The Cameron School of Business at University of St. Thomas

Course – Syllabus

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Title: Principles of Marketing

Number: MKTG 3343 Section: A (1050) Credit Hours: 3

Semester: Summer II 2024

Room: Online Only Days/Hours: Online Only

Online Format – this course consists of 100% online content

1. Instructor Information

Name: Dr. John Story Office: Welder 213

Office hours: Office hours will be flexible, to accommodate various course formats. Scan the QR code for a current schedule:

**Online** (e-mail in advance to let me know you’re coming storyjw@stthom.edu)
M - W 9 – 11 am or email for an appointment

**In-Person**Very Limited for Summer
email to set up a meeting

Other days and times are available, just e-mail to schedule a meeting: (storyjw@stthom.edu)

Note: These are subject to change. Use the link below, to see current office hours.

<https://storyedsolutions.com/prof>

Getting in touch with me:

* E-mail mailto:storyjw@stthom.edu
* E-mail johnwstory@gmail.com (use this only if the stthom e-mail does not work)
* Cell phone 208-220-2631 – I accept text messages on my cell phone. Be sure to identify yourself and the class (3343) in the text, as only a phone number usually shows up. If you really need to talk to me, send me a text with a call-back number and a couple of times you are available.
1. Course Catalog Description [(top)](#Top)

#### The course analyzes marketing strategy and product decisions, pricing policy, sales promotion and distribution in the business environment.

1. Program Goals

**BBA Learning Goals and Objectives (Approved May 24, 2023)**

The Bachelors in Business Administration programs have the following goals:

Goal 1: Students communicate effectively.

            Objective 1:  Students deliver a compelling oral presentation.

Objective 2:  Students use technology to convey a clear message and engage an audience

Objective 3:  Students write professional quality documents.

Goal 2:  Students are adept at critical thinking.

            Objective 1:  Students analyze problems in depth.

            Objective 2:  Students analyze data thoroughly using technology.

            Objective 3:  Students present feasible solutions for the problems.

Goal 3:  Students work effectively in teams.

            Objective 1:  Students work collectively towards team objectives.

Objective 2: Students demonstrate professional interpersonal relations with other team members.

Objective 3:  Students use technology to create shared goals and organize and complete shared tasks.

Goal 4:  Students are ethical decision makers.

Objective 1:  Students recognize the ethical issues implicit in a business decision.

Objective 2:  Students describe and use ethical frameworks applicable to business situations.

Goal 5:  Students are knowledgeable about fundamental business issues, processes, and global business

Objective 1:  Students demonstrate knowledge of business concepts and principles in a global environment.

Objective 2:  Students demonstrate knowledge in the areas covered by the required courses in their major.”

Objective 3:  Students apply business theories and concepts to address business problems.

Objective 4:  Students recognize global issues and perspectives that impact business activities.

**IMPORTANT NOTE:** This course MKTG 3343 is a required core course for your BBA and a pre-requisite course for the Senior Seminar, MGMT 4399, which you will be taking in the semester you are graduating. This one of the seven pre-requisites for MGMT 4399. The other courses are DEIS 4333, FINA 3339, MGMT 2347, MGMT 3320, MGMT 3390 (or ACCT 4338 if an Accounting major), and MKTG 3343.  You need to complete ALL of these pre-reqs prior to the semester you are taking MGMT 4399. You will NOT be allowed to take any of the pre-reqs concurrently with MGMT 4339. Plan accordingly! Note also that the content of this course includes material for the comprehensive test included in the Senior Seminar.

1. Texts, Readings, Materials  [(top)](#Top)

Principles of Marketing (available at no charge)

<https://openstax.org/details/books/principles-marketing>

**Required reading:**

The textbook is highly recommended reading. There may be other materials made available through Blackboard

1. Instructional methods:  [(top)](#Top)

This class will use a variety of ***online*** materials – short lectures, PowerPoint slides, readings, quizzes, etc.

1. Important Dates



1. Technology  [(top)](#Top)
* ***Online data retrieval and/or research***
* ***Online communication or collaboration***
* ***Use of general productivity software (e.g., Microsoft Office) to complete assignments***
* ***Use of specialized software to complete assignments***
* ***Use of BlackBoard learning platform***
* ***Zoom or Microsoft Teams meetings***
1. Course Tentative Schedule:  [(top)](#Top)

This is a tentative plan and may change. The full, up-to-date schedule is available in Blackboard.

