



THOMSON
SOUTH-WESTERN

WebTUTOR[™] Advantage

to accompany:

Marketing, 9e

Lamb • Hair • McDaniel

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March 06, 2008 - March 13, 2008



Wed, Sep 05, 2007 -- Welcome to BA 343 Principles of Marketing!

Welcome to BA 343 Principles of Marketing. To get started in this class, please read all the information provided in the various sections and specifically the Course Information section. This particular section is your syllabus. If you have not done so already, now is the time to install your WebTutor Student access key. To install this essential component, click on Course Documents section and you should be prompted to enter your access code.

To prepare you before actually starting on the lessons, there is a pre-class quiz in the Assignment section. You must get all answers correct and score 120% on this pre-class quiz before submitting any lessons. Good luck and welcome to the class!

Posted by Tammy
Tragis-McCook



Tammy Tragis-McCook

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**Office
Hours** An appointment is suggested. You are welcome to
stop by my office, however please recognize I may
be unavailable or constrained for time

Notes

You can IM me to ask "live" questions at ttragis@yahoo.com.





Required Materials



Required Materials

[What is this thing called WebTutor.pdf](#) (202.603 Kb)

Textbook:

Marketing 9e

Lamb/Hair/McDaniel

South-Western/Thomson Learning

Marketing 9e Supplement WebTutor Advantage for Blackboard

NOTE: THE TEXT AND WEBTUTOR ARE SOLD SEPERATELY AND AS A BUNDLE.
PLEASE CONTACT CDE BOOKSTORE FOR DETAILS.

Compiled Journal Readings:

Annual Editions: Marketing 07/08

McGraw-Hill/Dushkin

 **Course Information****Basic Course Information**

BA 343: Principles of Marketing

3-credit class

Prerequisites: AIS 101 or equivalent; STAT 200 or equivalent; upper division or MBA standing

Special Requirements: Fast internet access, email, computer, and WebTutor access key

**Course Description**

The purpose of this course is to give you a fundamental understanding of the concepts, methods, and practices utilized for marketing by large firms, small businesses, and non-profits in both domestic and international contexts. After completing this course, you will be a more sophisticated consumer as well as be able to assemble a basic marketing plan for a product, service, or organization.

**Expected Student Outcomes**

Upon completion of this course, you should be able to:

1. Understand the marketing concept and its implementation.
2. Utilize those variables that constitute the marketing mix.
3. Recognize the impact of environmental variables on the marketing mix.
4. Select and evaluate target markets.
5. Realize the processes involved in consumer buying behavior.
6. Comprehend the fundamentals of the marketing research process.
7. Identify basic components involved in marketing strategy development.
8. Describe the various types of distribution channels available to marketers.
9. Identify the major categories of pricing objectives
10. Discuss how the promotional mix relates to the objectives of promotion.
11. Define e-commerce and give examples of Internet functions.
12. Understand how the concepts in marketing apply to business in different cultures and countries.

**Student Code of Conduct****Study Tips****Submitting Lessons**

Read this section - really! There are several opportunities for points to be deducted from your lessons that deal with formatting your lessons. Find out how to avoid this unfortunate occurrence.

**Exam Information****Grading Policies**

BA 343: PRINCIPLES OF MARKETING GRADING POLICIES

There are 17 lessons, a final project, a midterm, and a final exam.

The lessons are relatively short and “hands-on” in nature. After reading the chapter in the text you will answer some questions. You may also watch a video, read a journal article, participate on the Discussion Board, do an online exercise or take an open book quiz. Lessons are some combination of these activities. I think they are fun, and I hope that you will also. Lessons comprise 60% of your total grade.

The final project is a case study. The project will probably take a bit more time than one of your lessons. By the time you complete the project, you will almost be through with the course. Your marketing knowledge will be increased and rest assured you will have all the information you need to complete the project. The final project comprises 10% of your final grade.

There are two online exams in this course; a midterm and a final. The final is *not* comprehensive. The exams are closed book and closed note. You must take the exams at CDE or at a place with a designated proctor. Exams are password protected and cannot be retaken, so please be prepared. Each exam counts for 15% of your grade. See the Exam Information section for more details.

There are no “do-overs” except in extenuating circumstances. Be sure you’ve completed all lesson requirements, put your name on the lesson and saved it correctly before submitting it.

Grading Standards:

A: 90-100%

An honor grade indicating originality and independent work, a thorough mastery of the subject, and the satisfactory completion of more work than regularly required.

B: 80-89%

Indicates outstanding ability above the average level of performance.

C: 70-79%

Indicates a satisfactory or average level of performance.

D: 60-69%

The lowest possible passing grade, indicating work of below average quality and performance.

F: Equal to or less than 59%

Indicates failure.

Student Code of Conduct

<http://www.uaf.edu/catalog/current/undergrad/regs3.html>

BA 343: PRINCIPALS OF MARKETING EXAM INFORMATION

There are two online exams in this course, a midterm and a final. Each exam counts for 15% of your final grade. You will have two hours to take each exam. The exams are **CLOSED BOOK, CLOSED NOTES, and SANS ANY ELECTRONIC DEVICES**. You may use scratch paper provided by the proctor and turn it in when you have completed the exam.

Exams cover text material, articles, and videos. The exams consist of true/false questions, multiple-choice questions, two short answer questions and three essay questions. A couple of hints on essay questions: Make sure and put something down for an answer, even if you are unsure of your answer. Do not leave an essay question (or any other question for that part) blank. I cannot give partial credit on blank answers. Although please realize partial credit is not guaranteed! When answering essay questions, always look for how many parts are involved in the question. If the question asks you to **list**, **define**, and **give an example** of something, you know that the answer should have three parts.

When you are ready to take your exam contact CDE (<http://www.distance.uaf.edu/>). You must take the exam at CDE or arrange to have the exam proctored at a designated site. Electronic exams must be taken on a secure computer provided by the CDE site or the proctor and the student's answers are then submitted electronically. Exams in this course are password protected and you need to make sure your proctor has the password. Only take this exam when you are prepared. Decisions about postponing a scheduled exam rest with the exam proctor or test site.

If you have any questions before you take the exam, please contact CDE or the instructor.



Extra Credit



Students with Disabilities

Course Documents



[Resources](#)



[Chapter 1: Overview of Marketing](#)



[Chapter 2: Strategic Planning for Competitive Advantage](#)



[Chapter 3: Social Responsibility, Ethics, and the Marketing Environment](#)



[Chapter 4: Developing a Global Vision](#)



[Chapter 5: Consumer Decision Making](#)



[Chapter 6: Business Marketing](#)



[Chapter 7: Segmenting and Targeting Markets](#)



[Chapter 8: Decision Support Systems and Marketing Research](#)



[Chapter 9: Product Concepts](#)



[Chapter 10: Developing and Managing Products](#)



[Chapter 11: Services and Nonprofit Organization Marketing](#)



Chapter 12: Marketing Channels and Supply Chain Management



Chapter 13: Retailing



Chapter 14: Integrated Marketing Communication



Chapter 15: Advertising and Public Relations



Chapter 16: Sales Promotion and Personal Selling



Chapter 17: Pricing Concepts



Chapter 18: Setting the Right Price



Chapter 19: Customer Relationship Management