MKTG 360.03: Marketing Principles

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Office Hours:  
Monday 2:00-3:00pm  
Wednesday: 9:00-10:00am and 2:00-3:00pm  

Required Text:  
Marketing: Real People, Real Choices, Solomon and Stuart, 5th ed.  

Course Overview:  
This course is designed to introduce students to the field of marketing; to teach students the basic principles of the theory and practice of marketing. Most students have some sense of the nature of marketing simply by being a consumer. This course will formalize much of that knowledge by teaching the terms, concepts and strategies within each of the principles of marketing. I will also add depth to the material by sharing relevant information related to the concepts from my business experiences. In addition to learning about each of the marketing principles and various strategies, we will be introduced to the concepts of consumer and organizational behavior that influences the various strategies.  

Class Behavior, Attendance and Participation:  
The classroom is a place for learning the material being taught. Anyone whose behavior distracts me from teaching or students from learning will be asked to leave. This class is designed to be interactive such that we can learn from each other. As such, I require students to attend class sessions prepared to listen, contribute and ask questions. This is particularly important since I write my own exams and derive test questions from material presented in class lectures, text reading material, videos, case discussion questions, and classroom discussions. So, if you are not in class you have no context within which to apply the material missed. Also, I provide considerable guidance for upcoming homework assignments that cannot be gained from anywhere else other than in the classroom.  

It is each student’s responsibility to make arrangements to get the notes or any other information from missed classes from another classmate. Do not ask me for my notes.  

University Student Code of Conduct:  
All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or disciplinary sanction by the University. All students need to be familiar with the Student Code of Conduct. The Code is available for review on-line at:  

http://www.umt.edu/SA/VPSA/index.cfm/page/1321
**Communications:**

There are several ways a student may communicate with me; email is not one of them. Students may email only if they need to convey or inform me of something. I will not correspond with students via email. Students should either call me or visit with me in person. Under NO circumstance is it acceptable to call me at home, please only call my office number. I require this not to be difficult, but instead as a way to get students to exercise discipline, develop and nurture people skills and to avoid misunderstanding, miscommunication and passive aggressive behavior in general.

Beginning on July 1, 2007, the university has a new policy regarding student e-mail accounts. Faculty members may only correspond with students regarding academic issues if both parties use official UM e-mail addresses. This means students need to either use a business.umt.edu address or a umontana.edu address.

**Grading and Scale:**

<table>
<thead>
<tr>
<th>Exams (3):</th>
<th>75% (25% each)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Development Assignments (5):</td>
<td>25% (5% each)</td>
</tr>
</tbody>
</table>

Grading scale:
- 93-100 = A
- 90-92 = A-
- 87-89 = B+
- 83-86 = B
- 80-82 = B
- 77-79 = C+
- 73-76 = C
- 70-72 = C-
- 60-69 = D
- 59 and below = F

Under no circumstances will I apply a curve to the class. Each student will receive the grade they earn. Students can keep track of their own grade by using simple math skills and keeping track of the grades earned on coursework.

CDA (1): _______ x .05 = _________
CDA (2): _______ x .05 = _________
CDA (3): _______ x .05 = _________
CDA (4): _______ x .05 = _________
CDA (5): _______ x .05 = _________
Exam (1): _______ x .25 = _________
Exam (2): _______ x .25 = _________
Exam (3): _______ x .25 = _________

Total: _________ (add five scores) and correspond to letter grade.

**Exams:**

There will be three exams during the course of the semester – the third exam is not comprehensive, that is, it will only cover the material covered since the second exam. The exams are a combination of T/F, multiple choice, fill-in-the-blank and short answer. Typically, I will concentrate on particular concepts, terms, theories, etc. and will ask several types of questions on the same concept to ensure that students have a comprehensive understanding of the material. I do not allow students to take exams early or late,
unless the student is involved in a University activity on that day, in which case, the student must provide to me, in advance and in writing, the activity from the coach, coordinator, etc. The dates for the exams are indicated on the tentative schedule on the next page; please plan your other activities accordingly.

Schedule for exams:
Exam #1: Monday, Oct. 1
Exam #2: Friday, Nov. 2
Exam #3: Tuesday, Dec. 11 at 8am (during finals week)

Reading and Homework Assignments:

Lectures will cover concepts from chapters in the text, but will be augmented by industry experience and a few video’s that will help relate the material to real-world international business situations. My practice is to lecture on specific material and then assign reading from the associated chapter in the text, this will allow you to better apply and retain the information that you read.

Career Development Assignments:

The career development assignments are assignments not related to the course material, per se. Instead, the assignments are designed to help prepare (force) students for real-world challenges related to their career and job search. The assignments will help students provide a framework for successful preparation of their job search and can be applied throughout your career. Any information required for grading should be prepared using a word-processing program (i.e., MS Word or WordPerfect). Students are required to use proper spelling, use of appropriate terminology and grammar. I will provide additional guidance for these requirements, including what needs to be turned in and when for grading, in a class on Wednesday, August 29, 2007 which will be dedicated to career development assignments.

CDA 1: SOBA Employer Resume Critique and Mock Interview
CDA 2: SOBA Employer Resume Critique and Mock Interview
CDA 3: Ask an Alum informational interview
CDA 4: First Impressions and the Interview: Sunday, Oct. 7th 6-6:50pm UC331
CDA 5: SOBA Student and Employer Networking Event: Wed. Oct. 24th 6:30-8pm GBB 2nd floor Atrium

Late Work: Not accepted. A hard copy of the assignments is due at the beginning of class on the day indicated on the class schedule – emailed assignments are not acceptable. Assignments turned in late will be given a “zero”.
Student and Class Expectations

Given the nature of this class, the way it is taught, I have found it helpful to outline various understandings and expectations that we all agree to. This way, there are no misunderstandings, no surprises, and students know what is required in order to perform well in class. Furthermore, students can make an informed decision about staying in the class or transferring to a different class that is more conducive to the students learning style as each professor has different experiences and teaching style. Please read the following and initial next to each statement indicating your agreement to what is expected.

☐ Professor Liikala expects students to come to class.

☐ Professor Liikala, this class, the classroom and other students are to be treated with respect.

☐ The textbook is required. While there may not be comprehensive reading assignments assigned Professor Liikala highly recommends purchasing the textbook. The textbook will be used as a reference for the concepts being taught in the class, assignments and can be used as a reference for other classes and as a resource in the workplace.

☐ Students will be required to take substantial notes during the lectures. Students will not complain about having to take notes and will be prepared to take notes.

☐ Professor Liikala encourages students to ask questions to clarify material being taught, offer opinions about relevant current events and/or to offer a students’ own experience in the workplace.

☐ Students will not to attempt to float excuses or manipulate Professor Liikala to take exams at a different date/time or to turn in homework late. Each student is required to turn in homework at the beginning of the class in which they are registered and to take exams on the date/time indicated in the class officially registered. Students will not make their problem Professor Liikala’s problem.

☐ Professor Liikala commits to the following:
☐ Come to class prepared to deliver the material in a manner that is interesting and to the extent possible entertaining. Be passionate and enthusiastic about teaching and towards students’ efforts to learn.
☐ Treat students as equals, with respect and in a straightforward manner.
☐ Teach as much as students ask of me.