|  |  |  |  |
| --- | --- | --- | --- |
| **Day** | **Date** |  | **Readings/ Assignments** |
| W | 26-Jun |   | **Module 1** |
| Th | 27-Jun |   | Chapters 1 and 2 |
| Fr | 28-Jun |   |   |
| Sa | 29-Jun |   | **Practice Quiz 1** |
| Su | 30-Jun |   | **Quiz 1 and Assignment 1** |
| Mo | 1-Jul |   | **Module 2** |
| Tu | 2-Jul |   | Chapters 3, 4, 5 |
| W | 3-Jul |   |   |
| Th | 4-Jul |   |   |
| Fr | 5-Jul |   | **Practice Quiz 2** |
| Sa | 6-Jul |   | **Quiz 2 and Assignment 2** |
| Su | 7-Jul |   | **Module 3** |
| Mo | 8-Jul |   | **Chapters 6, 7, 8** |
| Tu | 9-Jul |   |   |
| W | 10-Jul |   | **Practice Quiz 3** |
| Th | 11-Jul |   | **Quiz 3 and Assignment 3** |
| Fr | 12-Jul |   | **Module 4** |
| Sa | 13-Jul |   | Chapters 9, 10, 11, 12 |
| Su | 14-Jul |   |  |
| Mo | 15-Jul |   |  |
| Tu | 16-Jul |   |  |
| W | 17-Jul |   | **Practice Quiz 4** |
| Th | 18-Jul |   | **Quiz 4 and Assignment 4** |
| Fr | 19-Jul |   | **Module 5** |
| Sa | 20-Jul |   | Chapters 13, 14, 15, 16 |
| Su | 21-Jul |   |  |
| Mo | 22-Jul |   |  |
| Tu | 23-Jul |   |   |
| W | 24-Jul |   |  |
| Th | 25-Jul |   | **Practice Quiz 5** |
| Fr | 26-Jul |   | **Quiz 5 and Assignment 5** |
| Sa | 27-Jul |   | **Module 6** |
| Su | 28-Jul |   | Chapters 17, 18, 19 |
| Mo | 29-Jul |   |   |
| Tu | 30-Jul |   |  |
| W | 31-Jul |   | **Practice Quiz 6** |
| Th | 1-Aug |   | **Quiz 6 and Assignment 6** |
| Fr | 2-Aug |   | **Last Day to Submit the Final Exam** |

 The above schedule and procedures in this course are tentative and are likely to change. These may change in the event of circumstances beyond the instructor's control, because of developments in the course, or at student request.

1. Course Policies [(top)](#Top)
* Class participation
	+ Participation counts toward students’ grades. Students should log into Blackboard regularly, at least twice per week. Students should complete all of the practice quizzes before the deadline and strive for 100%. Doing these activities will ensure earning 100% of the participation points.
* Quizzes
	+ There will be online quizzes each week. Some of these will be untimed Practice Quizzes, while others will be Timed Quizzes. Both will count toward students’ grades, but the timed quizzes will carry significantly more weight as a component of student grades.
* Make-up exams/quizzes
	+ All quizzes and exams will be online. There are no make-up exams, or quizzes. Plan to take the online quizzes and exams before the deadline. Quizzes and assignments are available well before the due date. Don’t wait until the last minute to submit these.
	+ I will drop your lowest grade for the Timed Quizzes you take. If you MUST miss a quiz, e-mail me with an explanation and any relevant evidence, and that zero grade will be one that I drop.
* Assignments
	+ All assignments, quizzes, and exams will be assigned and completed in Blackboard. Sometimes, technology fails. If there are technical problems, e-mail me evidence of your attempt before the deadline. E-mails sent after the deadline will not eliminate the requirement.
	+ LATE ASSIGNMENTS or quizzes will not be accepted. You will receive a grade of 0 for late assignments or quizzes.
* Communication
	+ I will communicate with you through Blackboard, e-mail, and possibly using other collaboration software/apps.
	+ My preferred communication media from students is the stthom e-mail account, storyjw@stthom.edu. If you do not get a response from that, use the Gmail address, johnwstory@gmail.com.
* Academic dishonesty
	+ Academic dishonesty will result in a poor grade, or failing the class. Cheating will result in a significant grade reduction, or a grade of F for the class, at the professor’s discretion.
* Student Conduct in a Learning Environment:
	+ Membership in the academic community places a special obligation on all members to preserve an atmosphere conducive to the freedom to teach and to learn. Therefore, it is the responsibility of each member of this class to maintain a positive learning environment in which the behavior of any individual does not disrupt the learning opportunities for others. Students are expected to work, individually and together, to create an atmosphere that is safe, valuing of one another, and open to diverse perspectives. Students are expected to show courtesy, civility, and respect for one another and for the instructor. The UST Student Handbook contains important information and expectations that all students should know, including University policies and the Code of Student Conduct; these documents are available at www.stthom.edu/dos.
	+ It is the responsibility of the individual faculty member to determine, maintain, and enforce the standards of behavior acceptable to preserving an atmosphere appropriate for all teaching and learning activities in the course. Students will be warned if their behavior is evaluated as not meeting the expected standards.
	+ Sanctions for such behavior may include a range of responses from immediate removal from class (or a student group meeting) to referral to the appropriate academic unit and/or the Office of the Dean of Students for review of violations of behavioral standards. Significant and/or continued violations will result in administrative withdrawal from the course.
* ***Student Feedback***

The online course evaluation system is available to students towards the end of the semester. This system provides a tool for students to provide feedback regarding their learning experiences in courses at CSB and UST. Students are strongly encouraged to participate in this course evaluation process. Student feedback is crucial for curriculum development, faculty development, and continuous improvement of the programs offered by the Cameron School of Business.

