Principles of Marketing – MTG 315
Fall 2024
TTh 315-05 3-4:15 pm
SYLLABUS

Instructor: Heidi Rottier		**Email Address:** hrottier@bradley.edu
Office Phone: (309) 677-2275	**Office Location:** BEC 4172	**Office Hours:** W 8:00 - 10:00 am, By Appointment
Twitter: @heidi_rottier, #Rottier315	**Text:** Marketing by Pride and Ferrell, 21st Edition, ISBN: 9798214037332 Cengage Mindtap Course Key: MTPNRM13WHB4	

Course Description

Elements of a comprehensive marketing plan and their interrelationships. Determination of product, pricing, promotion, and channel strategy: analysis, planning, and control of marketing strategy in a socially and ethically responsible manner. Emphasis on improving decision making in a dynamic external environment.
Prerequisite: Junior standing or 42 credit hours and Marketing major

Course Objectives

This course is designed to provide you with a basic understanding of the theoretical and applied aspects of marketing. The marketing mix and decision making, key perspectives that shape marketing activities are explored. We will integrate the impact of environmental forces, consumer trends and behaviors, technology, ethics and social responsibility, into the study and practice of marketing. Four specific themes will be addressed throughout the course: strategy & integration of the firm, financial impact of marketing, importance of information both quantitative and qualitative, and the importance of providing value by meeting customer needs. Upon completion of the course you should:

1. Have a working vocabulary and an understanding of basic marketing concepts;
2. Understand the composition of the marketing mix;
3. Understand the activities undertaken by marketers in the business world.
4. Recognize and evaluate key marketing decision making situations.
5. Understand the implications of business and personal ethical choices, as well as the importance of social responsibility.

Course Policies:

Attendance: Attendance at every class session is expected, and required to participate in some activities for credit. If you will miss class, you should notify me via email ahead of the class period. Physical and mental health concerns that interfere with class attendance and performance should be documented with the appropriate office on campus and given to me when you return to class.

Method of Instruction: A variety of means will be used to help introduce and convey various marketing concepts throughout the course. Case studies, in-class activities, and video cases may be integrated into the course structure to enhance the traditional lecture format.

Classroom Etiquette I expect ***professional*** conduct in the classroom, and I ***will*** challenge you to work beyond your own expectations. Choose excellence--give this class your very best effort. Half-hearted efforts will not serve you well.

- Look the part: sit up, pay attention, set aside anything that distracts you or others, remove headphones, etc. SHOW me you are ready to learn.
- Treat everyone in the classroom with respect and dignity—speak and act with respect, be on time (5 minutes early), fulfill your obligations to me and your fellow students.
- Do not participate in non-MTG 315 related activities. This includes texting, talking with classmates on an unrelated topic, using social media, doing homework for another class, emailing, working, and all other off-topic activities of any kind. Research tells us that these multi-tasking behaviors negatively impact your GPA and at the cost of $945/credit hour an expensive risk.
- Please minimize traffic in and out of the classroom as that is a distraction to others. Take care of bio needs, phones calls, etc. before or after class unless it is an emergency.
- I reserve the right to request a student to leave if his or her behavior is distracting, inappropriate, or disrespectful.
- Class will begin and end at my discretion.

How to Succeed in this Class: Any road to success, inside this class and elsewhere, takes work. You should be prepared to put time and effort into achieving the grade you want in this class. Here are some other pointers, some, if not all, I'm sure you've heard before.

- Read your text *before class*.
- Come to class. Be mentally and physically present. Multi-tasking is not your friend here.
- Invest your time in this class from the beginning. Do NOT wait until the final month of the course.
- Track your current grade throughout the semester. Knowledge of your grade gives you power to make changes.
- Ask questions, seek clarification.
- Utilize your resources: me, course materials and documents, tutoring, text helps, etc.
- Take good notes. This is more than re-creating my PowerPoint slides in your notebook.
- Spend 2-3 hours of study time outside of class for every hour of time in class. For this three-hour course, you should be spending 6-8 hours of study time outside of class. (Please see Study Cycle info at the end of this document.)
- Begin reviewing for an exam at least a week in advance—think watering the grass, not flooding the yard. (BTW - The number of hours you study is NOT a measure of how well you know the material.)
- Communicate with me. If I don't know where you are having problems, I can't help.

Grading and Examinations: Your grade in this class will be determined by ***your performance*** on the following:

Exams: Four exams will be given during the semester. My exams are ***NOT*** designed to be easy, rote memory feedback scenarios, so you'll need to do more than memorize some vocabulary terms to prepare. ***Expect to study and apply what you have read in the text, and what we've discussed in class***. Each exam is worth 110 points. The lowest test score at the end of the semester will be automatically dropped from your point total. Make up exams will NOT be given. In case of a University sanctioned event, make-up arrangements will be made at my discretion.

