



MRKT 181 Marketing Principles

Course Information

Semester	: Summer 2020 (July 6 th , 2020 - August 7 th , 2020)
Credits	: 4
Teaching Hours	: 50 clock hours (60 contact hours)
Time	: 2 hours/day, Mon-Fri
Professor Name	: Dr. John Palabiyik
E-mail	: jpalabiyik@framingham.edu

Course 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.

Learning Objectives:

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

Class Hours:

Note: 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.

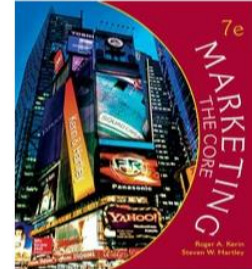


Required Text and Course Materials:

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.



Marketing: The Core

Course Assignments, Requirements, and Grading

A	95%
A ⁻	90%

B ⁺	86%
B	84%
B ⁻	80%

C ⁺	77%
C	73%
C ⁻	70%

D ⁺	67%
D	63%
D ⁻	60%

Assignments	Points	Percent of Grade
Preparation, Attendance, & Participation	100	10%
Class Activities	100	10%
Marketing Plan Project – paper	100	10%
Marketing Plan Project – presentation	100	10%
Weekly Quizzes (4 x 100)	400	40%
Final Exam	200	20%
Total	1,000	100%

Class Activities (100 points; 10% of grade): Professor will assign two class activities (one at the beginning and the other one at the end of the semester). Students are expected to attend and complete the assignment in the class to get a grade. The student **MUST** contact the instructor **PRIOR** (minimum 24 hours) to the due date if student have any issues with the attendance. The professor will not consider a make-up if you did not contact the instructor prior to the scheduled submission. (A timed/dated email is sufficient notice).

Marketing Project & Presentation (200 points; 20% of final grade): Students will identify a product or business of interest to prepare a marketing plan individually. Students are expected to show their understanding of the lectures, textbook, and various activities. Only one student per topic. Upon completion of the market plan, each student will submit one written assessment worth 100 points. In addition, a brief overview of the marketing plan presentation. The presentation is worth 100 points.



Preparation, Attendance, & Participation (100 points, 10% of final grade): All students are expected to come prepared for this class and to participate in class discussions and activities. Ten percent (10%) of the final grade will be based on attendance, preparation, and thoughtful, respectful participation in class. Excused absences due to illness, family emergencies, or religious beliefs and practices will not count toward this grade reduction. Students who need to miss any class for religious purposes should notify the instructor in advance. The absence will be excused, and the students will have an opportunity to make up any course work. Students who miss class for an extended period of time (3 or more days) should contact Student Affairs to document the reason for the absence. This will not necessarily excuse the absence, but will help the instructor determine how to address the absence. **Student with three unexcused absences will get “F” automatically.**

Exams (600 points; 60% of grade): There will be four quizzes and a final exam with 600 points (60% of the final grade). The Exams will be held in class on scheduled day, and will cover material from lectures and readings. The final will be a mixture of matching, short answer, fill in the blank, multiple choice, and short essays, and will also include application sections. Cell phones, ipads, computers or any digital devices will not be permitted for calculations or for any other reason.

Make-up exams are at the discretion of the course instructor. You **MUST** contact the instructor **PRIOR** to the exam if you will miss the exam. No make-up exam will be scheduled if you did not contact the instructor prior to the scheduled exam. (A timed/dated email is sufficient notice).

Policies

Classroom Behavior & Civility: Being a Framingham State University student requires appropriate adult behavior and respect for others. Please be respectful of other students and of the instructor in all interactions, including lectures, group work, and in-class discussions. Students may use devices such as laptops and tablets to take notes during class. Class topics will sometimes benefit from in-class internet searches. At these times, students will be encouraged to use their computers and other devices to actively look up and share information. At all other times, students must turn off cell phones and refrain from texting, checking email, and surfing the internet during class. Students should arrive on time for class. No food in the classroom and drinks only in a spill-proof container. Class conduct will be reflected in the participation/preparation grade.

Recording Class: No student may record any classroom activity without express written consent from the professor. If you have (or think you may have) a disability such that you need to record or tape classroom activities, you should contact the Office of Equal Opportunity Services, Disability Resources to request an appropriate accommodation.

Academic Honesty: All work should reflect each student’s own abilities and efforts. Evidence of cheating or plagiarism will be referred to the Framingham State University administration



for disciplinary action, and may result in zero credit for the assignment/exam. For written and oral work, any reference to the work or results of another person must give full credit, including a list of references with information about the source. Whenever a source's exact words are included, quotation marks must indicate that it is a quote from the source, followed by a reference to the source. Failure to give credit to the original author(s) is plagiarism, and is in violation of the Framingham State University academic honesty policy. Please refer to the University's Academic Policy in the undergraduate course catalogue:

https://www.framingham.edu/Assets/uploads/academics/catalogs/_documents/undergraduate-catalogs/2017-2018-undergraduate-catalog/undergraduate-catalog-2017-2018.pdf

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.

Documented Disabilities: Framingham State University is committed to providing an equal educational opportunity for all students. If you have a documented disability and need any kind of special accommodations for this class, please contact Academic Support (Ms. LaDonna Bridges at lbridges@framingham.edu or 508-626-4906). Please be aware that any request for special accommodations for testing must be made at least 24 hours prior to scheduled exams or the final exam.

U.S. Copyright Law: This course website may contain copyrighted materials that are used in compliance with 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.

Add/Drop: Per Framingham State University policy, students have up to one week after the first day of classes to add or drop this course. Any missed coursework must be made up for those adding after the first assignment is due.

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	Class Activity (07/06/2020) Quiz 1 (07/10/2020)
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	Quiz 2 (07/17/2020)
Week Three July 20 th . July 24 th .	Ch9: Developing New Products and Services Ch10: Managing Successful Products, Services, & Brands Ch11: Pricing Products and Services Ch12: Managing Marketing Channels & Supply	Quiz 3 (07/24/2020)
Week Four July 27 th . July 31 st .	Ch13: Retailing and Wholesaling Ch14: Integrated Marketing Communications and Direct Marketing. Ch15: Advertising, Sales Promotion, and Public Relations Ch16: Using Social Media to Connect with Consumers	Quiz 4 (07/31/2020)
Week Five August 3 rd . August 7 th .	Ch17: Personal Selling and Sales Management Ch18: Implementing Interactive and Multichannel Class Presentations (08/05/2020 & 08/06/2020)	Class Project 08/04/2020 Class Activity 08/06/2020 Final Exam - 08/07/2020