



Course Syllabus:

Instructor: Dr. Kristen Maceli, Professor
Office: 110N Kelce
Hours: 10:30-12:30, Tuesdays and Thursdays
10:30-2:30 Wednesdays
And by appointment
Phone: (620) 235-4571
(620) 235-4588 office suite—messages only
E-mail : kmaceli@pittstate.edu

Textbook

The following textbook is required for this class:



Marketing
real people
real choices



TENTH EDITION

Marketing, Real People, Real Choices, Solomon, Marshall, Stuart; Pearson/Prentice Hall,
10th 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.



Course Syllabus:

Principles of Marketing
MGMKT 330-02
T/TH 2:00-3:15 Kelce Auditorium
Spring 2023, 3 credit hours

Tentative Course Outline (this may change)

We will meet each week on Tuesdays and Thursdays face-to-face unless otherwise noted. Some course content and some assessments may be delivered online.

There are four units to the course; these units include 16 weekly modules. Each module has an overview page which details the weekly activities. Students will have four quizzes and four exams. Students will also earn points through homework assignments, in-class assignments, and discussions. Quizzes will be delivered online and will require students to use Respondus LockDown Browser and a video monitor. 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 for testing and are expected to work alone. If students appear to be copying 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. **Please note that cell phones and earphones/ear buds cannot be used for any purpose during assessments.**

Proposed Tentative Course Outline (this may change—changes will be noted on Canvas):

- **Unit 1: Chapters 1-3, Exam #1, February 14th**
- **Unit 2: Chapters 4-7, Exam #2, March 9th**
- **Unit 3: Chapters 8-10, Pricing in-class assignments, Exam #3 April 11th**
- **Unit 4: Chapters 11-14, Final Exam, May 9th**

Teaching Methods

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

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

Students must work alone on assignments, quizzes, and exams. If students appear to be working together, sharing materials, and/or copying materials to give to other students, they will be dropped



from the class or receive a failing grade for the course. Students are also forbidden to obtain answers or "help" from external sites such as Chegg, CourseHero, Quizlet, etc. The use of these types of sites as well as any type of "plagiarism"--the use of another's work without citation or attribution -- is forbidden, and will result in being dropped from the course, an F for the work, an F for the semester, and/or an XF (indicating academic dishonesty on a transcript) for the semester. Academic honesty is fundamental to the activities and principles of a university. Any effort to gain an advantage not given to all students is dishonest regardless of the success or failure of the effort. **Signing-in for other students not present and/or submitting work for others is considered a form of cheating for all students involved.**

When in doubt about plagiarism, paraphrasing, quoting or collaboration, ask the instructor. All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current [Syllabus Supplement](#). Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the **Kelce College of Business**, students in this class are obligated to adhere to the college's [Student Code of Ethics](#).

Using a cellphone, earbuds/earphones, or not appearing clearly on camera during a quiz will result in an "F" for the assignment. 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.

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
Exams 4 @ 100 points	400
Homework, discussions and/or case analyses	25-75
Syllabus Quiz	5
In-class assignments	10-30
Total Points (this may change)	500-570

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. If a student has a question regarding the grade of an assignment, they must contact the instructor with their concern within 48 hours of the grade posting. It is imperative that the tone of the email is professional, courteous, and respectful. The instructor will not review weekly grades at the end of the semester.

If you are affected by Covid-19, it is your responsibility to communicate with the instructor regarding make-up work. Dates must be verified by a health care professional. It is the students' responsibility to have make-up work submitted within the expected time frame. Make-up work must



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be completed before dead week. Students doing make-up work/exams may or may not be given the same format of assessment as the other students. Missed exams must be made up during dead week, and will receive a 10% deduction in grade.

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.