Course Description
Marketing 304 is an introductory marketing course. Its purpose is to familiarize you with marketing terminology, concepts, theories, ideas and practices.

Objectives:
The course takes you on a tour of marketing, with the goal of achieving these objectives:
1) Provide a basic understanding of marketing concepts, strategies, and tactics.
2) Establish an entry point for those wishing to take advanced marketing courses.
3) Give non-marketing majors a working knowledge of the field.

Prerequisites
Junior standing or higher (56 or more credit hours).

Course Approach
Classes will be a combination of lectures, discussions, and various exercises conducted both inside and outside of the classroom.

Required Text
A lecture guide is required for this course. The guide contains printed assignments you will need to tear out and turn in, in addition to the slides presented in class.

NEW THIS SEMESTER: A special form must be completed in order to purchase the lecture guide. The form is available online through the course website. We will also send you the form by email before the semester begins.

Lecture guides can be purchased for $40 (cash or check only) in class during the first week, or during the following times in the Marketing Department (Rehn Hall, 2nd Floor):

M – W – F 9:30-11:30am & 1:00-2:00pm
T – R 8:15-9:15am & 11:00am-12:30pm

Please bring your lecture guide to class to take additional notes.
Additional Materials

Additional materials such as PowerPoint slides, study guides, special announcements, and all class grades (except for attendance) will be posted online. **You should get in the habit of checking the course website and your school email frequently.** I will give you plenty of notice regarding any changes or special instructions, but if you don’t stay in touch, I’m not responsible for any missed deadlines on your part.

Exams

- There are 5 exams. However, the 5th exam is optional and comprehensive.
- Make-up exams are allowed only with a University-approved absence.
- Failure to show up for an exam results in a zero for that exam.
- All assigned materials, whether explicitly covered or not, may be on an exam. Likewise, I will often bring in examples, guest lecturers, and exhibits that may NOT be in the study guide.
- Exams are in multiple choice and true/false formats.
- Exams are computer scored. Be sure to carefully code in your name and SIU Dawgtag on the answer sheet.
- On exam days:
  - Come to class a few minutes early and find your assigned seat. If you are late to class, you will not be given additional time.
  - Bring at least two #2 pencils. **No pens.**
  - Bring your SIU ID or driver’s license with photo. For the first few exams, we may check your ID when you turn in your completed exam.
  - No electronic equipment during exams. PLEASE, SHUT THEM ALL OFF. If I hear a phone during the exam, I will take your exam and you will be asked to leave the room. No makeup exam will be given.

Make-up Policy

No make-up tests may be scheduled without a well-documented medical release signed by a physician or proof of some emergency. Please note that excuses for pulled over for speeding, traffic, overslept, construction, parking, work, previous class, homework, family vacation etc., will not be accepted. If you miss a test without such documentation, you will receive a zero for that test. This also applies to the in-class exercises. Remember that you can drop your lowest test score and then take the optional final to replace it. Unless it is an emergency, you are to inform the professor before missing class, if you want to be considered for the chance to make-up a missed task. Whether you will be excused or not is the professor’s decision and your responsibility to provide the necessary documentation needed. Note that in all cases, the burden of proof is on you.
If you are unable to submit an assignment on the due date due to approved reasons/absences, you HAVE to turn in the missed work by the end of the next class period following that particular event, else it will NOT be graded. Also, make-ups (if approved) for exams should be completed no more than one week after the exam has been taken by the class. If you do not complete the make-up within one week, you will have to take the optional final to replace that test.

**Attendance and Participation**
I want to create an environment in which you are mentally engaged in class by reading the material beforehand and coming prepared with something to contribute. To encourage this, a portion of your course grade will depend on your attendance and participation.

Attendance will be recorded during each class. Your attendance score will be reported as a percentage of classes you attended. So, if you attend 75% of classes, you will receive a 75% (C grade) for attendance.

Your participation will be determined based on the quality of your input in class. This will be measured in several ways, including in-class exercises, out-of-class exercises, class discussion, and your general level of involvement in the class. Please note that participation is different than attendance. Hence, if you have a perfect attendance record, but never participate in class, you can expect to receive a poor participation grade. Unprofessional behaviors such as being late to class, leaving early without prior notice, falling asleep or being disruptive, will also affect your grade.

**Attention student athletes:** Please bring me a copy of your athletic schedule as soon as possible. I must be notified of all school-related absences in advance, or you may not be allowed to make up the work. **If you fail to notify me that you will be missing an exam due to a pre-planned sporting event, you will be docked points on the exam.**

Missing Class: If you want to be excused from class for a valid reason (e.g., job interview or conference), email me well in advance. If you are unable to attend class because you are sick or have a last minute emergency, send me an email before class. **Please do not come to class sick.**

Bring me a sick note from a doctor and you will be allowed to make up any work. Work can only be made up for excused absences. No points will be awarded for unexcused absences. Further, an excessive number of unexcused absences could result in an F grade in the course.

