I. Locator Information:
Instructor: Dr. HoEun Chung
Course # and Name: MKTG 311-01 Principles of Marketing
Office Location: SBE 321
Semester Credit Hours: 3 Hours
Office hours: MW 2:00-5:00 PM, T 2:00 PM-4:00 (Online) or by appointment
Day and Time Class Meets: MWF 12:00PM-12:50 PM
Office Phone: 1307
Email address: hchung@uncfsu.edu
Skype ID: fsu.marketing

FSU Policy on Electronic Mail: Fayetteville State University provides to each student, free of charge, an electronic mail account (username@broncos.uncfsu.edu) that is easily accessible via the Internet. The university has established FSU email as the primary mode of correspondence between university officials and enrolled students. Information from FSU or FSU students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU email. The student is responsible for ensuring the mailbox remains available to receive notifications. FSU is not responsible for issues related to notifications that are not deliverable due to full mailboxes. Inquiries or requests from personal email accounts are not assured a response.

Rules and regulations governing the use of FSU email may be found at http://www.uncfsu.edu/PDFs/EmailPolicyFinal.pdf

Mission Statement: The School of Business and Economics is dedicated to providing quality business education to a diverse student population. The school prepares students to meet the challenges of a changing environment and to compete in a global market. This is accomplished by supplementing the University’s strong teaching emphasis with research and a curriculum that reflects changing market conditions. The school also assists in regional economic transformation by promoting entrepreneurial and economic education.

II. Course Description: This is a course that primarily aims to acquire a basic understanding of the role and scope of responsibilities facing contemporary marketing management. Emphasis is placed on the integration of marketing principles into an organized approach for decision making. This class is comprised of theory learning module and team project module. Proactive participation in the team project based on strong learning commitment is required in this class.

III. Disabled Student Services: In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1990, if you have a disability or think you have a disability to please contact the Center for Personal Development in the Spaulding Building, Room 155 (1st Floor); 910-672-1203.

IV. Title IX – Sexual Misconduct
Fayetteville State University (University) is committed to fostering a safe campus environment where sexual misconduct — including sexual harassment, domestic and dating violence, sexual assault, and stalking - is unacceptable and is not tolerated. The University encourages students who may have experienced sexual misconduct to speak with someone at the University so that the University can provide the support that is needed and respond appropriately. The Sexual Misconduct policy can be found at the following link: http://www.uncfsu.edu/Documents/Policy/students/SexualMisconduct.pdf

Consulting with a Health Care Professional - A student who wishes to confidentially speak about an incident of sexual misconduct should contact either of the following individuals who are required to maintain confidentiality:

Ms. Dionne Hall                              Ms. Linda Melvin
Licensed Professional Counselor              Director, Student Health Services
Reporting an Incident of Sexual Misconduct - The University encourages students to report incidents of sexual misconduct. A student who wishes to report sexual misconduct or has questions about University policies and procedures regarding sexual misconduct should contact the following individual:

Title IX Coordinator  
Barber Building, Room 242  
(910) 672-1141

Unlike the Licensed Professional Counselor or the Director of Student Health Services, the Deputy Title IX Coordinator is legally obligated to investigate reports of sexual misconduct, and therefore cannot guarantee confidentiality, but a request for confidentiality will be considered and respected to the extent possible.

Students are also encouraged to report incidents of sexual misconduct to the University’s Police and Public Safety Department at (910) 672-1911.


VI. Student Learning Outcomes

Upon completion of this course students should be able to:

a. Demonstrate an understanding of key terminology and frameworks in marketing.
b. Demonstrate the ability to apply marketing tools for analyzing customers, competition as well as for assessing the firms’ internal strengths and weaknesses.
c. Demonstrate an understanding of how marketing contributes to achieving the strategic objectives of the firm.
d. Acquire teamwork skills in the business context.

VII. Course Requirements and Evaluation Criteria

A. Grading Scale

Grading symbols and numerical equivalents:

- A 90.00 to 100.00%
- B 80.00 to 89.00%
- C 70.00 to 79.00%
- D 60.00 to 69.00%
- F 59.00 % and below

B. Graded Assignments and points

<table>
<thead>
<tr>
<th>Grade Distribution</th>
<th>Points</th>
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<tbody>
<tr>
<td>Midterm Exam</td>
<td>30%</td>
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<tr>
<td>Final Exam</td>
<td>30%</td>
</tr>
<tr>
<td>Team Project Paper</td>
<td>10%</td>
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<tr>
<td>Team Project Presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Weekly Assignments</td>
<td>10%</td>
</tr>
<tr>
<td>Attendance</td>
<td>5%</td>
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<tr>
<td>Peer Evaluation</td>
<td>5%</td>
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Total 100%
C. Exams
All the exams should be taken on time by the deadlines and there is no makeup exam. The exams are closed book and subject to time limit.

