



MISSISSIPPI STATE
UNIVERSITY™

COLLEGE OF BUSINESS
MARKETING, QUANTITATIVE ANALYSIS AND BUSINESS LAW
MKT 3013, Section 504, Principles of Marketing
Spring 2013

Credit Hours:	3 credit hours
Prerequisites:	Junior standing
Classroom:	https://mycourses.msstate.edu
Class meetings:	January 7, 2013 through May 3, 2013; Online
Instructors:	Toni Rochelle Ford tsf38@msstate.edu
Other Contact Information:	Marketing Department Phone Number: 662-325-3163 Marketing Department Mailing Address: Mississippi State University 324 McCool Hall PO Box 9582 Mississippi State, MS 39762
Virtual Office Hours:	Mondays from 1:30pm to 3:30pm and by appointment. Please see the note about instant messaging below. (Note: appointments can also be made for on campus office hours)
Instant Messaging:	In order to have live communication with me during office hours, you'll need to install GroupWise Messenger . This program is free for students and faculty, and I do not use any other instant messaging program. You may download it from here by placing your cursor over the highlighted section, holding "Ctrl" and clicking the link or by visiting: http://www.its.msstate.edu/Services/Software/introgwim.php
Course Description:	A general survey of the functions, processes, institutions and costs in distribution of goods and services from producers to users
Required Text:	Title: Marketing Authors: Grewal and Levy Edition: Second Publisher: McGraw-Hill ISBN: 978-0-07-340487-5

Course Overview/ Objectives:

This course provides a brief overview of marketing. We explore the way in which firms strategically market products and services to consumers. Additionally, we discuss the impact of these strategies on the behavior of consumers.

At the conclusion of this course, students should:

- Understand the role of marketing within a firm
- Have learned key marketing principles and terminology
- Be able to discuss marketing principles and critically assess the use of various marketing practices
- Be able to discuss decision areas within marketing and the strategies used by firms
- Recognize the importance of a marketing perspective in professional and personal decision making

Course Content:

Readings – You are responsible for completing the assigned readings on time. Anything discussed in the text book could appear on a chapter quiz or an exam. I suggest that you print the PowerPoint slides, three to a page, for each chapter from the module and take notes next to the slides as you read the text. This will be useful in preparing for chapter quizzes and exams.

Discussion Boards – Participation in this course will be based on discussion board postings. For each chapter, several questions will be posted. You are responsible for responding to at least six questions per module. Responses should be thoughtful and reflect material learned in the readings and recorded lectures. If you are not the first person to respond to a question, you may comment or add to another student's response but again, this must be thoughtful!

Quizzes – There will be several chapter quizzes throughout the semester. These quizzes are short and their main purpose is to prepare you for the types of questions you might see on an exam. There are a total of 11 quizzes, 10 of which will be counted in your final grade. Please complete the quizzes associated with each module before the exam that corresponds with the module is made available.

Exams – There will be a total of three exams in this course. Exam questions will be multiple choice and will be based on the material covered from the text and videos. Each exam will be available starting on the scheduled date and will remain open for three days. Exams will be 60 questions and student will have 75 minutes to complete each exam. No make-up exams will be given.

Paper- You are required to submit a 5-7 page paper that demonstrates your understanding of the concepts covered in this course. More specific instructions for this assignment can be found on the course website. **The paper must be submitted no later than 11:59 pm on April 15, 2013.**

Assessment:	Participation/Discussion Board Postings =	15%
	Chapter Quizzes =	15%
	Paper =	10%
	Exam 1=	20%
	Exam 2=	20%
	Exam 3=	20%

Grading System

Grade	
A	>89.9
B	89.8 - 79.9
C	79.8 - 69.9
D	69.8 – 59.9
F	<59.9

Honor Code/ Academic

Misconduct:

“As a Mississippi State University student I will conduct myself with honor and integrity at all times. I will not lie, cheat, or steal, nor will I accept the actions of those who do.”

Upon accepting admission to Mississippi State University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning, and to follow the philosophy and rules of the Honor Code. Students will be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the MSU community from the requirements or the processes of the Honor Code. For additional information please visit: <http://www.msstate.edu/dept/audit/1207.html>

Academic misconduct is any activity which may compromise the academic integrity of the University. Students are expected to refrain from committing academic misconduct, encourage fellow students to do the same, and report any observance of misconduct to the instructor. Academic misconduct includes, but is not limited to, deceptive acts such as the following:

1. Using unauthorized materials (notes, books, etc.) as an aid during an exam;
2. Looking at or using information from another person’s exam or assignment;
3. Providing assistance to, or receiving assistance from, another person in any manner prohibited by the instructor;
4. Possessing or providing an examination or assignment, or any part thereof, at any time or in any manner not authorized by the instructor;
5. Taking an exam for another person or utilizing another person to take an exam in place of oneself;
6. Submitting any assignment not the student’s own, allowing such submission to be made for oneself, or making such a submission for another; or
7. Using the ideas, organization, or words of another from a book, article, paper, computer file, or other source without giving proper credit (plagiarism).

Additional information regarding the University’s policy for academic misconduct is available on the web at <http://www.msstate.edu/dept/audit/mainindex.html>. Penalties

for academic misconduct include an automatic failing grade for the course and possible expulsion from the University. Please keep in mind that the academic misconduct policy does apply in this course, and we will take measures to ensure that your work is authentic.

Professionalism: You are expected to behave professionally when communicating with course instructors and fellow students during email correspondence and discussion board conversation. All students should behave in a respectful, professional manner. Personal attacks and inappropriate comments or expressions will not be tolerated, and may result in a grade reduction.

Further, **late assignments will not be accepted.** If you have inquiries about an assignment, please contact the instructors prior to the due date posted.

Campus Resources: Library – <http://library.msstate.edu/justforyou/distanceed.asp>
Academic Outreach and Continuing Education – <http://www.distance.msstate.edu/>

Support Services: Any student who feels s/he may need an accommodation based on the impact of a disability should contact the instructor privately to discuss specific needs. Student Support Services is available to assist in determining classroom accommodations that are most appropriate for students with disabilities based on documentation of their disability. Examples of classroom accommodations are varied, but may include: Adapted testing arrangements, extended time on tests, assistance with ordering recorded texts, and access to special equipment. The Student Support Services Website is <http://www.sss.msstate.edu/>

Course Schedule:

Course Schedule for MKT 3013, Section 504 Spring 2013			
MODULE 1 (chapters 1 through 7)		January 7 – February 17	
Jan. 7 – Feb. 14	Complete the Following:	Readings, quizzes, and discussion boards for module 1	
Feb. 15 – Feb. 17	Complete the Following:	Exam 1	
MODULE 2 (chapters 8 through 12)		February 18 – March 24	
Feb. 18 – Mar. 21	Complete the Following:	Readings, quizzes, and discussion boards for module 2	
Mar. 22 – Mar. 24	Complete the Following:	Exam 2	
MODULE 3 (chapters 13 through 18)		March 25 – May 1	
Mar. 25 – April 28	Complete the Following:	Readings, quizzes, and discussion boards for module 3	
Final Paper Due April 29– May 1	April 15 Complete the Following:	Exam 3	

*Please note: This schedule is tentative. You will be notified of any changes deemed necessary by the instructor.

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