



**Course Syllabus:**

Principles of Marketing  
MGMKT 330-02 Hybrid  
T/TH 11:00-12:15, Kelce Auditorium  
Fall 2022, 3 credit hours

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Instructor: Dr. Kristen Maceli, Professor  
Office: 110N Kelce  
Hours: 10:00-3:00, Wednesdays  
10:00-11:00 Thursdays  
And by appointment  
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**Textbook**

The following textbook is recommended for this class:



**Marketing**  
real people  
real choices



TENTH EDITION

*Marketing, Real People, Real Choices*, Solomon, Marshall, Stuart; Pearson/Prentice Hall,  
10<sup>th</sup> Edition, 2020.

**Catalog Course Description**

Distribution of goods and services. Product planning, channels of distribution, pricing, and personal selling. Emphasizes role of consumer.

**Prerequisites**

Junior standing (55 hours passed)

**Course Objectives/Learning Outcomes**

1. Develop an introductory understanding of the marketing concept and customer orientation in today's marketing environment.
2. Develop an understanding of the marketing mix elements, and development of a marketing plan in consumer marketing.
3. Develop an appreciation of social, political, economic, legal and regulatory, technological, ethical, and global issues that affect the marketing environment.
4. Advance written communication through required homework assignments and papers. This includes use of the Internet as a marketing research tool.
5. Promote oral communication through active participation in class discussion.



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**Tentative Course Outline (this may change)**

We will meet each week on Tuesdays and Thursdays face-to-face unless otherwise noted. Classes may also be streamed if necessary. The course is listed as a hybrid due to some course content and some assessments being delivered online. Also, if Covid-19 becomes an issue, more content and assessments may be delivered online than outlined in the syllabus.

There are 16 weekly modules to the course. Students will have four quizzes and five exams. One exam score will be dropped. As such, if students are satisfied with their grade after the fourth exam, they may opt out of the comprehensive final. **Please note that the last regular exam is during dead week.** Students will also earn points through homework assignments, in-class assignments, and discussions. Students will have two attempts at each quiz, with the highest score automatically being counted. Students must use Respondus LockDown Browser and a video monitor for testing. Please note, Respondus is not currently reliable with Chromebooks. The browser can be used on laptops and tablets. Laptops are the preferred method of using the browser, as less technical difficulties arise. The PSU Axe Library has computers you may use for testing with the browser ([Axe Library schedule](#)). All exams will be given face-to-face; students will need Scantrons to take the exams.

Students must show photo identification at the beginning of each quiz and are expected to work alone. If students appear to be copying quiz materials to give to other students or are receiving information from another source during testing, they will fail the assignment and/or be dropped from the class. Students must remain on video throughout the assessment and are not allowed to use cell phones. Failure to do so will result in failing the assignment and/or the course. **Please note that cell phones cannot be used for any purpose during assessments.** If you are using an e-book, you will need two electronic devices for quizzes, neither of which can be a cell phone. All quizzes are open book/note; exams are not.

Technical difficulties should be directed to campus support, namely Gorilla Geeks.

**Tentative Course Outline:**

- **Week 1 (August 22-28):** Course Overview; Chapter 1: Welcome to the World of Marketing: Create and Deliver Value, **Syllabus Quiz**
- **Week 2 (August 29- September 4):** Chapter 2: Global, Ethical, and Sustainable Marketing, **Quiz #1**
- **Week 3 (September 5- 11):** Chapter 3: Strategic Market Planning
- **Week 4 (September 12-18): Exam #1, Chapters 1-3, Tuesday,** Chapter 4: Market Research; Thursday
- **Week 5 (September 19-25):** Chapter 5: Marketing Analytics: Welcome to the Era of Big Data
- **Week 6 (September 26-October 2, ONLY MEET TUESDAY):** Chapter 6: Understand Consumer and Business Markets, **Quiz #2**
- **Week 7 (October 3-9):** Chapter 7: Segmentation, Target Marketing, and Positioning



