

# Principles of Marketing (MRKG 1311 – 3A1)

## CREDIT

03 Semester Credit Hours (03 hours lecture, 0 hours lab)

## MODE OF INSTRUCTION

Face to Face

## PREREQUISITE/CO-REQUISITE:

None

## COURSE DESCRIPTION

This marketing course provides a solid grounding in the core concepts and frameworks of marketing theory and analysis to help students understand the factors that influence marketing decisions, and focus attention on the vital role of marketing in today's global economy. Concepts are further reinforced through detailed, diverse, and realistic company and organization scenarios and examples from various industries and geographical locations.

## COURSE OBJECTIVES

Upon completion of this course, the student will be able to

- Define and explain core marketing terms and concepts.
- Explain how the environment affects a firm's marketing effort.
- Explain and describe influences on consumer behavior and the buyer's decision process.
- Demonstrate an understanding of the concepts of segmentation, targeting and positioning.
- Demonstrate an understanding of the marketing mix and how it is used.
- Describe the role of marketing within service firms and non-profit organizations.
- Describe the types of marketing research and identify their role in a firm's marketing efforts.
- Calculate various marketing metrics and analyze the results to assess the success of marketing strategies.

## INSTRUCTOR CONTACT INFORMATION

Instructor:	Dr. Yumi Shin		
Email:	<a href="mailto:yshin@lit.edu">yshin@lit.edu</a>		
Office Phone:	409-247-5296		
Office Location:	Technology Center, TC-229		
Office Hours:	M. W:	8:30 – 9 am & 12 – 3 pm	
	T.Th:	10 am – 1:30 pm	
	F:	9:30 – 11:30 am	



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Approved: **Initials/date**

## REQUIRED TEXTBOOK AND MATERIALS

*Textbook Purchasing Statement: A student attending Lamar Institute of Technology is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.*

Principles of Marketing (OpenStax) Digital ISBN-13: 978-1-951693-88-6

Digital PDF and Web-Access versions of the textbook are provided to students without charge through the Course Blackboard Portal.

## ATTENDANCE POLICY

Students are highly-recommended to login and access the course 2-3 times per week. Attendance is taken daily for face-to-face classes.

## DROP POLICY

If you wish to drop a course, you are responsible for initiating and completing the drop process. If you stop coming to class and fail to drop the course, you will earn an "F" in the course.

## COURSE CALENDAR

DATE	TOPIC	READINGS (Due on this Date)	ASSIGNMENTS (Due on this Date)
Week 1: 1/16/24 -1/21/24	Ch. 1	Ch. 1	Discussion 1
Week 2: 1/22/24-1/28/24	Ch. 1	Ch. 1	Ch1 Quiz & HW (Sunday)
Week 3: 1/29/24-2/4/24	Ch. 2	Ch. 2	Ch2 Quiz & HW (Sunday)
Week 4: 2/5/24-2/11/24	Ch. 3	Ch. 3	Ch3 HW Module 1 Exam: Ch 1,2,3 (Sunday)
Week 5: 2/12/24-2/18/24	Ch. 4	Ch. 4	Ch4 Quiz & HW (Sunday)
Week 6: 2/19/24- 2/25/24	Ch.5	Ch.5	Ch5 Quiz & HW (Sunday)
Week 7: 2/26/24-3/3/24	Ch.6	Ch.6	Ch6 Quiz Module 2 Exam: Ch.4, 5, 6 (Sunday)
Week 8: 3/4/24-3/10/24	Ch. 8	Ch. 8	Ch8 Quiz & HW (Sunday)
Week 9	Spring Break (3/11/24 – 3/17/24)		
Week 10: 3/18/24-3/24/23	Ch. 9	Ch. 9	Discussion 2 & Ch9 Quiz (Sunday)
Week 11: 3/25/24-3/31/24	Ch. 9	Ch. 9	Discussion 3 & Ch9 HW (Sunday)
Week 12: 4/1/24-4/7/24	Ch. 10	Ch. 10	Ch10 HW Module 3 Exam: Ch.8, 9, 10 (Sunday)
Week 13: 4/8/24-4/14/24	Ch. 11	Ch. 11	Ch11 Quiz & HW (Sunday)
Week 14: 4/15/24-4/21/24	Ch. 12	Ch. 12	Ch12 Quiz & HW (Sunday)
Week 15: 4/22/24-4/28/24	Ch. 13	Ch. 13	Ch13 Quiz & HW (Sunday)
Week 16: 4/29/24-5/5/24	Ch. 16	Ch. 16	Ch16 HW

