



UNIVERSITY OF CENTRAL ARKANSAS
COLLEGE OF BUSINESS
VISION, MISSION, AND CORE VALUES STATEMENT

Vision

Our vision is to be a leading regional public business college in Arkansas, with national recognition in selected fields or areas.

Statement of Mission and Core Values

Our mission is to provide high quality business education to our undergraduate and graduate students through the delivery of a current and responsive curriculum that promotes intellectual and professional development. We promote excellence through our scholarly endeavors and service to our stakeholders through strong engagement with the regional and global business community.

In carrying out this mission, the College of Business is guided by the following core values:

1. Intellectual Excellence.

- 1.1. Educate students: We promote intellectual and professional development of students by emphasizing communication, critical and analytical thinking, collaboration, information management and a broad exposure to key business disciplines.
- 1.2. Scholarship: We believe that faculty and students should engage in professional development and scholarly endeavors that promote the application and creation of knowledge in business practice and education.
- 1.3. Cultural competence: We maintain and develop current and responsive curriculum that prepares students for the global business environment through broad exposure to key business disciplines.
- 1.4. Physical learning environment: We strive to provide a physical infrastructure with appropriate technology that provides an environment in which our students and faculty can thrive professionally and intellectually.

2. Community.

- 2.1. Collegiality: We encourage transparency in our decision making practice through a process of shared governance based on interactions among faculty, staff, and students.
- 2.2. Service: We pursue collaborative partnerships between our internal and external stakeholders to promote life-long and experiential learning, research, service, and community interaction.

3. Diversity.

- 3.1. We value the opportunity to work, learn, and develop in a community that embraces the diversity of individuals and ideas.

4. Integrity.

- 4.1. Ethics: We are committed to ethical and responsible behavior in our own actions and to developing the same commitment in our students by promoting the awareness of professional ethical responsibilities.

- 4.2. Responsibility: We commit to being responsible and accountable in our operations at all levels, including assessment and continuous improvement of our academic programs and transparency in our fiscal and operational proceedings.

Learning Goals

Our graduates shall possess:

1. Critical Thinking & Analytical Thinking Skills;
2. Awareness of the Global Business Environment;
3. Ethical Reasoning Abilities;
4. Effective Communication Abilities;
5. Effective Collaborative Skills;
6. Effective Information Management Skills;
7. Understanding of a Broad Range of Business Disciplines.

Course Syllabus

Course Information

Course Number:	MKTG 3350
Course Name:	Principles of Marketing
CRN:	21064 or 22360
Semester:	Spring 2012
Location:	COB 107
Class Hours:	1:30 – 2:45
Course Website:	http://sites.google.com/site/branddna/
Blackboard Used For:	Grades and notifications

Instructor Information

Name:	Dan Fisher
Office Location:	COB 312-I
Work Email:	djfisher@uca.edu
Phone:	450-5329
Office Hours:	Monday and Wednesday 9-12 & 3-5

Prerequisites:

ACCT 2310 & 2311, ECON 2320 & 2321 and QMTH 2330

Textbook and Instructional Materials Required:

Meatball Sundae by Seth Godin

Zag by Marty Neumeier

Course Description:

Key decisions required to understand the existence of markets and how buyers within those markets may be accessed profitably. Key concepts include an overview of competitive markets, buyer behavior, developing new markets and products, promotion and distribution channels, pricing and profitability concepts, the sales and collections process, and strategic planning.

Course Objectives:

Upon the successful completion of this course, students will be able to:

- ◆ Describe the nature of markets including assumptions, models, types, utility, and the role of government.
- ◆ Explain consumer and buyer behavior in terms of basic models, information processing, decision making, and adoption.
- ◆ Clarify the key elements of marketing research including segmentation, basic steps, trade-offs between methods, and approaches to data analysis.
- ◆ Describe products, brands, and product management in terms of classification, symbolism, life cycle, and new product development.
- ◆ Explain the key issues associated with each component of the promotional mix including advertising, personal selling, sales promotion, and publicity.
- ◆ Clarify the way that channels of distribution are designed including types of structure, the role of logistics, and the importance of power.
- ◆ Demonstrate the pricing of goods and services using key concepts such as supply and demand, elasticity, pricing strategies, and breakeven point analysis.
- ◆ Identify the key elements of the sales and collection process including the matching principle, accounting for sales, and the use of financial statements.
- ◆ Recognize and organize the information needed for the construction of a strategic marketing plan including approaches to corporate strategy, SWOT analysis, and environmental scanning.

Course Delivery Method:

Class will consist of lectures, discussions, assignments, exercises, and student group presentations.

Grading:

Grades will be assigned according to the following scale:

- A. ≥ 89.5
- B. ≥ 79.5 and $< 89.5\%$
- C. ≥ 69.5 and $< 79.5\%$
- D. ≥ 59.5 and $< 69.5\%$
- F. < 59.5

The various components of your grade are weighted as follows:

Three tests plus a Final Exam. Each test, including the final, will be equally weighted. This means each test is worth 25% of your final grade.