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- **Week 8 (October 10-16):** Chapter 8: Product Innovation and New Product Development; **Exam #2, Chapters 4-7**
- **Week 9 (October 17-23, ONLY MEET TUESDAY, though may be changed due to PSU Homecoming):** Chapter 9: Product II: Product Strategy, Branding, and Product Management
- **Week 10 (October 24-30):** Chapter 10: Price: What is the Value Proposition Worth? **Quiz #3**
- **Week 11 (October 31-November 6):** Chapter 11: Deliver the Goods: Determine the Distribution Strategy; **Exam #3, Chapters 8-10**
- **Week 12 (November 7-13):** Chapter 12: Deliver the Customer Experience: Goods and Services via Bricks and Clicks
- **Week 13 (November 14-20):** Promotion I: Advertising and Sales Promotion, **Quiz #4**
- **November 21-27,** Thanksgiving/Fall Break, no class
- **Week 14: (November 28-December 4)** Promotion II: Social Media Marketing, Direct/Database Marketing, Personal Selling, and Public Relations
- **Week 15: (December 5-11) Tuesday, December 6, Exam #4, Chapters 11-14; Review for optional final Thursday, December 8**
- **Week 16: Finals Week: Optional comprehensive final, Tuesday, December 13**

### **Teaching Methods**

Some course content and some testing will be delivered online. As such, students MUST have access to a high-speed Internet connection. It is the students' responsibility to secure access to the Internet as needed, including having a back-up plan should they experience difficulties with their primary source. Not having access to the Internet is NOT an acceptable excuse for missing course deadlines. Students should use the latest version of their browser and set it to allow cookies. Students must also use Respondus LockDown Browser and a video monitor for quizzes. *Please download this before the class begins!*

### **Canvas**

All students in the class are enrolled as Canvas users for this course listing. Please refer to the course site often, as announcements will be posted frequently. If you must miss a class, it is YOUR responsibility to check Canvas in order to keep up with assignments, due dates, and any course schedule changes.

### **Academic Integrity**

Academic misconduct or dishonesty is inconsistent with membership in the academic community. This includes submitting another person's work as your own, as plagiarism is a form of cheating, turning in work for other students, and working together on quizzes.

All Pitt State students are bound by the academic integrity policies of the university as outlined in the current [Syllabus Supplement](#). Please familiarize yourself with these rules and guidelines. Students are expected to obey the stated policies of the university on plagiarism and Covid-19 issues. Copying anyone else's work, published or unpublished, may result in an "F" for that assignment or a non-passing grade for the course. All sources must be cited appropriately. **Using a cellphone, or not appearing on camera during a quiz will result in an "F" for the assignment.**



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All assignments will go through turnitin.com. Please note that this will compare your work to previous students' work. All sources must be cited appropriately.

Students in this class are also obligated to adhere to the college's *Student Code of Ethics* as outlined below. Students pledge to:

- Refrain from use of profane or vulgar language in a threatening or disruptive manner.
- Treat fellow students, staff, faculty, administrators, and property with respect.
- Refrain from giving or receiving inappropriate assistance.
- Prepare assignments and exams honestly, refraining from such unacceptable conduct as plagiarism or unacknowledged appropriation of another's work in any academic work.
- Obey the policies, regulations, and laws of the United States of America, the State of Kansas, The Kansas Board of Regents, Pittsburg State University, and the Gladys A. Kelce College of Business.

If students need to miss consecutive classes, they need to contact the professor. Should a student decide to drop the class, it is their responsibility to complete the appropriate forms with the Registrar's Office to officially withdraw from the class.

For those who will be absent due to PSU related events, please submit a schedule of those dates ahead of time from your faculty sponsored advisor. Students should contact the Registrar's Office if special consideration needs to be given for personal problems that arise.

**Proposed Course Evaluation Methods (this may change):**

Quizzes 4 @ 15 points	60
Five exams @100 points, lowest score dropped	400
Homework, discussions and/or case analyses	25-75
Syllabus Quiz	5
In-class assignments	10-30
<b><u>Total Points (this may change)</u></b>	<b><u>500-570</u></b>

Grades will be based on a standard scale of 90% or greater = A; 80%-89% = B; 70-79% = C; 60-69% = D; below 60% = F.

Assignments and quizzes are due by Monday at midnight every week. All late work receives a 10% penalty per day.

If you are affected by Covid-19, it is your responsibility to communicate with the instructor regarding make-up work. Penalties will not apply for a two-week window, though dates must be verified by a health care professional. Make-up work must be completed before dead week. It is the students' responsibility to have make-up work submitted within the expected time frame.



**KELCE**  
**COLLEGE OF BUSINESS**  
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**Students with Disabilities**

Please inform the instructor if you have a learning or physical disability that interferes with course requirements. Assistance and/or appropriate accommodations may be available through the contacts listed on the current [Syllabus Supplement](#).

**PLEASE NOTE**

*The instructor reserves the right to amend and to reorganize this syllabus at any time. Dates, topics covered, and possible points are subject to change. Please check Canvas and/or contact instructor immediately if you have any questions or concerns.*