

**Contact information:**

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**Virtual Office Hours:** Office Hours on request. Just tweet me, text me, call me, email me...I am always here to help!

**In-Person Office Hours:** By appointment



**Welcome to Basic Marketing**

To use the word basic and marketing in the same phrase is hard to understand. Marketing has never become more complicated than over the past 5 years. It is a complex landscape. It is no longer messages to the masses via print and television. It is now about the targeting of unique messages across various channels and devices. The marketing profession is now one of the top listed in terms of satisfaction and pay. It is an exciting time for marketers. Their role encompasses so many elements. So be prepared!

**A LITTLE ABOUT ME**

I am a Digital and Social Media Marketing Strategist specializing in creating and implementing inbound marketing strategies for small and large companies. I currently serves as the Digital Marketing Director at TeraRecon, the largest independent provider and a global leader in advanced image processing innovation for CT, MR, and PET; where I develop cross-departmental digital marketing strategies to nurture and grow TeraRecon's global customer base.

I am an Adjunct Professor at the University of Missouri St. Louis where I teach Basic Marketing, as well as the Social Media Strategy course and Advanced Facebook Advertising course for the Digital Marketing Certificate program. I am a member of the Marketing Advisory Board for the UMSL Business School and the Executive Director for the record-breaking Midwest Digital Marketing Conference.

I hold a Master's in Business Administration and a Certificate in Digital Marketing from the University of Missouri St. Louis, and a Bachelor's of Science with a double major of consumer behavior/marketing and management from Tulane University.

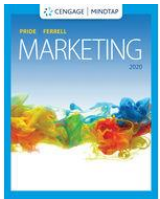
I began her career as a Brand Strategist at Mudbug Media, an interactive media agency in New Orleans, where I was responsible for the creation and implementation social media strategies for key clients, including independent medical practices, top-tier universities, regional hospitals, and Fortune 1000 global corporations. Prior to my current position at TeraRecon, I was the Digital Marketing Manager at Fpweb.net, a leading managed hosting provider, where I was in charge of their lead generation marketing efforts, including social media strategy, SEO, website strategy, PPC, email marketing, and event promotion.

### Teaching Philosophy

My teaching philosophy is all about engaging you with me and each other through readings and discussions about the latest news, uses, and tools in the world of social and digital media marketing. A good portion of your grade in this course will be how I access your sharing of your ideas and thoughts about the various topics and examples we will be talking about throughout the semester. We will rely heavily on the use of the Canvas threads, the Bonfyre app, video sharing, and other techniques to accomplish this. I want to hear from each of you and for you to share your ideas with your classmates and additionally tell your classmates what you think of their ideas. This is how you will learn.

Regarding my tests, I am not about memorization. That is a waste of time in a world where we can Google most any fact. Rather I will be interested in your showing me you understand the applications of our learnings. Tests are mostly essay.

### About this course:



#### Required texts:

MindTap for Pride/Ferrell's Marketing, 1 term Instant Access , 20th Edition  
William M. Pride; O. C. Ferrell  
ISBN-10: 1-337-91059-7  
ISBN-13: 978-1-337-91059-0

### Time Requirements:

For this course you will be expected to be in the classroom 2.5 hours per week, except for the days that classes will be held online, and homework will take an additional 2.5 hours per week. That means that you need to plan to spend a minimum of 5 hours every week.

### Technology Requirements:

As a student in a partially online course, you are expected to have reliable internet access for the days when class is conducted online. If you have computing problems, it is your responsibility to address these or to use campus computing labs. Problems with your computer or other technology issues are not an excuse for delays in meeting expectations and missed deadlines for the course. If you have a problem, [get help in solving it immediately](#). At a minimum, you will need the following software/hardware to participate in this course:

