Course Syllabus
MARKETING 300 -- Marketing Principles and Policies
Winter 2006 – Section 001

Instructor: Aliosha Alexandrov
Office: 211E
Classroom: CAB 215
Class Time: Tue 12:00am -- 1:50pm
Thu 12:00am -- 1:50pm

E-mail: aalxndrv@latech.edu
Office Hours:
• Monday: 2:00pm – 4:00pm
• Tuesday: 2:00pm – 4:00pm
• Wednesday: 12:00am – 4:00pm
• Thursday: 2:00pm – 4:00pm
• Drop-in’s welcome or by appointment

Materials
• Text: Basic Marketing by Perreault and McCarthy, 15th edition
• Class handouts, readings, etc.

Course Description and Objectives
1. To help students develop a clear understanding of the total marketing process, the institutions involved, the marketing functions they perform, and the markets they serve;
2. To expose students to the marketing objectives of firms and to the methods by which such objectives are achieved through effective satisfaction of consumers’ needs and wants;
3. To introduce the basic concepts of marketing mix elements – product, price, promotion, and distribution – along with preliminary approaches used to develop marketing strategies and tactics to serve target markets, including those in the international arena;
4. To demonstrate the application of marketing concepts through the use of real-world cases;
5. To provide students with a foundation in marketing for advanced courses;
6. To instill students with an appreciation for, and interest in, the marketing function.

Course Requirements
Course Prerequisites: Economics 202, 205, or 215 and Junior standing.

Course-related Requirements:
1. Exams: Three exams will be given that will cover all assigned text readings, class lectures, videos, cases, and assigned readings. The three exams will not be cumulative; they will cover the text and lecture material presented since the last exam.

2. Attendance: In accordance with University policy, attendance will be strictly monitored at each class session. A percentage of the final grade will be based on the number of classes attended. Attending part, but not all, of a class will not be counted as a complete attendance.

3. Participation: Class participation will be evaluated and graded.
Student Evaluation

- **Grading** – Final grades will be determined by the student’s performance in each of the course requirements. The student’s numeric scores for each of the course requirements will be computed based on the following allocation of 100 points (percentage basis also provided):

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Points</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>31</td>
<td>January 4th</td>
</tr>
<tr>
<td>Exam 2</td>
<td>31</td>
<td>January 30th</td>
</tr>
<tr>
<td>Exam 3</td>
<td>31</td>
<td>February 27th</td>
</tr>
<tr>
<td>Attendance</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>100 pts.</td>
<td></td>
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</tbody>
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Final grades will be assigned *approximately* as follows:

- 90 – 100 A
- 80 – 89 B
- 70 – 79 C
- 60 – 69 D
- Below 60 F

**Please note:** A final grade of 89.4 *will* result in a final letter grade of “B”; a 79.4…a “C”…and so on. “Rounding up” between 89.5-89.9 (and so on) is optional, is at the sole discretion of the instructor, and will be based primarily on class attendance and professionalism over the course of the term.

- **Exams** – Exams may be made up of essays, short-answer, true/false, and multiple-choice questions.

- **Attendance** – A total of 7 points of the final grade will be dictated by one’s attendance. You are expected to attend all classes. Please note that you will not receive credit for attending only part of a class lecture. Each missed class will result in removal of one attendance point. You can lose up to 7 points. If you miss more than 7 classes no more attendance points will be taken. If you lose 7 points your **maximum final grade** will be 93 (100-7).

- Out of respect for the class, and in consonance with real-world business policies, students are expected to arrive on time for class.

**Course Policy for MKT 300**

*All of the policies of the College and the University, including those described in the Student Handbook and University Bulletin, regarding class conduct, attendance, etc. will be strictly enforced. You are responsible for, and encouraged to, read this material.*

- **Office Hours** – Office hours are listed on the first page. However, should the scheduled hours conflict with your schedule, do not hesitate to set an appointment with me. If you have questions about the material covered, or if you have any concerns about your performance at any time throughout the term, please stop by to see me.
• **Reading assignments and class discussion** – Students are expected to keep current on reading assignments and be prepared to discuss the material each day. Students should use the lecture to raise and clarify issues remaining unresolved from the readings. Students will be called on to discuss in a substantive manner the key material presented in the text, case, and handout assignments.

• **Academic Dishonesty** – University policy with respect to academic misconduct will be strictly enforced. In accordance with the Academic Honor Code (www.latech.edu/tech/students/honor-code.pdf), students pledge the following: “Being a student of higher standards, I pledge to embody the principle of academic integrity.” Any attempts at cheating, plagiarism, or facilitating academic dishonesty will be severely dealt with and may result in a penalty of an “F” for the course. Students are advised to read the Academic Misconduct section of the current University Bulletin.

• **Exam Possession** – Under no circumstances should you take an exam out of the classroom. All exams are to be returned to the professor after the exam is taken and after the exam has been temporarily returned for review. Possession of an exam given in this course outside the classroom will be considered an academic honor violation.

• **Attentiveness** – You are expected to be attentive in class. Failure to do so will be considered a class disruption.

• **Canceled classes** – Classes are not automatically canceled if the instructor does not arrive after 15-20 minutes. You are expected to stay in class until a faculty or administration member officially cancels class in person. In the event that the class' building is closed in an emergency (power shut-off, etc.), exams will not be postponed but will instead be completed in the library. Disrupted lecture classes will be moved to another building, if possible.

• **Class dismissal** – You are asked to remain seated and attentive until class is dismissed by the instructor.

• **Sound-emitting personal items/devices** – You are expected to turn off/mute all devices that emit sounds and noises that may interrupt the class (e.g., cellular phones, pagers, watch alarms). If an occasion arises in which you may need to receive a phone call, please inform your instructor before class. If you leave a class to answer a call or pager without previously notifying your instructor, you will not be allowed to return to class.

• **Students with disabilities** – Students needing testing or classroom accommodations based on a disability are encouraged to discuss those needs with their instructor as soon as possible so that the appropriate accommodations can be arranged. Students should first be registered with the DSS office and have the appropriate DSS memorandum stating the particular accommodations that should be provided.