D. Weekly Assignments
Students will be given an in-class assignment on every Friday to enhance understanding about relevant topics in the form of video clip watching, taking a short quiz, and so forth.

E. Team Project- SWOT analysis Project
The goal of this project is to formulate a new strategic marketing plan for an actual or a hypothetical company and demonstrate potential viability of the plan by conducting a SWOT analysis. This project will serve as our continuing live cases for class discussions. The detailed guideline will be provided. The class will be broken up in teams for this project. You will form your own teams otherwise it will be organized randomly. Each team will decide on its own hypothetical or real retail business to feature in the project, with the approval of the Instructor. Active participation in this project is required in this class.

F. Teamwork
Most teams work effectively. Members benefit from the synergies developed as multiple viewpoints and multiple skills are brought together to address a common problem. To evaluate team performance, Team Evaluation Form is required from each team member at the end of the semester for the fair assessment. Grades will be adjusted to reflect each team member’s contributions to the team.

G. Meaningful class participation
An essential skill for any manager is the ability to articulate your analysis, rationale, and recommendations in a concise, precise, organized, and professional manner. It is also important to critique and to integrate the different comments that emerge in the discussion. Hence, your comments need to go beyond just the repetition of case facts and talking points. Highly valued contributions include redirecting a case discussion when the current point has been adequately covered, providing an appropriate quantitative analysis, reconciling previous comments, and drawing generic learning points from a particular case. Mere response of yes or no to other student’s opinion/argument will not be considered as quality participation. Individual email communication with the instructor is also welcomed.

H. Policy on Missed or Late Assignments
No late work is accepted. Missed exams will be counted as zero. All other work cannot be replaced. For late assignments, 5 percent of the earned scores will be deducted in each day after due date.

I. Attendance
Attendance is required in this class. Attendance will be recorded periodically throughout the semester. Excused absences must be verifiable. It is the student’s responsibility to provide documentation for an absence to be excused. If you know of an upcoming absence, please let the instructor know prior to that class period. Acceptable documentation will allow you to receive credit for attendance only.

J. Questions & Communication
Please feel free to discuss your work, any questions or concerns that come up, or areas of special interest with the instructor at any time during the semester. The instructor in this class is available to communicate with students via 1) office visit, 2) phone call, 3) Skype chatting, and 4) e-mail. The fastest communication method is via e-mail. If you plan to make an office visit, please email the instructor about a visit purpose and estimated time of arrival in advance of the trip.

K. Academic Dishonesty
All students are expected to conduct themselves in accordance with the FSU Academic Regulations on Dishonesty in Academic Affairs, collectively referred to in this class as the Honor Code. Any student who commits an academically dishonest act such as plagiarism, cheating on an exam, submitting the work of another person as her or his own, or any other action that threatens the integrity of the degree or the high standards maintained by the other students in the class will receive an “F” in the course and may be subject to dismissal from the FSU program.
L. Statement on Classroom Etiquettes & Expectations

The Code of the University of North Carolina (of which FSU is a constituent institution) and the FSU Code of Student Conduct affirm that all students have the right to receive instruction without interference from other students who disrupt classes.

FSU Core Curriculum Learning Outcome under Ethics and Civic Engagement (6.03): All students will “prepare themselves for responsible citizenship by fulfilling roles and responsibilities associated with membership in various organizations.” Each classroom is a mini-community. Students learn and demonstrate responsible citizenship by abiding by the rules of classroom behavior and respecting the rights all members of the class.

The FSU Policy on Disruptive Behavior (see FSU website for complete policy) identifies the following behaviors as disruptive:

1. Failure to respect the rights of other students to express their viewpoints by behaviors such as repeatedly interrupting others while they speak, using profanity and/or disrespectful names or labels for others, ridiculing others for their viewpoints, and other similar behaviors;
2. Overt inattentiveness
3. Threats or statements that jeopardize the safety of the student and others
4. Failure to follow reasonable requests of faculty members
5. Use of inappropriate or and impolite language to the instructor or other students

The instructor in this class will lower the student’s final exam by a maximum of one-letter grade in response to disruptive behavior.
## VIII. Course Outline

