Course Syllabus

**Course Title**
MKT 300 Principles of Marketing

**Course Numbers and Information**
CRN: 47125 Classroom Ka’a’ike 109 and Laulima
Class meets **Monday/Wednesday 10:30-11:45AM**

**Credits** 3 credits via 3 hour lecture

**Textbook**
Lab - Course ID: gonzalez45698

**Office Hours**
M, Tu, W 1:00-2:00 and by appointment

**Instructor**
- Refugio Gonzalez, Instructor
- Office: Ka Lama Room 132
- Office Phone: 984-3633
- Cell (Emergency): 665-1000
- e-mail: refugiog@hawaii.edu

**Course Prerequisites**
BUS120, ECON 130, ECON 131 with C or better; or consent

**Required Student Online Access**
Accounts on Gmail, LinkedIn
Learning team collaboration – Laulima

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**Course Description**
Applies the fundamental principles of successful marketing including segmentation, targeting, product development, positioning, packaging, placement, pricing, promotion, service and relationship building to development of marketing plans. Explores the impact of marketing of goods and services using the Internet, the World Wide Web, and other technologies as they emerge.

**Assignments, Projects and Exams**
There will be reading, individual homework, quizzes, learning team projects, online homework assignments, 3 exams and a final exam.

You can work on your computer in your home or office or in one of the labs on campus. You will need to plan to spend about seven hours per week in the classroom, assignments and projects. Typical workload involves preparation prior to class (1 hr), class (3 hrs), post-class work (3 hrs).

Assignments must be turned in on time to receive full credit. Late assignments will be penalized 10% every day, and no assignment will be accepted more than 2 days after the deadline.

**Examinations**
Three examinations and a final examination will be given throughout the semester. Please do not miss a scheduled exam. If you must miss due to an extreme emergency, please notify me before the exam is given and schedule a make-up exam. All make-up exams will have a 10 point deduction. There will be no make-up for the final exam.
Quizzes
Each week will start with a quiz covering the assigned chapter reading. The quiz will be given promptly during the first 10/15 minutes of class and there will not be any retakes or rescheduling for reasons of tardiness or absence.

Homework
Homework will be assigned and delivered via Laulima. Completion of all homework assignments is essential to doing well on the examinations. Some homework assignments will be reviewed in class. To get the most from the homework, please complete the assignments prior to the in-class review. Miscellaneous additional homework may be assigned with deadlines and point values to be determined throughout the semester.

Team Presentations
We’ll be reading text and adding in appropriate case studies. But there is no substitute for doing and so you will be split into small groups and assigned with coming up with your own strategies and tactics based on a target market. You will present your strategy and answer questions from your peers in a live presentation at the conclusion of the semester. Each group member will create a charter of accord and members will evaluate one another at the end of the project.

Course Philosophy
Firstly congratulations, you’re entering the field of marketing at a time of incredible change. An industry once stagnant for decades is undergoing seismic shifts and whenever there is big change there is big opportunity.

It’s easy to take these changes and technology for granted. At the time of this writing YouTube is barely seven years old. Google has only been around for twelve years and is now used by the CDC to predict flu outbreaks based on search volume in specific locations. If Facebook were a country, it would be third in population size behind India and China. News breaks today not on CNN but rather on Twitter, where real-time user generated content can be tracked and trended.

The principles of marketing are the cornerstones for developing successful marketing strategies.

You will be assigned various readings from the text and online content for which you may be tested upon. Not preparing for class will show in the discussions in front of your peers and in your test scores. Participation is graded upon attendance, leading class discussions on assigned readings and case studies, and asking smart questions of your colleagues.

Your final grade will be determined by your understanding of the course materials, case study analysis, and ability to creatively apply the concepts in real world scenarios via the final group project.

You are encouraged to form a study group and exchange phone numbers and e-mail addresses. Interaction with fellow students is an integral part of the learning process. Working with partners is required for team projects.

However, individual work is required for individual projects. All individual work submitted for grading must be your own. Please note the UH policy on Plagiarism and Academic Honesty.

No requests for incomplete grades will be accepted.