1. Computer with an updated operating system (e.g. Windows, Mac, Linux)
2. Updated Internet browsers ([Apple Safari](#), [Internet Explorer](#), [Google Chrome](#), [Mozilla Firefox](#))
3. Ability to navigate Canvas (Learning Management System)
4. Minimum Processor Speed of 1 GHz or higher recommended.
5. DSL or Cable Internet connection or a connection speed no less than [6 Mbps](#).
6. Media player such as [VLC Media Player](#).
7. [Adobe Flash player \(free\)](#)
8. [Adobe Reader or alternative PDF reader \(free\)](#)

**Course Description:**

*Prerequisites:* ECON 1001, Junior standing and a 2.0 overall GPA. An examination of the character and importance of the marketing process, its essential functions and the institutions performing them. Attention is focused on the major policies (such as distribution, product, price, and promotion) which underlie the multifarious activities of marketing institutions and the managerial, economic, societal implications of such policies.

If you ask several people what marketing is, you are likely to hear a variety of descriptions. Although many people think marketing is advertising or selling, marketing is much more complex than most people realize. We define marketing as the process of creating, distributing, promoting, and pricing goods, services, and ideas to facilitate satisfying exchange relationships with customers and to develop and maintain favorable relationships with stakeholders in a dynamic environment.

The essence of marketing is to develop satisfying exchanges from which both customers and marketers benefit. The customer expects to gain a reward or benefit greater than the costs incurred in a marketing transaction. The marketer expects to gain something of value in return, generally the price charged for the product. Through buyer–seller interaction, a customer develops expectations about the seller’s future behavior. To fulfill these expectations, the marketer must deliver on promises made. Over time, this interaction results in relationships between the two parties. Fast-food restaurants such as Wendy’s and Chick-fil-A depend on repeat purchases from satisfied customers—many often live or work a few miles from these restaurants—whereas customer expectations revolve around tasty food, value, and dependable service.

The marketing-mix variables—which include product, distribution, promotion, and price—are often viewed as controllable because they can be modified. However, there are limits to how much marketing managers can alter them. Competitive forces, economic conditions, political forces, laws and regulations, technology, and sociocultural forces shape the decision-making environment for controllable variables. While some products are tangible goods, services are also products and represent a significant part of the economy. Entire industries such as health care, entertainment, sports, hospitality, and tourism provide services.

**Goals of the Course:**

Within this course, we will discuss the following concepts.

- Articulate an overview of strategic marketing
- Evaluate marketing strategies
- Report upon the marketing environment
- Describe social responsibility and ethics, as they relate to marketing
- Discuss the role of market research
- Explain market segmentation and consumer behavior, as they relate to marketing
- Articulate the role of digital and social media marketing
- Determine product, procurement, promotion, and price decisions, as they relate to marketing

**Questions During the Course?**

We will use the discussion tool in Canvas as a tool for everyone to stay updated and share information. If you are confused on a homework assignment you can post a question to the rest of the class in Basic Marketing Chat Room. If you would prefer to message me or another student privately please go to the People Section of the course, find the person you want to message and send a private message to them.

Whenever there is an announcement regarding the class, I will send it through Canvas. I highly recommend downloading the Canvas Student app from the Apple or Android app store so you can easily stay connected to the course. Just search for Canvas Student in the [Google Play App Store](#) or the [Apple App Store](#) and login with your UMSL login. *It is a free app.*



## Grading

### Grade Composition:

Your grade will be a function of a:

- Online Assignments: (360 points total)
  - Video Quiz Cases (56 points)
  - Chapter Concept Check Quizzes (232 points)
  - Marketing Lab Assignment: (online) - 9 worksheets each worth 8 points (72 points)
- One Midterm (100 points)
- One Final Exam (100 points)
- In-Person Lecture attendance - one miss class is allowed, 2 points each class (40 points)
- Individual Presentation (50 points)

The total points possible for the semester is 650, your grade will be determined based on the total number of points you accumulate divided by 650.

Extra points will be available through the semester attending marketing club functions and other networking options.

