

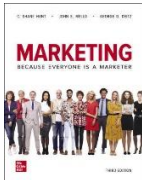


TEXAS A&M UNIVERSITY COMMERCE

MKT 306 Marketing 03W and 04W Fall 2024

Professor:	Dr. Yasemin Ocal Atinc
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Office Hours:	Mondays 11:00 a.m. – 2:00 p.m. (virtual-check D2L) Wednesdays 11:00 a.m.-1:00 p.m. (on campus)

General Course Information

Course Description:
This course is an introduction to the concepts, principles, problems and applications of marketing. We will emphasize all functional areas and institutions of marketing including target marketing and positioning of products and organizations, consumer and organizational markets, product management, pricing, channels of distribution, marketing ethics, promotions, services and international marketing.
Course Objectives:
This course aims to improve student understanding of concepts, principles, problems and applications of marketing.
Required Text:
Textbook(s) Required: <i>Marketing, 4th Edition by Shane Hunt, John Mello, and George Deitz (McGraw Hill). Homework package is required.</i>
All sections of MKT 306 are Inclusive Access. The eBook and homework package are already incorporated into the course website and will be billed along with your course tuition. You will access the homework directly from the D2L course website.


Class Policies

Grading:

- Participations/Discussions 5 percent
- Exams 70 percent
- Connect Assignments 25 percent
- **Total (100 percent)**

Your final grade will be based on the following scale:

A=90-100 percent

B=80-89 percent

C=70-79 percent

D=60-69 percent

F=59 percent and below

* Unexcused absences for exams or other assignments will result in a grade of zero. Academic regulations and procedures as found in the Texas A&M-Commerce govern all grading and academic policies.

Attendance & Class Participation:

Please note you will not be allowed to make up missed work or exams (arrangements must be made with me **prior** to the due date of the assignment or day of the exam).

It is the student's responsibility to find out from their classmates what materials were covered, distributed, or assigned during any missed classes.

The attendance policy does not apply to the students of the online class. However, they are expected to be active participants of the class and will be evaluated for participation.

School Policies

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

Students with Disabilities–ADA Statement

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry Statement

Texas Senate Bill – 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who

have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

Course Communication:

It is the responsibility of the student to ensure that all notifications and materials sent to the instructor are received by the instructor.

Students are required to check their email at least once a day. The D2L environment will be used for class related material and document posting so the students are expected and required to have access to that platform.

This course is scheduled for online delivery. We will be utilizing the McGraw Hill Connect tool. PowerPoint slides will be available for each of the book chapters electronically. We will also utilize the Discussion Board feature of D2L. You will be expected to post discussion comments based on your readings for each of the discussion question. You must respond to your classmates' comments.

Assignments

There will be various McGraw Hill Connect assignments. These assignments are meant to help you comprehend the course material. Three of the lowest grades will be dropped.

Midterm and Final Exam

The midterm and final exam are a combination of multiple choice and true false questions which will test your competency of basic marketing concepts. Each exam is worth 100 points. The questions will come from the text and discussion material.

Course Schedule (any work due is on the Sunday 11:59 p.m. CST of the corresponding week – except for Week 5)

Week	Chapter(s)	Activities / Assignments
1	1	Syllabus Review & Student Introductions
2	2	Live Session 1
3	3	Connect Assignments
4	4	Connect Assignments
5	5	Live Session 2
6	6	Connect Assignments
7	7	Live Session 3
8	8	Exam 1
9	9	Connect Assignments
10	10	Live Session 4
11	11	Connect Assignments
12	12	Live Session 5
13		Thanksgiving Holiday
14	13, 14	Connect Assignments
15	15, 16	Live Session 6
16		Final Exam

The above schedule is tentative and subject to change at the discretion of the instructor.
(The official schedule will be followed for the final exam date)

Week	Dates		Week	Dates	
Week 1	8/26/24	9/1/24	Week 9	10/21/24	10/27/24
Week 2	9/2/24	9/8/24	Week 10	10/28/24	11/3/24
Week 3	9/9/24	9/15/24	Week 11	11/4/24	11/10/24
Week 4	9/16/24	9/22/24	Week 12	11/11/24	11/17/24
Week 5	9/23/24	9/29/24	Week 13	11/18/24	11/24/24
Week 6	9/30/24	10/6/24	Week 14	11/25/24	12/1/24
Week 7	10/7/24	10/13/24	Week 15	12/2/24	12/8/24
Week 8	10/14/24	10/20/24	Week 16	12/9/24	12/13/24