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<tr>
<th>Week</th>
<th>Agenda</th>
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| 1/16  | - Introduction  
- Team Organization: You must form a group (5-7 people) and submit group information (group names and email addresses) **by 1/30**. This assignment is worth 20 points of your in class activity. |
| 1/23  | Chapter 1: Overview of Marketing |
| 1/30  | Chapter 2: Developing Marketing Strategies and A Marketing Plan |
| 2/6   | Chapter 3: Social and Mobile Marketing |
| 2/13  | Chapter 4: Marketing Ethics |
| 2/20  | Chapter 6: Consumer Behavior  
Academic Conference Presentation |
| 2/27  | Review |
| 3/6   | Midterm Exam |
| 3/13  | Midterm Break (3/14-3/17) |
| 3/20  | Chapter 8: Global Marketing |
| 3/27  | Chapter 9: Segmentation, Targeting, and Positioning |
| 4/3   | Chapter 10: Marketing Research |
| 4/10  | Chapter 11: Product, Branding, and Packaging Decisions |
| 4/17  | Chapter 13: Intangible Products |
| 4/24  | Final Project Consultations |
| 5/1 & 5/3 | Final Presentations |
| 5/5   | Final Exam |
The goal of this project is to formulate a new strategic marketing plan for an actual or a hypothetical company and demonstrate potential viability of the plan by conducting a SWOT analysis. The development of a new marketing strategy should start with defining a marketing problem. I strongly encourage you to read relevant articles published in prominent academic journals & magazines before you make a final decision on the topic. After carefully selecting a company, you need to develop a marketing related problem and research objective to provide your solutions. The focus of your topic could be product, price, place, promotion in combination of consumer behavior / selling & sales, e-commerce, m-commerce, social/ cause marketing, and global marketing.

** FSU Library Database (http://libguides.uncfsu.edu/content.php?pid=569800&sid=4698573)

Business Source Complete
Business Book Summaries
Ebscohost
Eutomonitor
Hospitality& Tourism Complete
JSTOR
MIT Press Journal
ProQuest Direct
Research Starters-Business
SpringerLink
StateData Center
STATS USA
Wall Street Journal Historical
Table of Contents

1. Company History / Background
   Locations, Year of foundation, Story of business launching and etc.
2. Product/ service offerings
   Specifications of product categories and product variants
3. Mission & Vision
   Business scopes & future direction

4. Situational Analysis
   4.1. SWOT analysis
      4.1.1. Strength
      4.1.2. Weakness
      4.1.3. Opportunities
      4.1.4. Threats
   4.2. Sustainable Competitive Advantage (key to success) (A distinctive set of skills & knowledge that makes a company differentiated from the competitors).

5. New Marketing Strategy Recommendations

6. References
   It is very important that you use a proper format of reference. I recommend APA format, 6th edition.

7. Appendices
   Any supporting materials used for this project including audio & video files, survey materials, interview transcripts, pictures, promotion materials and etc.
Guideline for Presentation

Your team will make an oral presentation approximately in 15 minutes, including Q&As. The presentation will be evaluated by the Instructor according to eight different criteria (Content, Coherence, Organization, Creativity, Speaking Skills, Balance between speakers, Timeliness, Questions Responsiveness). Each of the criteria will be rated on a 1-7 scale.

Study these criteria carefully when planning your presentation.
- Making use of the audio-visual materials and equipment.
- Showing the class in advance how their presentation is structured and organized. In the past, the teams that have done best in this respect have either handed out an agenda or shown the structure of their presentation on the Power Point slides.
- Follow the three golden rules of presentations: 1. Tell them what you're going to tell them. 2. Tell them. 3. Tell them what you told them. Always begin with the title of your presentation.
- Being creative in planning and implementing oral presentations. Avoid the approach of one person after another getting up and reading from their little 3 by 5 cards or other notes; this is not creative and your fellow students will "turn off" quickly.

Major weight is given on the presentation, which needs to be entertaining and informative. Its format will be arranged in a logical sequence that mirrors the Marketing Plan outline in your paper. However, for the presentation, you will support your analysis by using mini-app type course concept/theory charts along with some data charts.

The presentation must be engaging and entertaining. No one will have faith in your marketing ability if you provide boring presentation. Keep in mind that there is no single type of marketing plan, but the elements are similar. It will start with a general industry description as indicated in the section that follows. The charts used in the presentation will be printed out and used as an appendix for the written portion of the project. Since the presentation must be entertaining and have an element of “show”, not every member of the group needs to speak. You may have one, two, or three individuals talk.

Finally, it is important that your presentation and written plan present your ideas for marketing the firm, brand, or product in the future. As such, it provides your value added, as would be expected in your job. Therefore, do not tell me what the organization’s marketing plan is for the future, since this provides no value added on your part and will have a detrimental effect on your grade.