Ethics Assessment Activity: Ethical behavior in the business context continues to be an important issue to companies and schools of business. Designed to help you understand your ethical background and likelihood of making an ethical decision, this activity is worth 20 points.

Quizzes: These quizzes are intended to enhance and reinforce your text reading and class discussion, as well as measure class participation. Prior notice of quizzes will NOT be given; ***class attendance is required in order to participate***. Missed quizzes as the result of University functions can be completed. Quizzes missed for other reasons, including illness, interviews, etc., can NOT be completed. The two lowest grades on quizzes will be dropped before final calculation of grades.

Course Grade: Here is the breakdown of grades by course assignments and corresponding point value.

3 Exams @ 110 pts	330 points
Ethics Activity	20 points
Quizzes	100 points
TOTAL	**450 Points**

Your final grade in the course is based on the following scale:

405-450 points	A
360-404 points	B
315-359 points	C
270-314 points	D
Below 270 points	F

Academic Integrity

Plagiarism is a serious offense and all instances of it will be dealt with according to Bradley University's policies and procedures. Students who submit plagiarized work, in whole or part, will receive a failing grade for that assignment and risk failing the course. Plagiarism is generally defined as using the ideas of another as your own. Contact the Bradley Writing Center or a Bradley librarian for assistance. Click here for Bradley University's academic misconduct policies related to cheating and plagiarizing.

•Plagiarism, Cheating, and the Use of Generative AI: In the age of Generative AI, personal integrity, critical thinking, decision-making, communication, and collaboration will remain the most important human attributes. Academic integrity means that you are rightfully taking credit for the work you have completed and not taking credit for work done by others (human or machine). I expect that you will uphold this throughout this course.

Due to the nature of this class, you will be working with other students and may be utilizing generative AI tools and chatbots such as ChatGPT, Gemini, Bing, etc. Generative AI tools do make up incorrect facts and fake citations and generate offensive content. You are responsible for any inaccurate, biased, offensive, or otherwise unethical content you submit, regardless of whether you wrote it or used a generative AI tool. Use of generative AI tools only with prior permission:

You may use Generative AI tools in the following ways:

Pre-writing - research topics, collect examples, brainstorm ideas, gather information for internal analysis, external analysis, examples for strategies, definitions, and functional strategy examples. Revising - after generating the final draft of your reports/activities or papers, you can use tools to check for clarity, spelling, punctuation, and grammar. You cannot use more than 15% of a generative AI response in any submission. If you incorporate information generated by these tools, you must identify

when/how it is used and cite it properly. Example: ChatGPT Version. (YYYY, Month DD of query). "Prompt." Generated using website name. URL

Remember that whatever you enter into the generative AI realm becomes public information. Never share personal and sensitive information with generative AI chatbots.

Standards of Conduct and the Student Handbook

Bradley University is dedicated to a safe, supportive, and non-discriminatory learning environment. It is the responsibility of all students to familiarize themselves with Bradley University policies. The Student Handbook provides information on the Academic Calendar, Conduct and University Policies, Services for Students, and University Observed Holidays. Student Handbook & Student Conduct | Campus Life | Bradley University

Student Access Services

Please address any special needs or special accommodations with me at the beginning of the semester. Those seeking accommodations based on documented disabilities should register with Student Access Services. The Office is located at 100 Heitz Hall. You can reach SAS at (309) 677-3654 or find more information at the Student Access Services website.

- Mental Health: This policy applies to mental health concerns (anxiety, depression, etc.), as well. The instructor is more than willing to work with students through any issue(s) they may be going through, but students must: have proper documentation on file with Bradley University's Student Access Services (SAS) and alert the instructor to the concern ASAP. Accommodations will not be made post hoc.

Respect for Diversity

It is Bradley University's intent that students from all diverse backgrounds and perspectives be well served by this course, that students' learning needs be addressed both in and out of class, and that the diversity that students bring to this class be viewed as a resource, strength and benefit. It is my goal to present materials and activities that are respectful of diversity: gender, sexuality, disability, age, socioeconomic status, ethnicity, race, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know how I can improve the effectiveness of the course for you personally or for other students or student groups. For instance, please notify me if any of our class meetings conflict with your religious events so that accommodations can be made.

Title IX

Bradley University seeks to provide an environment that is free of bias, discrimination, and harassment. Under Title IX, discrimination based on sex or gender is prohibited. If you have been impacted by sex discrimination including sexual assault, sexual harassment, dating violence, domestic violence, or stalking, we encourage you to report it to the Executive Director of Student Support Services. While you may talk to a faculty member, faculty are required to share such reports with the University's Title IX Coordinator or Executive Director of Student Support Services. Please refer to the Bradley University Statement on Sexual Harassment and Sexual Misconduct Policy and Procedures here.