Missing Quizzes: Quizzes will be available online for multiple days, allowing you more than enough time to complete them. **There will be no make-up quizzes** given for either excused or unexcused absences. When you plan on taking a quiz, use a computer with a strong and consistent internet connection. Bad connections or dropped connections can cause the quiz to mess up, which will affect your grade. If you do not have high-speed internet at home, I suggest using a computer in the library.
Missing Exams: Make-up exams will only be given for excused absences. Documentation (e.g. doctor’s note, a letter from a professor) will be required in order to make up an exam. I must be notified before the exam if you are going to be absent. If you fail to discuss an exam absence with me prior to the exam, you may not be allowed to take the exam.

Homework
The course is comprised of a number of modules, and each module has a homework assignment associated with it. You will find these at the end of each module in the Lecture Guide. **We will not complete every homework assignment. I will announce which homework assignments should be completed at the start of the semester.**

Each assignment is fairly simple, hopefully fun, and is designed to take you a little deeper into the Module’s topic. Homework assignments should be completed individually (i.e. do not copy). Homework assignments will be collected prior to class lecture on the date they are due. Assignments turned in after class will be docked points depending on how late you turn it in. Assignments that are very late (i.e., two weeks or more) may not be accepted.

Keep in mind that the homework MUST be completed on the original lecture guide; else it will NOT be accepted. Photocopies will not be graded. Together, the homework assignments account for 15% of your overall grade.

Quizzes
You will take 10 quizzes in class on D2L. The due date will be announced well in advance. **Do not** ask me for extensions because you forgot. I will not grant them. If you are an athlete, then you need to take the quiz ahead of time.

Extra Credit Assignments
There MAY be opportunities for extra credit work and will be announced in class. Please note that there are **absolutely no make-ups for any missed extra credit work, even if you had permission to be absent the day it was announced or the day it was due. Extra credit work that is turned in late will not be graded.**

Professional behavior and interaction/communication
No cell phones or other electronic device (besides laptop) are allowed to be used in class. The laptop should only be used to view/write lecture notes for this course and nothing else.

Penalty for unprofessional behavior
Up to 10 percentage points (10%) will be deducted from your overall end of semester score per incident for not following policies outlined in this syllabus and in the SIU student conduct code,
distracting the class, talking/other communications, focusing on materials not related to the course, disrespectful behavior, use of foul language, cell phone use, etc. This policy also applies to meetings that take place in my/the TA’s office as well as ALL interactions about the course. Note that these are penalties for unprofessional behavior associated with the course. As such, they are enforced regardless of whether the unprofessional behavior is directed at the professor or a TA in or outside the lecture room.

**Students with Disabilities**
If you feel you need special accommodations because of a disability, please see me within the first week of class with the necessary documentation.

**Grade Components**
- Exams (4 @ 100pts) 400
- Attendance 50
- Participation 50
- Homework (10 @ 10pts) 100
- Quizzes (10 @ 10 pts) 100

700 points total

**Grading System:**

<table>
<thead>
<tr>
<th>Grade Letter</th>
<th>Percentage</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90 - 100%</td>
<td>630 – 700 points</td>
</tr>
<tr>
<td>B</td>
<td>80- 89%</td>
<td>560 – 629 points</td>
</tr>
<tr>
<td>C</td>
<td>70- 79%</td>
<td>490 – 559 points</td>
</tr>
<tr>
<td>D</td>
<td>60 - 69%</td>
<td>420 – 489 points</td>
</tr>
<tr>
<td>F</td>
<td>59% or below</td>
<td>0 - 419 points</td>
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</tbody>
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**Academic Dishonesty Policy**
Students will be sanctioned for violations of the standards of academic honesty. The six categories of acts of academic dishonesty are:
1. “Plagiarism: Representing the work of another as one’s own work.”
2. “Preparing work for another that is to be used as that person’s own work.”
3. “Cheating by any method or means.”
4. “Knowingly or willfully falsifying or manufacturing scientific or educational data and representing the same to be the result of scientific or scholarly experiment or research.”
5. “Knowingly furnishing false information to a University official relative to academic matters.”
6. “Soliciting, aiding, abetting, concealing or attempting conduct in violation of the Code.”
The penalty will range anywhere from points being taken off to receiving a zero on the exercise/exam. The College of Business Administration’s policies and procedures on academic honesty will be enforced. COBA’s policies and procedures for acts of academic dishonesty policy can be found at: http://www.cba.siu.edu/studentaffairs/dishonesty_2005.pdf

**Emergency Procedures**

Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the SIUC Emergency Response Plan and Building Emergency Response Team (BERT) program. Emergency response information is available on posters in buildings on campus, available on the BERT’s website at www.bert.siu.edu, Department of Public Safety’s website www.dps.siu.edu (disaster drop down) and in the Emergency Response Guidelines pamphlet. Know how to respond to each type of emergency.

Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. **It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency.** The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.