1. Student Grading Processes:  [(top)](#Top)

Exam 30%

 Assignments 30%

 Quizzes 30%

 Participation 10%

|  |  |
| --- | --- |
| **Numerical Grade** | **Letter Grade** |
| 93-100  | A |
| 90-92 | A- |
| 87-89 | B+ |
| 83-86  | B |
| 80-82 | B- |
| 78-79 | C+ |
| 73-77 | C |
| 70-72 | C- |
| 67-69 | D+ |
| 65-66 | D |
| <65 | F |

1. Available Support Services:  [(top)](#Top)
* ***Tutorial Services Center (TSC)***

The Tutorial Services Center offers assistance to all current UST students in a variety of content areas, including academic subjects, general concepts, and writing skills. Tutors are available anytime the center is open. The TSC offers on-site tutoring, online tutoring, and tutorial workshops. Office hours and schedules can be found at <https://www.stthom.edu/Academics/Tutorial-Services-Center/Index.aqf> . Please contact the center at 713-525-3878 or tutoring@stthom.edu.

* ***CSB Tutorials***

The Cameron School of Business offers tutoring in business subjects. Please visit <http://libguides.stthom.edu/cameron> (under the “CSB Tutorial Services” tab) for the most current tutorial schedule and available subjects.

* ***Information Technology Services***

The UST IT Solution Center offers assistance with technical issues related to general computer issues, software, email, passwords, MyStThom, and blackboard.

Main Help Desk: 713 525 6900; Email: ithelpdesk@stthom.edu

Blackboard Support: 713 942 5965; [www.stthom.edu/bbhelp](http://www.stthom.edu/bbhelp)

Mission Statement [(top)](#Top)

The Cameron School of Business at University of St. Thomas

Inspired by the Basilian Fathers’ motto of Goodness, Discipline and Knowledge, and supported by research, the Cameron School of Business provides a comprehensive, high quality, ethically oriented business education to a diverse student body enabling graduates to serve as leaders of faith and character in a global economy.

ACADEMIC HONESTY

Ethical conduct is essential to a community of scholars and students searching for truth. Anything less than total commitment to honesty and honorable conduct undermines the efforts of the entire community. Academic integrity lies at the very heart of any institution of higher learning. In the Cameron School of Business, students and faculty are expected to commit to a code that exemplifies each individual's honor and integrity. Any conduct that violates this standard and betrays the respect of others is a matter of grave concern and, accordingly, is deemed unacceptable.

The tests/exams will be individual efforts. Student may work together on homework assignments, but must submit their own assignments.

The penalty for an incident of academic dishonesty is, at the discretion of the professor, either a mark of zero for the work in question or the grade of F for the course.

**ACCOMMODATIONS**

University of St. Thomas- Houston is committed to making reasonable accommodations to assist individuals with disabilities in reaching their academic potential. If you have a disability which may impact your performance, attendance, or grades in this course and require accommodations, you must first register with the Office of Counseling and Disability Services [Disability Services | University of St. Thomas Houston](https://www.stthom.edu/Campus-Student-Life/Disability-Services/Index.aqf) . Disability Services is responsible for coordinating classroom accommodations and other services for students with disabilities. Please note that classroom accommodations cannot be provided prior to your instructor’s receipt of an accommodations letter from Disability Services.

For more information about accommodations, please contact Disability Services:

[Disability Services | University of St. Thomas Houston](https://www.stthom.edu/Campus-Student-Life/Disability-Services/Index.aqf)

713.525.2169

cds@stthom.edu

**CSB Academic Process:**

The Cameron School of Business at University of St. Thomas is committed to helping each student reach his or her full academic potential.

In case of any questions or concerns related to a course, students should first meet with the instructor to request for help.

If the student needs assistance to contact the instructor, he or she may contact the Cameron School of Business office, P: 713-525-2100 or email csbaction@stthom.edu.

If the student has additional concerns after consulting with the instructor, student may then contact the Chair of the Department.

Accounting Chair - Dr. John Leavins P: 713/942-3479, Email: leavinj@stthom.edu

Finance Chair – Dr. Joe Ueng P: 713 525 2114, Email: ueng@stthom.edu

Management & Marketing – Dr. Elham Mousavidin P: 713 942 5914, Email: mousave@stthom.edu

Finally, if the student cannot consult the Department Chair or concerns still remain, the student may contact the Associate Dean, Dr. Ramaswamy (vinitar@stthom.edu) to determine a solution.

If the student is not satisfied with the action taken at the internal level, then the student may contact Student Services.