Assignments and Points Distribution
Term Exams – 3: 100 + 100 + 100 = 300 points
Chapter Quizzes 10 points each X 10 = 100 points
Homework Assignments 20 points each X 8 = 160 points
Team Project – Teams of at least 2 = 100 points
Class attendance and participation = 80 points
Final Exam – open book/computer, 2 hours = 100 points   Total Available 840 points
Course Grading
Your final grade will be based on your overall scores on the following scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
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<tbody>
<tr>
<td>A</td>
<td>90 - 100%</td>
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<tr>
<td>B</td>
<td>80 - 90%</td>
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<tr>
<td>C</td>
<td>70 - 80%</td>
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<tr>
<td>D</td>
<td>60 - 70%</td>
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<tr>
<td>F</td>
<td>Below 60%</td>
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Grading Scores Interpreted as follows:

100   Perfect
90-99  Outstanding
80-89  Excellent
70-79  Very Good
60-69  Good
50-59  Fair
40-49  Mediocre
30-39  Poor
20-29  Very Poor
10-19  Terrible
0-9    Abysmal

Class contribution will be considered for the course grade. It reflects the degree to which a student contributes to the discussion and is not simply a function of the amount of "air-time" he/she takes.

Course Calendar

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topics, holidays and deadlines</th>
<th>Assignments (and Points)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Aug 20</td>
<td>Topic for Week 1 – Chapter 1</td>
<td>Quiz (10)</td>
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<tr>
<td>2</td>
<td>Aug 27</td>
<td>Topic for Week 2 – Chapter 2</td>
<td>Quiz (10)</td>
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<tr>
<td>3</td>
<td>Sept 3</td>
<td><strong>Topic for Week 3 – Exam #1</strong></td>
<td>Exam - Chapters 1,2 (100)</td>
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<tr>
<td>4</td>
<td>Sept 10</td>
<td>Topic for Week 4 – Chapter 3</td>
<td>Quiz (10)</td>
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<td></td>
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<td>Chapter 4</td>
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<td>5</td>
<td>Sept 17</td>
<td>Topic for Week 5 – Chapter 5</td>
<td>Quiz (10)</td>
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<td>6</td>
<td>Sept 24</td>
<td>Topic for Week 6 – Chapter 6</td>
<td>Quiz (10)</td>
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<td>7</td>
<td>Oct 1</td>
<td><strong>Topic for Week 7 – Exam #2</strong></td>
<td>Exam – Chapters 3,4,5,6 (100)</td>
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<td>Chapter 7</td>
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<td>8</td>
<td>Oct 8</td>
<td>Topic for Week 8 – Chapter 8</td>
<td>Quiz (10)</td>
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<tr>
<td>9</td>
<td>Oct 15</td>
<td>Topic for Week 9 – Chapter 9</td>
<td>Quiz (10)</td>
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<tr>
<td>10</td>
<td>Oct 22</td>
<td><strong>Topic for Week 10 – Exam #3</strong></td>
<td>Exam Chapters 7,8,9 (100)</td>
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<td></td>
<td></td>
<td>Chapter 10</td>
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<td></td>
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<td>Last day to withdraw with a W grade or change grading option – Oct 29</td>
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<tr>
<td>11</td>
<td>Oct 29</td>
<td>Topic for Week 11 – Chapter 11</td>
<td>Quiz (10)</td>
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<tr>
<td>12</td>
<td>Nov 5</td>
<td>Topic for Week 12 – Chapter 12</td>
<td>Exam Chapters 7,8,9,10,11,12 (100)</td>
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<td>13</td>
<td>Nov 12</td>
<td><strong>Topic for Week 13 – Chapter 13 / 14</strong></td>
<td>Quiz (10)</td>
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<td>14</td>
<td>Nov 19</td>
<td><strong>Topic for Week 14 – Chapter 15</strong></td>
<td>Quiz (10)</td>
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<td>Thanks Giving Day / No class Nov 22</td>
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<tr>
<td>15</td>
<td>Nov 26</td>
<td><strong>Topic for Week 15 – Team Presentations</strong></td>
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To be Successful in this Class:
1. Keep up with assignments and deliver them in on time via Laulima.
2. Do the readings and study for tests.
3. Follow all criteria for class projects and assignments.
4. Visit the course website on Laulima and ask a question when something is not clear.
5. Work 7 hours every week on reading and discussions, online research and assignments.
6. Instructor will assist in the formation of Learning Teams in Week 1.
7. Meet the instructor with specific questions during office hours or by appointment.

