



COB Vision

Our vision is to be recognized as the business college of choice for undergraduate and masters programs among public business colleges in Arkansas and the region, with national recognition in selected fields or areas.

COB Statement of Mission and Core Values

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current, responsive, and innovative curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the local, regional, national, and global business community.

In carrying out this mission, the College of Business is guided by the following core values and expects the following outcomes:

1. Intellectual Excellence.

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote and impact the application, creation and dissemination of knowledge through contributions to business practice, learning and pedagogical research, and discipline-based scholarship.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

2. Community.

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to impact and promote life-long and experiential learning, research, service, and community engagement.

3. Diversity.

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

4. Integrity.

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.
- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

Learning Goals

Our graduates shall possess:

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

Course Syllabus

Course Information

Course Number:	MKTG 3350
Course Name:	Principles of Marketing
CRN:	11372 and 11380
Semester:	Fall 2014
Location:	COB 107
Class Hours:	1:30 – 2:45
Course Website:	http://sites.google.com/site/branddna/
Blackboard Used For:	Grades and notifications

Instructor Information

Name:	Dan Fisher
Office Location:	COB 312-I
Work Email:	djfisher@uca.edu
Phone:	450-5329
Office Hours:	Monday and Wednesday 9-12 & 3-5; please make an appointment

Prerequisites:

ACCT 2310 & 2311, ECON 2320 & 2321 and QMTH 2330

Textbook and Instructional Materials Required:

Meatball Sundae by Seth Godin

Zag by Marty Neumeier

Course Description:

Key decisions required to understand the existence of markets and how buyers within those markets may be accessed profitably. Key concepts include an overview of competitive markets, buyer behavior, developing new markets and products, promotion and distribution channels, pricing and profitability concepts, the sales and collections process, and strategic planning.

Course Objectives:

Upon the successful completion of this course, students will be able to:

- ◆ Describe the nature of markets including assumptions, models, types, utility, and the role of government.
- ◆ Explain consumer and buyer behavior in terms of basic models, information processing, decision making, and adoption.
- ◆ Clarify the key elements of marketing research including segmentation, basic steps, trade-offs between methods, and approaches to data analysis.
- ◆ Describe products, brands, and product management in terms of classification, symbolism, life cycle, and new product development.
- ◆ Explain the key issues associated with each component of the promotional mix including advertising, personal selling, sales promotion, and publicity.
- ◆ Clarify the way that channels of distribution are designed including types of structure, the role of logistics, and the importance of power.
- ◆ Demonstrate the pricing of goods and services using key concepts such as supply and demand, elasticity, pricing strategies, and breakeven point analysis.
- ◆ Identify the key elements of the sales and collection process including the matching principle, accounting for sales, and the use of financial statements.
- ◆ Recognize and organize the information needed for the construction of a strategic marketing plan including approaches to corporate strategy, SWOT analysis, and environmental scanning.

Course Delivery Method:

| Class will consist of lectures, discussions, assignments, and exercises. |

Grading:

| Grades will be assigned according to the following scale:

- A. ≥ 89.5
- B. ≥ 79.5 and $< 89.5\%$
- C. ≥ 69.5 and $< 79.5\%$
- D. ≥ 59.5 and $< 69.5\%$
- F. < 59.5

The various components of your grade are weighted as follows:

Exams: Three tests plus a Final Exam. – 100% of Final Grade

Each test will be equally weighted (33.33% each for this portion of the grade). The Final Exam is optional and will be for those students who want to improve their overall grade. The Final Exam will replace the lowest regular exam grade.

If you will not be able to take a test on the scheduled day, you must make arrangements with me to take it **early**. Otherwise, there are never any make up tests during the semester.

If you miss a test, you must take the test during the regularly scheduled final. You will also take the final during this same time period. Bottom line, don't miss a test.

All grades will be posted in Blackboard.

Description of Major Deliverables/Course Requirements:

Tests.

Class Schedule:

See attached sheet.

Evaluations (Fall & Spring)

Student evaluations of a course and its professor are a crucial element in helping faculty achieve excellence in the classroom and the institution in demonstrating that students are gaining knowledge. Students may evaluate courses they are taking starting on the Monday of the twelfth week of instruction through the end of finals week by logging in to myUCA and clicking on the Evals button on the top right.

Policies and Procedures:

Attendance and Drop policies:

Education at the university level requires active involvement in the learning process. Therefore students have the responsibility to attend classes and to actively engage in all learning assignments or opportunities provided in their classes.

Research confirms my own observation that regular class attendance is positively correlated to course performance. In addition to regularly attending class, you are expected to read the textbook ahead of lectures. You will get much more out of the lectures and will maximize your chances of scholastic success if you come to lectures having read the material to be covered.

Assignment Submission:

On time or not all.

Makeup Exams:

See grading section. There are no make-ups.

Classroom Policies:

Cellphone use is mandatory. Please send lots of messages during class, we know they are very important.

Academic Integrity Statement:

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

Disabilities Act Statement:

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

Sexual Harassment and Academic Policies:

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

Title IX

If a student discloses an act of sexual harassment, discrimination, assault, or other sexual misconduct to a faculty member, the faculty member cannot maintain complete confidentiality and is required to report the act and may be required to reveal the names of the parties involved. Any allegations made by a student may or may not trigger an investigation. Each situation differs and the obligation to conduct an investigation will depend on those specific set of circumstances. The determination to conduct an investigation will be made by the Title IX Coordinator. For further information, please visit: <http://uca.edu/titleix>.

Emergency Procedures Summary (EPS):

An Emergency Procedures Summary (EPS) for the building in which this class is held will be discussed during the first week of this course. EPS documents for most buildings on campus are available at <http://uca.edu/mysafety/bep/>. Every student should be familiar with emergency procedures for any campus building in which he/she spends time for classes or other purposes.

Other Required Materials/Competencies/Resources:

None,

Accreditation & Assurance of Learning

Learning Goal(s) Assessed in this Class

There is no formal assessment activity scheduled in this class.

There is formal assessment activity scheduled in this class.

Learning Goals:

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Learning Objective:

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Measure:

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Benchmark:

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