**Grading Scale:** The grade value for each letter grade is as follows:

- |   |                            |
|---|----------------------------|
| • 92.00% of eligible points or above <b>A</b> | • 72.00 to 77.99 <b>C</b>  |
| • 90.00 to 91.99 <b>A-</b>                    | • 70.00 to 71.99 <b>C-</b> |
| • 88.00 to 89.99 <b>B+</b>                    | • 68.00 to 69.99 <b>D+</b> |
| • 82.00 to 87.9 <b>B</b>                      | • 62.00 to 67.99 <b>D</b>  |
| • 80.00 to 81.99 <b>B-</b>                    | • 60.00 to 61.99 <b>D-</b> |
| • 78.00 to 79.99 <b>C+</b>                    | • Below 60.00 <b>F</b>     |

### Feedback and Grading Timeline:

- All chapter concept check and video quizzes will be graded automatically upon completion.
- Marketing Lab Assignment: s will be graded, and feedback will be provided within 1 week.
- Midterm and final exams will be graded by the next class.
- Individual presentation grades and feedback will be provided by the following class.

## Course Schedule

For all virtual classes, students are required to watch the recorded lecture and submit the corresponding Marketing Lab Assignment: for that day.

Class Date	Module	Readings	In-Person or Virtual	Assignments and Due Dates
January 22	1	Chapter 1	In-Person	
January 27	1	Chapter 1	In-Person	Chapter 1 Concept Check Quiz - Due January 28th
January 29	1	Chapter 2	Virtual	Marketing Lab Assignment: DevaCurl- Due January 29th
February 3	1	Chapter 2	In-Person	Chapter 2 Concept Check Quiz and Apple Video Quiz - Due February 4th
February 5	2	Chapter 3	In-Person	Chapter 3 Concept Check Quiz, Apple vs Samsung Video Quiz - Due February 11th
February 10	2	Chapter 3	Virtual	Marketing Lab Assignment: Kodak - Due February 10th
February 12	2	Chapter 4	In-Person	
February 17	2	Chapter 4	In-Person	Chapter 4 Concept Check Quiz - Due by February 18th
February 19	3	Chapter 5	Virtual	Marketing Lab Assignment: America's Test Market - Due February 19th
February 24	3	Chapter 5	In-Person	Chapter 5 Concept Check Quiz and Instagram Video Quiz - Due February 25th
February 26	3	Chapter 6	In-Person	Chapter 6 Concept Check Quiz - Due March 3rd
March 2	3	Chapter 6	Virtual	Marketing Lab Assignment: Applebee's - Due March 2nd
March 4	4	Guest Speaker & Individual Presentations	In-Person	
March 9	Midterm Exam - In-Person			
March 11	4	Chapter 7	Virtual	Marketing Lab Assignment: Dollar Shave Club - Due March 11th
March 16	4	Chapter 7	In-Person	Chapter 7 Concept Check Quiz and Ford Innovation Video Quiz - Due March 17th
March 18	4	Chapter 10	In-Person	Chapter 10 Concept Check Quiz and Zappos Video Quiz - Due March 31st



# Syllabus: MKTG 3700, Spring 2019

## Basic Marketing

March 23rd and 25th - No Class - Spring Break				
March 30	4	Chapter 10	Virtual	Marketing Lab Assignment: NY Food Trucks - Due March 30th
April 1	5	Guest Speaker & Individual Presentations	In-Person	
April 6	5	Chapter 11	In-Person	Chapter 11 Concept Check Quiz - Due April 12th
April 8	5	Chapter 11	Virtual	Marketing Lab Assignment: Variety - Due April 8th
April 13	5	Individual Presentations	In-Person	
April 15	6	Chapter 16	In-Person	Chapter 16 Concept Check Quiz and Frank Pepe's Pizzeria Video Quiz - Due April 21st
April 20	6	Chapter 16	Virtual	Marketing Lab Assignment: Reese's - Due April 20th
April 22	6	Guest Speaker & Individual Presentations	In-Person	
April 27	6	Individual Presentations	In-Person	
April 29	7	Chapter 19	Virtual	Marketing Lab Assignment: Spirit Airlines - Due April 29th
May 4	7	Chapter 19	In-Person	Chapter 9 Concept Check Quiz and Louis Vuitton Video Quiz - Due May 5th
May 6	7	Individual Presentations	In-Person	
Final Exam - In Person Time and Date TBD				