			Module 4 Exam: Ch. 11, 12, 13, 16 (5/5, Sunday)
5/2/24 (Thur): Final Exam Begins			

### **COURSE EVALUATION**

Final grades will be calculated according to the following criteria:

- Discussions: 5 %
- Chapter Reading Quizzes: 10 %
- HW Assignments: 25 %
- Module Exams: 60 %

### **GRADE SCALE**

- 90-100 A
- 80-89 B
- 70-79 C
- 60-69 D
- 0-59 F

### **TECHNICAL REQUIREMENTS**

The latest technical requirements, including hardware, compatible browsers, operating systems, etc. can be online at <https://lit.edu/online-learning/online-learning-minimum-computer-requirements>. A functional broadband internet connection, such as DSL, cable, or WiFi is necessary to maximize the use of online technology and resources.

### **DISABILITIES STATEMENT**

The Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. LIT provides reasonable accommodations as defined in the Rehabilitation Act of 1973, Section 504 and the Americans with Disabilities Act of 1990, to students with a diagnosed disability. The Special Populations Office is located in the Eagles' Nest Room 129 and helps foster a supportive and inclusive educational environment by maintaining partnerships with faculty and staff, as well as promoting awareness among all members of the Lamar Institute of Technology community. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409)-951-5708 or email [specialpopulations@lit.edu](mailto:specialpopulations@lit.edu). You may also visit the online resource at [Special Populations - Lamar Institute of Technology \(lit.edu\)](#).

### **STUDENT CODE OF CONDUCT STATEMENT**

It is the responsibility of all registered Lamar Institute of Technology students to access, read, understand and abide by all published policies, regulations, and procedures listed in the *LIT Catalog and Student Handbook*. The *LIT Catalog and Student Handbook* may be accessed at

[www.lit.edu](http://www.lit.edu). Please note that the online version of the *LIT Catalog and Student Handbook* supersedes all other versions of the same document.

## **STARFISH**

LIT utilizes an early alert system called Starfish. Throughout the semester, you may receive emails from Starfish regarding your course grades, attendance, or academic performance. Faculty members record student attendance, raise flags and kudos to express concern or give praise, and you can make an appointment with faculty and staff all through the Starfish home page. You can also login to Blackboard or MyLIT and click on the Starfish link to view academic alerts and detailed information. It is the responsibility of the student to pay attention to these emails and information in Starfish and consider taking the recommended actions. Starfish is used to help you be a successful student at LIT.

## **ADDITIONAL COURSE POLICIES/INFORMATION**

### **ANNOUNCEMENTS**

Announcements will be posted in Blackboard under the Announcements as needed. Therefore, it is important to check in Blackboard regularly.

### **ASSIGNMENTS**

All assignments will have their due dates posted in Blackboard. Please refer to the course syllabi and Assignment Due Dates in Blackboard. Typically, all assignments are due on Sundays until 11:59 CST PM.

Discussion questions are posted in Blackboard under Assignment folder.

Chapter Reading Quizzes and Homework assignments are typically Multiple-Choice, True-False questions designed to ensure that students are reading the text at an appropriate and responsible pace.

**Late assignments will not be accepted**, so students make sure to complete and submit the assignments by the due dates.

### **EXAMS**

**Make-up exams will not be given.** Exams will be provided in Blackboard under Assignments. The exams will be timed and are typically limited to 90 minutes with 50 questions. Missed exams will receive a score of zero. Exams will be graded immediately by Blackboard. Feedback on specific exam questions will be given 24 hours after the exam has permanently closed.

## EXTRA CREDIT

All opportunities for extra credit will be announced in advance as needed.

## PROFESSIONAL COMMUNICATION

Students can contact the instructor via email at [yshin@lit.edu](mailto:yshin@lit.edu), or phone **409-247-5296**.

Students must use appropriate e-mail etiquette when corresponding with the instructor. This involves writing emails in a "letter" format as opposed to "text chat" format.

**The instructor will respond to e-mail and voicemail communication within 48 hours Monday through Friday.** Voicemail messages should be clearly spoken identifying the student's name, course, and any return phone number.

## USE OF INSTRUCTIONAL MATERIALS

Instructional materials, such as Powerpoint Presentations, Instructional Videos, etc. are provided in Blackboard for each chapter. These will be useful in understanding and reinforcing concepts as they are presented in class. Content folders are scheduled to unlock/grant access throughout the semester to ensure synchronous learning.