroom meeting times. In summary, for 4-credit classes, including online and hybrid classes, students are expected to engage with the course material for a total of 12 hours per week.

FSU adheres to the following definition of credit hour as published in the Code of Federal Regulations (CFR), Title 34, Part 600.2:

“Credit Hour: Except as provided in 34 CFR 668.8(k) and (l), a credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than –

1) One hour of classroom or direct faculty instruction and a minimum of two hours of out of class student work each week for approximately fifteen weeks for one semester or trimester hour of credit, or ten to twelve weeks for one quarter hour of credit, or the equivalent amount of work over a different amount of time; or

2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.”

University Plagiarism Statement:

UNIVERSITY POLICY REGARDING ACADEMIC HONESTY

Integrity is essential to academic life. Consequently, students who enroll at Framingham State University agree to maintain high standards of academic honesty and scholarly practice. They shall be responsible for familiarizing themselves with the published policies and procedures regarding academic honesty.

Faculty members shall, at their discretion, include in the course syllabus additional statements relating the definition of academic honesty to their courses. They shall administer hour tests and exams in such a manner as to provide the best possible situation for all students. Faculty shall proctor exams, or, if they feel it is suitable to schedule a non-proctored exam, shall designate in writing at the beginning of the examination: 1) where they shall be found during the period and 2) where the exam papers are to be turned in.

Academic honesty requires but is not limited to the following practices: appropriately citing all published and unpublished sources, whether quoted, paraphrased, or otherwise expressed, in all of the student’s oral and written, technical, and artistic work; observing the policies regarding the use of technical facilities.

Infractions of the Policy on Academic Honesty include, but are not limited to:

1. Plagiarism: claiming as one’s own work the published or unpublished literal or paraphrased work of another. It should be recognized that plagiarism is not only academically dishonest but also illegal.
2. Cheating on exams, tests, quizzes, assignments, and papers, including the giving or acceptance of these materials and other sources of information without the permission of the instructor(s).
3. Unauthorized collaboration with other individuals in the preparation of course assignments.
4. Submitting without authorization the same assignment for credit in more than one course.



5. Use of dishonest procedures in computer, laboratory, studio, or field work. Further clarification on academic honesty will be provided, when appropriate, in individual courses.
6. Misuse of the University's technical facilities (computer machinery, laboratories, media equipment, etc.), either maliciously or for personal gain. Examples include but are not necessarily limited to:
 - a) Accessing the private files of another person or agency without express permission.
 - b) The unauthorized use of technical facilities for purposes not connected with academic pursuits. When evidence indicates that a student has improperly used a technical facility, an appropriate supervisor (faculty or staff member) may take appropriate action reflecting the seriousness of the infraction, ranging from a verbal warning to, but not beyond, denial of use of the facility. If coursework may have been plagiarized, the supervisor will also inform all concerned faculty members, who may take action as described in the procedures for handling cases of alleged infractions of academic honesty.
7. Falsification of forms used to document the academic record and to conduct the academic business of the University

This course website may contain copyrighted materials that are used in compliance with the U.S. Copyright Law. Under that law, materials may not be saved to your computer, revised, copied, or distributed without permission. They are to be used in support of instructional activity as part of this course only and shall be limited to the duration of the course, unless otherwise specified by the instructor or owner of the material. You may only download or print materials at the direction of your instructor who knows which materials are copyrighted and which are not.

Communication:

The official communication mechanism at Framingham State University is the assigned campus email. The instructor will communicate information about the course with students via the Blackboard email system. Please check email regularly. In-depth questions for the instructor should be addressed in-person. Minor questions may be sent via email. The instructor will respond within 24 hours Monday-Friday, and within 48 hours over weekends or holidays. Any significant concern from the class should be addressed with the instructor through an appointment or during office hours; email is not an appropriate method to resolve significant concerns.

FSU Notice of Non-Discrimination and Diversity

Framingham State University is committed to a policy of non-discrimination, equal opportunity, diversity, and affirmative action. The University is dedicated to providing educational, working, and living environments that value the diverse backgrounds of all people. Furthermore, the Massachusetts Civil Rights Act ("MCRA," M.G.L. c. 12, §§ 11H, 11I, 11J) protects the rights of all residents of and visitors to Massachusetts to be free from bias-motivated threats, intimidation, and coercion that interfere with their civil rights. The MCRA protects the right to attend school, live peacefully, and enjoy other basic rights.



Course Outline

Week	Topic	Assignment
Week One July 6 th . July 10 th .	Introduction Ch1: Creating Customer Relationships and Value through Marketing. Ch2: Developing Successful Organizational and Marketing Strategies Ch3: Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility Ch4: Understanding Consumer Behavior	Chapter Readings (4) Class Activities (5)
Week Two July 13 th . July 17 th .	Ch5: Understanding Organizations as Customers Ch6: Understanding and Reaching Global Consumers and Markets Ch7: Marketing Research: From Customer Insights to Actions Ch8: Market Segmentation, Targeting, & Positioning Ch9: Developing New Products and Services	Chapter Readings (5) Class Activities (5)
Week Three July 20 th . July 24 st .	Ch10: Managing Successful Products, Services, & Brands Ch11: Pricing Products and Services Ch12: Managing Marketing Channels & Supply Ch13: Retailing and Wholesaling Ch14: Integrated Marketing Communications and Direct Marketing.	Chapter Readings (5) Class Activities (5)
Week Four July 27 th . July 31 st .	Ch15: Advertising, Sales Promotion, and Public Relations Ch16: Using Social Media to Connect with Consumers Ch17: Personal Selling and Sales Management Ch18: Implementing Interactive and Multichannel Marketing	Chapter Readings (4) Class Activities (5) Class Project 07/31/2020
Week Five August 3 rd . August 7 th .	Class Presentations	Final Exam 08/07/2020