Course Outline:

The outline of topics attached will provide you with a course schedule and direction to help in planning your studies for the semester. It is possible that topics or dates will need to be adjusted at the discretion of the instructor. You will be advised of these changes as far in advance as possible. Students not attending class are responsible for obtaining this information! Do NOT ask if by being gone you will "miss anything". Of course, you will miss *something*, the question is what did you miss?

Marketing 315 – Fall 2024 Course Schedule*

Date	Topic	Read
8/22	Syllabus and Course Introduction	
8/27	Introduction to Marketing	Chapter 1
8/29 – 9/3	Strategic Planning and Analyzing the Environment	Chapter 2 & 3
9/5	Marketing Research	Chapter 5
9/10 – 9/12	Consumer Behavior	Chapter 7
9/17	**Exam 1 (Chap 1,2,3,5,7)**	
9/19	Business to Business Marketing	Chapter 8
9/24 – 9/26	Segmentation, Targeting, and Positioning	Chapter 6
10/1 – 10/3	Product Concepts, Branding, and Packaging/Developing & Managing Products	Chapter 11 & 12
10/8	**Fall Break – No Class**	
10/10	Services Marketing	Chapter 13
10/15	**Exam 2 (Chap 8,6,11,12,13)**	
10/17	Pricing Concepts/Setting Prices	Chapter 19&20
10/22 – 10/29	Distribution Function	Chapter 14 & 15 (not wholesaling)
10/31 – 11/5	Social Responsibility and Ethics in Marketing	Chapter 4
11/7	**Exam 3 (4,14,15,19,20)**	
11/13 – 11/21	Promotional Strategies	Chapters 16-18
11/26, 12/3	Reaching Global Markets	Chapter 9
11/28	**Thanksgiving Break – No Class**	

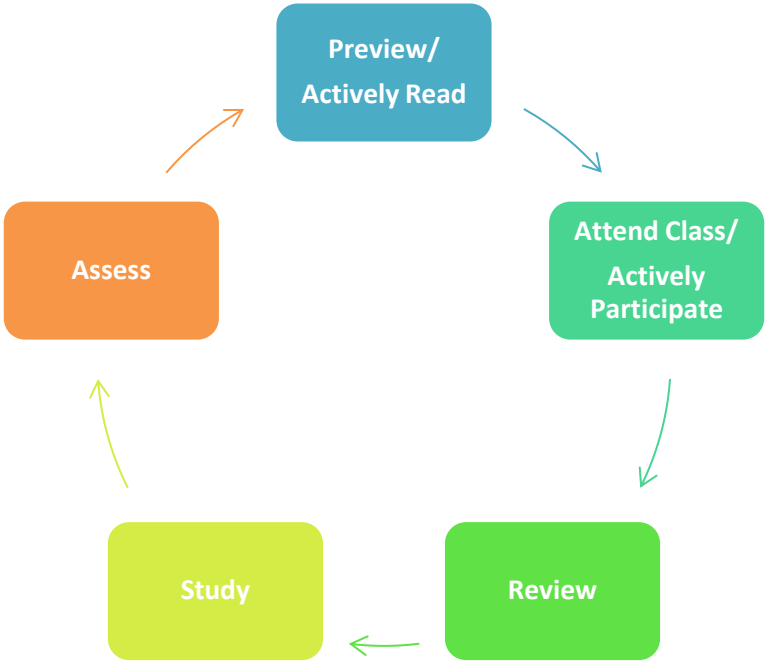
*This schedule is flexible. Topics or dates may be changed at the discretion of the professor.

Final Exam (Comprehensive – all material in the course & text)