## Course Policies

### Participation (expectations)

- It is vitally important that our classroom environment promote the respectful exchange of ideas. This entails being sensitive to the views and beliefs expressed during discussions whether in class or online. Please speak with me before recording any class activity. It is a violation of University of Missouri policy to distribute such recordings without my authorization and the permission of others who are recorded.
- Your success in this course will heavily depend on your ability to communicate, engage and participate in all course activities. Successful completion of this course requires that a student keep up with all assignments, coursework and discussions.

### Attendance Policies

- Attendance at all in-person lecture days is mandatory. You are allowed one absence. Each additional absence will result in a deduction of 2 points per absence.
- *Present* in class for online courses is determined by participation in that day's related activities i.e. submission of an assignment, assessment or discussion forum posting.

### Academic Integrity/Plagiarism

- You are responsible for being attentive to and observant of University policies about academic honesty as stated in the [University's Campus Policies](#) and [Code of Student Conduct](#) found in the UMSL Bulletin
- All courses must be cited, either APA or MLA format may be used.
- Academic dishonesty is a serious offense that may lead to [probation, suspension, or dismissal from the University](#). One form of academic dishonesty is plagiarism – the use of an author's ideas, statements, or approaches without crediting the source. Academic dishonesty also includes such acts as cheating by using any unauthorized sources of information and providing or receiving unauthorized assistance on any form of academic work or engaging in any behavior specifically prohibited by the faculty member (e.g., copying someone else's answers on tests and quizzes). Unauthorized possession or distribution of academic materials is another type of academic misconduct. It includes the unauthorized use, selling or purchasing of examinations or other academic work, using or stealing another student's work, unauthorized entry or use of material in a computer file, and using information from or possessing exams that an instructor did not authorize for release to students. Falsification is any untruth, either verbal or written, in one's academic work. Facilitation is knowingly assisting another to commit an act of academic misconduct. **Plagiarism, cheating, and falsification are not acceptable.**
- All instances of academic dishonesty will be reported to the Office of Academic Affairs who will determine whether you will appear before the Student Conduct Committee for possible administrative sanctions such as dismissal from the university. The instructor will make an academic judgment about the student's grade on that work in this course. The campus process regarding academic dishonesty is [described in the "Policies" section of the Academic Affairs website](#)
- Plagiarism is the use of another person's words or ideas without crediting that person.
- Plagiarism and cheating will not be tolerated and may lead to failure on an assignment, in the class, and dismissal from the University, per the [UMSL academic dishonesty policy](#).

- Students are responsible for being attentive to and observant of campus policies about academic honesty as stated in the [University's Student Conduct Code](#).
- To avoid accusations of academic dishonesty, please submit all written work to the Turnitin System before finalizing what you submit for evaluation. Check information about The Writing Center on UMSL's website.

#### **Title IX Policies**

In adherence to the policies of Title IX and to promote a safe and secure educational environment, it is strongly recommended statements similar to those below be added to your course syllabus:

- **Mandatory Reporting:** Under Title IX, all UMSL faculty, staff, and administrators (with limited exception) are obligated to report any incidents of sexual harassment, sexual misconduct, sexual assault, or gender discrimination to the Student Affairs office and/or other University officials. This ensures that all parties are protected from further abuses and that victim(s) are supported by trained counselors and professionals. Note: There are several offices at UMSL (e.g., Counseling Services, Health Services, Community Psychological Service, Center for Trauma Recovery, and Student Social Services) whose staff are exempt from Title IX mandated reporting, when the information is learned in the course of a confidential communication.

