MKTG 300-01-02-03 Principles of Marketing

Karen Eutsler
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COURSE OBJECTIVES

To give students a broad understanding of marketing principles that can be applied in business courses, internships, and future careers.

1. Students will become adept at business format writing and advance in their overall written communication ability.

2. To enhance the public speaking skills of students through the use of in-class presentations and discussions.

3. To challenge students to consider the ethical dilemmas and alternatives involved in performing marketing in a competitive marketplace.

4. To integrate ethical evaluation into class discussion and challenge students to consider the ethical dilemmas and alternatives involved in performing marketing in a competitive marketplace.

5. Fully deliver on the Mission and Undergraduate Learning Goals of the Williams College of Business (WCB).

YOUR PROFESSOR

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+ appointments

MKTG 300, SECTIONS -01, -02 & -03
FALL 2017 SEMESTER | XAVIER UNIVERSITY

PRINCIPLES OF MARKETING
HOW YOU EARN YOUR GRADE

ASSIGNMENTS
Students are expected to read the assigned material and to be prepared to discuss what they read. Items listed as “due” are to be submitted on that date in the manner described on Canvas. Written assignments can always be submitted early.

LATE SUBMISSIONS
A 10% per day penalty will be assessed for late work. “Late” is 12:00 NOON on the day that the assignment is due unless stated it is due in class. For example, if you turn that day’s assignment in at 1:05pm you will receive a maximum value of 90%.

REGRADES
are granted on an extremely limited basis and for good reason as determined by your professor. If I do decide that your answer merits additional points, the new grade will be the average of the two grades.

FINAL GRADES
Final grades will be calculated as follows and are awarded at the professor’s discretion:

A 93 – 100.0%
A- 90 – 92.9%
B+ 87 – 89.9%
B 83 – 86.9%
B- 80 – 82.9%
C+ 77 – 79.9%
C 73 – 76.9%
C- 70 – 72.9%
D 60 – 69.9%
F Below 60%

The SCHEDULE is on Canvas and is subject to change based on external factors, good conversation, or need for further review of a subject. Updates will be announced in class and adjusted on Canvas.
WCB MISSION STATEMENT
We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition.

PLAGIARISM AND USE OF FOOTNOTES/ENDNOTES
Unless the information presented in a paper or assignment is entirely yours and entirely new to the world because you wrote or said it (not being aware is not an excuse, be careful here), you must reference the source you used to obtain the information. Use proper college reference procedures, e.g., MLA or APA, or follow the way references are made at the end of each chapter in your text to cite your research. POINTS WILL BE DEDUCTED from assignments that do not give proper credit to original sources.

ACADEMIC INTEGRITY
“Academic and professional life requires a trust based upon integrity of the written and spoken word. Accordingly, violations of standards of ethical behavior will not be tolerated at Xavier University. These include theft, cheating, plagiarism, illegal downloading, unauthorized assistance in assignments and tests, unauthorized copying of computer software, the falsification of results and material submitted in reports or admission and registration documents.”

- Xavier Student Handbook

ATTENDANCE POLICY
Students are expected to attend every class. Class and test attendance always takes precedence over sports, clubs events, or any other activities. I reserve the right to ask you for verification for any absence. If you do not email me before class with a valid excuse (except emergencies), you may lose points for assignments we did in class. If you miss class, it is your responsibility to contact another student to find out what was covered. If you have questions after you have done this, then see me.

DISABILITY ACCOMMODATIONS
It is my goal that this class be an accessible and welcoming experience for all students.

If you are a student with a disability who may have trouble participating or effectively demonstrating learning in this course, contact me to share your Accommodation Letter from Disability Services and to discuss your needs.

If you have not accessed Disability Services (located in the Learning Assistance Center) to arrange accommodations, I encourage you to do so by contacting Cassandra Jones, by phone at 513-745-3280, in person on the Fifth Floor of the Conaton Learning Commons, Room 514, or via e-mail at jonesc20@xavier.edu as soon as possible as accommodations are not retroactive.

Disability related information is confidential.