MTG 315-05 **Thursday, December 5 at 12 noon** **In-person/Paper Exam**

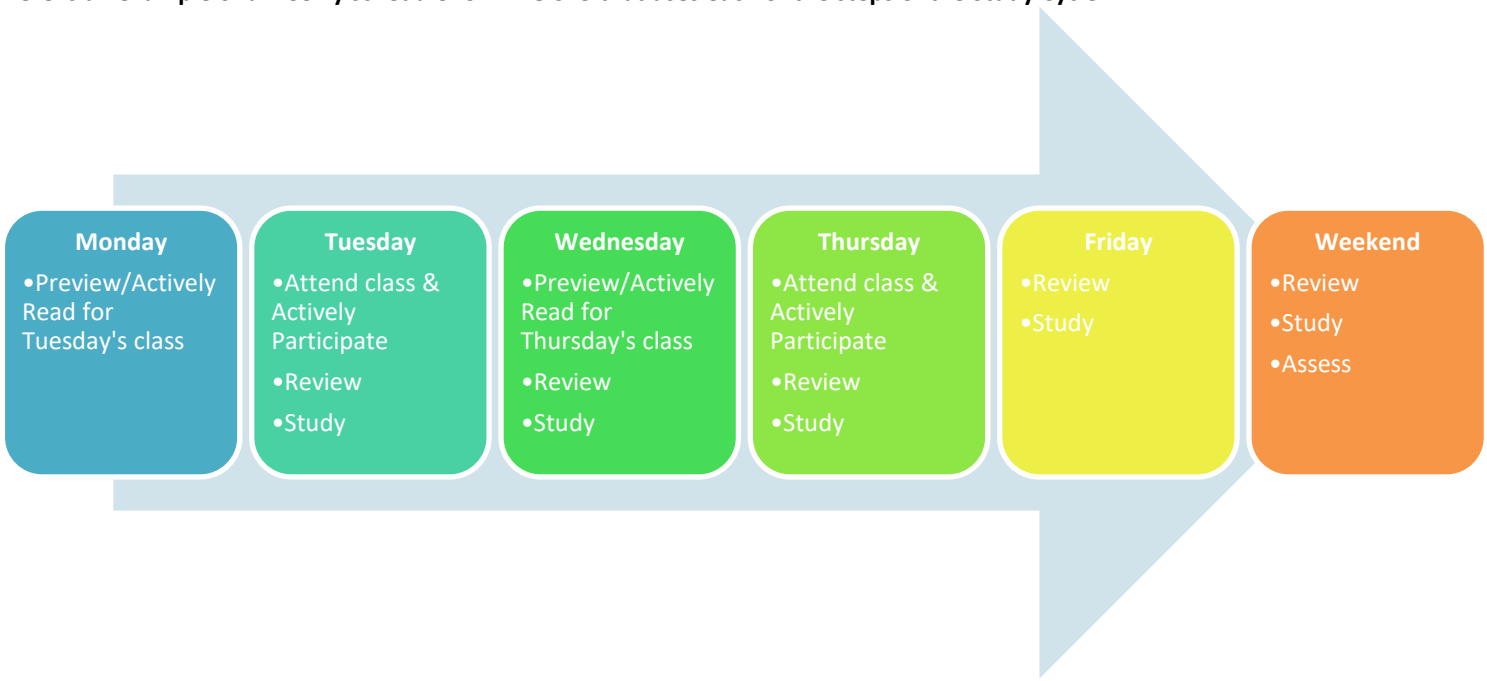
Please note: *The length of time allowed for the final exam is 75 minutes. The time allotted begins at the announced time of the exam. If you arrive late, your time to take the exam will NOT be extended. If you arrive after someone else has completed his/her exam, you will not be allowed to take the exam. The opportunity to take the final as an online exam will NOT be option.*

The Study Cycle for MTG 315: You should expect to spend at least 6-9 hours each week outside of class time studying and learning the content for our course. The basic weekly 'learning loop' or Study Cycle for our course can be summarized as follows (based on LSU's "The Study Cycle" referenced here: https://www.lsu.edu/cas/earnbettergrades/tipsandtools/takecharge.php).



Preview / Actively Read (SQ3R method)	•Survey: skim the assigned reading, pay attention to learning objectives, headings, charts, and key terms •Question: make you own questions, turning section headings and learning objectives into questions •Read: read the assigned reading, searching for answers to the questions you created •Recall/Recite: recite the main points of the reading •Review: review your notes/questions from the reading, fill in any gaps
Attend Class / Actively Participate	•Take good notes, answer any questions from the "Preview" step that are still unanswered. •Be active, participate in all class activities
Review	•After each class, review your notes. Fill in any gaps. •Write a summary and then recite the main points of class without looking at your notes. •Connect the class content to the assigned readings
Study	•Set a goal for each study session •Summarize your notes from the readings and class •Create an outline or concept map •Re-work examples and problems from class and the text without looking at solutions •Focus on the problem-solving process •Review
Assess	•Try to teach the material to another person •Do additional exercises and problems from the text that were not assigned or create your own problems

Here is an example of a weekly schedule for MTG 315 that uses each of the steps of the Study Cycle:



What past students have shared about MTG 315:

•Make sure to actually pay attention because most of the information you're given isn't on the slides.
•Go to class and read the material and start studying for tests early
•To best approach this course, I would recommend reading the book before you come to class so that you have a better idea about what's going on. I would also recommend studying your notes before you come to class so that you're prepared if there is a pop quiz that day. I also recommend completing the study guide before each exam and going over examples from the book and what we talked about in class.
•The class isn't easy. Show up to class everyday. Quizzes come out of nowhere. Pay attention really well and take really good notes, especially on exams the professor gives. Also, a good note is that whenever the professor is on a slide for more than 10 minutes, it's probably super important.
•Pay attention. Take good notes. Read the book. Prepare thoroughly for exams.