Course Expectations
It is your responsibility to make up the work you missed. Effective work in learning teams is an essential part of this course and expected in the accounting and finance job function.

Student Learning Outcomes and Competencies
On successful completion of this course, the student will be able to
a. define marketing, marketing management, the core concepts and relationships between customer value, satisfaction, and quality;
b. describe the marketing process and the forces that influence it;
c. list the marketing management functions, including the elements of a marketing plan;
d. evaluate the marketing information system, discuss its parts, and outline the steps in the marketing research process;
e. analyze the consumer market, construct a simple model of buyer behavior and list the major factors that influence buyer behavior, and the stages in the buyer decision process;
f. enumerate the steps of target marketing and explain how companies identify attractive market segments, choose a market-coverage strategy, and position their products for maximum competitive advantage in the marketplace;
g. identify the major channel alternatives open to a company and how channel members interact and organize to perform the work of the channel;
h. analyze the role of price strategy in the marketing mix;
i. prioritize the roles of advertising, sales promotion, personal selling and public relations, in the promotion mix and describe the major decisions involved in developing an advertising program;
j. relate the role of new marketing concepts to successful marketing strategies
k. defend the concept that all marketing is part of a global process.

Assessment
A sample of your work may be anonymously used to assess student achievement of the student learning outcomes.
Special Needs
If you have a disability and have not voluntarily disclosed the nature of your disability and the support you need, you are invited to contact Lisa Deneen - Disabilities Coordinator at 984-3227 or Telecommunication Device for the Deaf (TDD) 984-3325 or the Text Telephone (TT) replay service at 643-8833.

Reasonable accommodations will be provided for students with documented physical, sensory, systemic, cognitive, learning and psychiatric disabilities. If you believe you have a disability requiring accommodations, please notify Lisa Deneen - Disabilities Coordinator at 984-3227 or Telecommunication Device for the Deaf (TDD) 984-3325 or the Text Telephone (TT) replay service at 643-8833. The Disabilities Coordinator will verify your disability and provide the course instructor with recommendations for appropriate accommodations.

Academic Probation Policy
All University of Hawai‘i Maui College students must maintain a cumulative GPA of 2.0 of higher. Failure to do so could result in the following: Warning, Probation, Suspension, and Dismissal. For more information go to www.maui.hawaii.edu/academicpolicy or contact Francine Ching at 984-3495.

Respectful Classroom Environment
Treat each other with respect and courtesy. Discrimination and harassment have no place in this learning environment. To this end, I reserve the right to manage the class as appropriate. If you feel that you are being harassed or discriminated against, please contact UHMC’s Equal Employment Opportunity/Affirmative Action Coordinator- Debbi Brown, EEO/AA Coordinator: contact for EEO/AA, discrimination, harassment, screening committee questions, discussions, and procedures 808 984-3204 for assistance.

ACADEMIC CALENDAR FALL 2012:
Aug 20  FIRST DAY OF INSTRUCTION
Aug 20  Late Registration for open classes: Admission & Records 9:00 am - 6:00 pm (M-Th), 9:00 am - 4:00 pm (F)
Aug 24  Last day withdrawal with 100% refund (semester-length classes)
Aug 24  Last day to add/late register
Sept 10 Erase period ends – Courses dropped by this date do not appear on transcript
Sep 10  Last day withdrawal with 50% refund (semester-length classes)
Oct 5  Graduation application deadline
Oct 29  Last day to withdraw from classes with a W grade
       Last day to change grading option (e.g., CR/NC, Audit)
       Last day to make up Incomplete grades
Dec 6  LAST DAY OF INSTRUCTION (semester-length classes)
Dec 7  Reading Day (semester-length classes)
Dec 8-14 Final Evaluation Period (semester-length classes)
Dec 14  Last day of semester
       Dates are subject to change.

Caveat
Instructor reserves the right to make changes to the syllabus as needed.