## **Student Resources**

#### **Access, Disability and Communication**

Your academic success is important. If you have a documented disability that may have an impact upon your work in this class, please contact Disability Access Services (DAS) immediately. Students must provide documentation of their disability to the office of Disability Access Services in order to receive official University services and accommodations. The staff is available to answer questions regarding accommodations or assist you in your pursuit of accommodations. Information about your disability is confidential. Once DAS reviews your medical documentation, they will provide you with the information and steps to inform me about the accommodations to which you are entitled. Your accommodations will begin as soon as we discuss your approved accommodations.

- 144 Millennium Student Center (MSC)
- Phone: (314) 516-6554
- Email: Tara Cramer, [cramert@umsl.edu](mailto:cramert@umsl.edu)
- [Website: http://www.umsl.edu/services/disability/](http://www.umsl.edu/services/disability/)

#### **Office of International Students and Scholar Services**

If you have difficulty communicating in English with the instructor of this course, contact ISS.

- 362 Social Sciences & Business Building (SSB)
- Phone: (314) 516-5229
- [Email: iss@umsl.edu](mailto:iss@umsl.edu)
- [Website: http://www.umsl.edu/~intelstu/contact.html](http://www.umsl.edu/~intelstu/contact.html)

#### **Student Enrichment and Achievement**

SEA provides comprehensive support and intervention strategies that support your road to graduation!

- 107 Lucas Hall
- Phone: (314) 516-5300
- [Email: umslsea@umsl.edu](mailto:umslsea@umsl.edu)



- [Website: https://www.umsl.edu/services/sea/](https://www.umsl.edu/services/sea/)

### **Office of Multicultural Student Services (MSS) and the University Tutoring Center (UTC)**

MSS provides comprehensive student retention services to diverse student populations; through their tutoring center, the MSS offers comprehensive tutoring services free to students at UMSL.

- 225 Millennium Student Center (MSC)
- Phone: (314) 516-6807
- [Email: multicultural@umsl.edu](mailto:multicultural@umsl.edu)
- [Website: https://www.umsl.edu/~mcraa/index.html](https://www.umsl.edu/~mcraa/index.html)

## **Technical Support**

### **Online Mentor Program**

Online education requires different teaching, learning, and technology skills than those found in traditional face-to-face classes. We assist students with the online technology in Canvas and provide resources for studying and success in online classes.

- 598 Lucas Hall
- Phone: (314) 516-4211
- [Email: onlinementor@umsl.edu](mailto:onlinementor@umsl.edu)
- [Website: http://www.umsl.edu/services/ctl/studentsupport/omp.html](http://www.umsl.edu/services/ctl/studentsupport/omp.html)

### **Canvas**

If you have problems logging into your online course, or an issue within the course site, please contact the **Technology Support Center**:

- Phone: (314) 516-6034
- [Email: helpdesk@umsl.edu](mailto:helpdesk@umsl.edu)
- [Website : http://www.umsl.edu/technology/tsc/](http://www.umsl.edu/technology/tsc/)

If you are having difficulty with a technology tool in Canvas, consider visiting the [Canvas Student Guides](#), which has overviews of each tool and tutorials on how to use them. If you continue to experience problems or just have questions, you can also contact the **Learning Resource Lab**:

- Phone: (314) 516-6704
- [Email: lrl@umsl.edu](mailto:lrl@umsl.edu)
- [Website: http://www.umsl.edu/technology/lrl/](http://www.umsl.edu/technology/lrl/)

## **Academic Support**

### **The Online Writing Center (OWC)**

At the OWC Canvas site, students can send their papers to our tutors, who will read them and send them back with suggestions. Students can also access Turnitin, which identifies quoted material in their essays.

- 222 Social Sciences and Business Building (SSB)
- [Website: https://www.umsl.edu/~umslenglish/Writing\\_Center/](https://www.umsl.edu/~umslenglish/Writing_Center/)
- The OWC usually responds within 48 hours. Please allow ample time.

On their own, students can also access Turnitin, which identifies quoted material in their essays.

- Visit the online Writing Lab course in Canvas to submit your drafts online.

- To find the Writing Lab course, click on Courses→All Courses→Browse More Courses. Locate the Writing Lab and click to join the course and access Turnitin.