Principles of Marketing

Marketing 220-001  Instructor: Allan W. Hall
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MKT 220 – Section 001  M-W-F 8:00 am - 8:55 am  GH 435

Office hours:  7:00 am – 8:00 am: M/W/F
             12:30 pm – 1:30 pm: Mon/Wed
             8:00 am – 10:00 am: Tuesday
             Or by Appointment

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- **Course objectives:** This course is designed to provide students with knowledge of principles of marketing. It will familiarize you with the marketing process and look at the development of a marketing strategy. The course will view marketing from both a business and consumer orientation. A major focus of MKT 220 will be the use and impact of marketing throughout society. This course work is designed to provide information and skills which will be useful to you throughout your life, both in business and as a consumer.

- **Student responsibilities:** First, students need to attend class. Students also need to read all assigned materials BEFORE each class. Exams will cover this textbook material whether we cover it or not. Students also need to learn all material we cover in class. This includes lectures, case studies, guest lectures, videos and class discussion.

- **Attendance:** Required and will be a part of the class grade. **Five (5) points are deducted from your total grade [500 points] for each class missed.** Deduction of points will not stop at 0 should you have more than 10 unexcused absences (11 missed classes = -5 points). Attendance sheets will be handed out at each class. It is the student’s responsibility to sign this sheet if you are tardy. The following are the **ONLY** excused absences:
  - Death in the immediate family - a funeral/obituary notice is required.
  - Illness - a Doctors original excuse is required.
  - University Excused Absence – emergency school closure, student athlete participating in their event, other class trips/events (this will require a memo/letter/note from trip sponsor professor).
  
  **There are no other excused absences.**
  An attendance matrix will be posted on Black-Board every week to ten days. This will be the official record of your attendance.
There will be a total of four (4) exams. The first three (3) exams will carry a value of 100 points. Exams will feature a range of styles including multiple choice, fill-in-the-blank or true-false (a combination of all of these styles). Review sheets will be posted on Blackboard before each exam. Student is responsible for making his/her copy of the review sheet. The fourth test will be the Final Exam. The Final Exam will be 150 points and it will be a comprehensive exam.

A case study will account for 50 points. You are to chose one module from the six case modules in the back of your textbook. Questions at the end of the case are to be thoroughly answered as well as any other thoughts you may have concerning the case. You will be graded on your communication skills, critical thinking and organization of thought. The case is to be typed with double spacing and 12 point font. It will be due on Monday April 6, 2009 at class time. I will NOT accept any cases after that due date/time. You may turn it in early for extra credit.

Make up exams will consist of all-written exams—short essay, fill in, or definitions. If you arrive after the first person leaves an exam, you will be considered absent and you will have to make up the exam. If you have an excused absence, a make up of that exam must be completed within 3 days of the scheduled exam. If you are not excused, all make ups will be done on May 7, 2009.

Grading is as follows:

<table>
<thead>
<tr>
<th>Exams/projects</th>
<th>Points</th>
<th>Percent</th>
<th>Grade</th>
<th>Points Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>100</td>
<td>90-100</td>
<td>A</td>
<td>450-500</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100</td>
<td>80-89</td>
<td>B</td>
<td>400-449</td>
</tr>
<tr>
<td>Exam 3</td>
<td>100</td>
<td>70-79</td>
<td>C</td>
<td>350-399</td>
</tr>
<tr>
<td>Exam 4</td>
<td>150</td>
<td>60-69</td>
<td>D</td>
<td>300-349</td>
</tr>
<tr>
<td>Case Study</td>
<td>50</td>
<td>Below 60</td>
<td>F</td>
<td>0-299</td>
</tr>
<tr>
<td>TOTAL</td>
<td>500</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Grade scores/attendance points/messages/class info will also be listed on WKU Blackboard/Course Info System.

CHEATING WILL NOT BE TOLERATED. Anyone caught cheating will FAIL the course. Cheating includes (but is not limited to) cheating on a test, copying someone’s work both inside and outside the classroom, putting someone’s name on the attendance sheet when that individual is absent, plagiarism or lying to the instructor.

Student participation in class discussion is encouraged at all times. However, there will be no socializing during lectures or discussions. Please turn off phones, pagers and electronic devices during class time. Lap Top computers are ACCEPTABLE in this class [encouraged]. Students may not read newspapers or magazines during class. NO TEXT MESSAGING during this class period! Students who do not comply will be asked to leave the class room.
**Principles of Marketing**

**Note!** There will be one “grace ring” per class. If a cell phone rings during class, the individual will have 25 points removed from his/her total grade. If the person does not acknowledge that it is their phone/pager, the entire class will lose 25 points. If there are more than two (2) incidents, the instructor will take disciplinary action.

- **Students with disabilities:** Students with disabilities who require accommodations (academic adjustments and/or auxiliary aids or services) for this course must contact the Office for Student Disability Services, Downing University Center (DUC) A200. The OFSDS telephone number is (270) 745-5004.
- Please DO NOT request accommodations directly from the professor or instructor without a letter of accommodation from the Office for Student Disability Services.

**Some additional thoughts:**

- Exam review sheets will be given out prior to each exam. The review will outline all items to study for the exam.
- Do NOT wait till the last minute to read material in textbook. I do NOT want to hear about “all-nighters.”
- Final exam week is May 11-15, 2009.
- The instructor is aware of the time during class. Don’t worry about being late.
- If you are late for class, come anyway. Don’t worry about interrupting the lecture/presentation. It is important for you to attend class.
- The instructor is not responsible for the loss of scholarships, grants or other funding due to a poor grade in this class. It is YOUR responsibility to do your best.
- Put your name in your textbook. Trust me, it will add value (especially if lost or left behind in classroom).
- Strongly suggest you bring your textbook each class period. It is much easier to follow the lecture (highlighting is easier than writing).
- My exams can be difficult. Some call them tricky, but if you know the material you should do well on the exams and in class.

**A sample of unacceptable excuses for missing class:**

My car broke down; the traffic on Scottsville Road was awful; I knew I would be 20 minutes late so I decided not to come to class; I had a job interview at McDonalds; I have to go on a family vacation we have this time every year; cocktail flu; my _______ was in a car wreck; tug of war practice; sick but not bad enough to go to the doctor, third cousin on my stepfather’s side of the family died; overslept again; my roommate changed the alarm clock; it was my 21st birthday; we had Formal; early flight to get home[I saved a ton of $$$]; my roommate was in the emergency room; my________ was in the emergency room; I had to study for _____exam; my project in _____was due; my dog had puppies, my cat died, we went horseback riding; we went to the stock car race; we went to the UK basketball game; I forgot where I parked my car last night and so forth.