If you will not be able to take a test on the scheduled day, you must make arrangements with me to take it **early**. Otherwise, there are never any make up tests during the semester.

If you miss a test, you must take the test during the regularly scheduled final. You will also take the final during this same time period. Bottom line, don't miss a test.

All grades will be posted in Blackboard.

Description of Major Deliverables/Course Requirements:

Class Schedule:

See attached sheet.

Policies and Procedures:

Attendance and Drop policies:

Education at the university level requires active involvement in the learning process. Therefore students have the responsibility to attend classes and to actively engage in all learning assignments or opportunities provided in their classes.

Research confirms my own observation that regular class attendance is positively correlated to course performance. In addition to regularly attending class, you are expected to read the textbook ahead of lectures. You will get much more out of the lectures and will maximize your chances of scholastic success if you come to lectures having read the material to be covered.

Classroom Policies:

Cellphone use is mandatory. Please send lots of messages during class, we know they are very important.

Academic Integrity Statement:

The University of Central Arkansas affirms its commitment to academic integrity and expects all members of the university community to accept shared responsibility for maintaining academic integrity. Students in this course are subject to the provisions of the university's Academic Integrity Policy, approved by the Board of Trustees as Board Policy No. 709 on February 10, 2010, and published in the Student Handbook. Penalties for academic misconduct in this course may include a failing grade on an assignment, a failing grade in the course, or any other course-related sanction the instructor determines to be appropriate. Continued enrollment in this course affirms a student's acceptance of this university policy.

Disabilities Act Statement:

The University of Central Arkansas adheres to the requirements of the Americans with Disabilities Act. If you need an accommodation under this Act due to a disability, please contact the UCA Office of Disability Services, 450-3613.

Sexual Harassment and Academic Policies:

All students are required to familiarize themselves with the University of Central Arkansas policy on sexual harassment and on academic policies. These policies are printed in the Student Handbook.

Accreditation & Assurance of Learning

Learning Goal(s) Assessed in this Class

There is no formal assessment activity scheduled in this class.

There is formal assessment activity scheduled in this class.

Learning Goals:

2. Awareness of the Global Business Environment

Learning Objective:

Learning Objective 2a: identify cultural/global perspectives among stakeholders

Measure:

MKTG 3350 students will take a pre-test and a post-test of questions regarding global perspectives.

Benchmark:

Measure for statistically significant difference between the means of pre- and post-test scores.

Principles of Marketing: Spring 2012 Tentative Course Schedule*

Week	Week of:	Topic	Reading
1	16-Jan	Class Overview	Syllabus
2	23-Jan	Class Overview	Syllabus
		Introduction: exchange, markets, and consumers	MS: Intro Material
3	30-Jan	Introduction: exchange, markets, and consumers	MS: Pp. 3-26
		L'eggs Story Part 1: Utility and the Marketing Concept	Zag: Pp. 1-32
4	6-Feb	L'eggs Story Part 2: Marketing Research	Zag: Pp. 33-45
		L'eggs Story Part 3: Marketing Mix Variables	Zag: Pp. 47-71; MS: #13
5	13-Feb	L'eggs Story Part 4: Channels of Distribution	MS: Pp. 27-48
		<i>Catch up and Review</i>	
6	20-Feb	1st Exam, Monday, February 20	
		Coke Story Part 1: Historical Context of Product Wars	MS: #10
7	27-Feb	Coke Story Part 2: Using Multiple Methods	Catch Up/Take a Break/Get Ahead
		Coke Story Part 3: Sampling Procedures	MS: #7, #12
8	5-Mar	Coke Story Part 4: Product Symbolism	MS: #2, #3, #9
		Airwalk Story Part 1: Brand Equity	Zag: Pp. 72-90; MS: #5
9	12-Mar	Airwalk Story Part 2: Diffusion of Innovations	Zag: Pp. 91-113; MS: #14
		<i>Catch Up</i>	
10	19-Mar	Spring Break	
11	26-Mar	<i>Catch Up and Review</i>	
		2nd Exam, Wednesday, March 28	
12	2-Apr	Airwalk Story Part 3: The Product Life Cycle	Zag: Pp. 115-135
		Airwalk Story Part 4: Classic Model of Communication	MS, #1, #4, #8
13	9-Apr	Adidas, Nike, Reebok Story Part 1: Break-even Analysis	MS: #6
		Adidas, Nike, Reebok Story Part 2: Marketing Strategy	MS: #11
14	16-Apr	Adidas, Nike, Reebok Story Part 3: Means-End Chain	
		Adidas, Nike, Reebok Story Part 4: Price Elasticity	
15	23-Apr	Test 3, Monday, April 23	
		<i>Grades and Final Review</i>	
16	30-Apr	Final-Monday, April 30, 11am-1pm	

*Instructor reserves the right to revise schedule

Course Website: <http://sites.google.com/site/branddna/>