



# TEXAS A&M UNIVERSITY SAN ANTONIO

Department of Management and Marketing, College of Business

## PRINCIPLES OF MARKETING (Online Synchronous)

**MKTG-3311:603 Spring 2026 CRN: 23610**

**Class Meeting Time: Thursdays – 11:00am to 12:15pm**

**Class Meeting Location: Online (Zoom)**

**Class Duration: Jan 20, 2026 – May 12, 2026**

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**Instructor: Dr. Temo Luna-Nevarez**

**Office: BLH 341J**

**Office Hours (In-person & Online via Email/Zoom):**

- **Tuesdays: 2:00 p.m. – 4:00 p.m.;**
- **Wednesdays: 11:00 a.m. – 3:00 p.m.**

**Or By Appointment**

**Phone: (210) 784-2387**

**Email: [cnevarez@tamusa.edu](mailto:cnevarez@tamusa.edu)**

**Student emails will receive a reply within  
1 business day.**

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### ***Course Website***

Click here to [open Blackboard](#) and see the course content.

### ***Catalog Course Description***

Examination of marketing goods and services by organizations and individuals in a free enterprise economy. Topics covered include product, channels, price, promotion, consumer behavior, the legal and other uncontrollable environments and research, international marketing, strategy and control.

### ***Course Objectives***

Principles of Marketing provides students with a comprehensive understanding of the marketing discipline. The purpose of this course is to provide you with a fundamental understanding of key marketing concepts and principles. Such an understanding will facilitate a greater appreciation of the value of marketing processes and activities for organizations (both profit and non-profit), destinations, ideas and individuals.

### ***Course Pre-Requisites***

ENGL 1301 and ENGL 1302.

Students who do not meet the pre-requisites must contact the instructor immediately.

### ***Student Learning Outcomes***

At completion of this course, students should be able to:

- Describe the function of the 4P's in domestic and global marketing including how these functions create value for consumers.
- Explain how marketing decisions are influenced by various forces in the external environment including social, legal and ethical issues.
- Identify marketing strategies and concepts related to the successful running of a business.
- Analyze the importance of information technology and the impact of digital marketing in the 21<sup>st</sup> century.
- Demonstrate a working knowledge of basic marketing terminology and concepts.
- Describe the importance of consumer behavior and the consumer decision making process.
- Explain the importance of marketing research and its role in marketing decision- making.

- Describe strategic market planning, implementation and control.
- Apply the principles of marketing to develop a marketing plan for a new product or company.

### ***Required Materials***

- **Textbook:** Lamb, Hair and McDaniel (2025). ***MKTG 14***. 14<sup>th</sup> edition. Publisher: Cengage. ISBN-13: 978-0357929216. ISBN-10: 0357929217
- **Blackboard:** Click here to [open Blackboard](#) and see the course content. You will have announcements, assignments, reading materials, class slides, grades, study guides and other supplementary materials in Blackboard.
- **Time:** You are expected to spend 4-8 hours per week for the course. Based on their background, some students may require more time. Time spent may be longer when assignment/exams are due.

### ***Grading Policy***

The final course grade will be based on your performance on the assignments, projects, certifications, exams, and quizzes using the following weights:

Grade Component	Possible Points	Percentage
Assignments, Case Studies and Discussions	200	20%
Chapter Quizzes (14)	140	14%
Midterm Exam	200	20%
Final Exam	200	20%
Final Project:		
• Report 1	60	6%
• Report 2 (Final)	150	15%
Attendance	25	2.5%
Participation	25	2.5%
Extra Credit (Tentative)	30	3%
<b>Total:</b>	<b>1030</b>	<b>103%</b>

### ***Explanation of the Assessment Components:***

- **Assignments, Case Studies and Discussions (200 points):**  
During most weeks, students will be required to work on assignments and case studies focused on applying and/or reinforcing the key concepts covered in the instructor's lecture. Students must submit the assignment before the end of the week it was assigned.
- **Chapter Quizzes (140 points):**  
There will be 14 online quizzes over the weekly content (textbook chapters). Quizzes will be available on Blackboard during the week (Monday through Sunday) assigned in your class schedule (at the end of this document). Each quiz is timed (12 minutes) and will include 10 multiple-choice questions randomly drawn from a larger set of questions based on chapter content. Students will have only ONE attempt to complete each quiz, thus, it is VERY important that you read and understand the assigned chapter(s) material before completing the quiz. There will be NO opportunities to make up missed quizzes.
- **Exams (400 points):**

There will be two exams during the semester: a midterm exam and a final exam. Each exam will consist of 50 multiple choice questions. The exams will cover textbook material and lectures from chapters covered until the class before the test day. Exams are NOT accumulative. All exams will be posted on Blackboard.

Note: A study guide will be posted to Blackboard one week before each exam.

- **Final Project (210 points):**

You will complete a project focused on developing a marketing plan for a new product or service. The purpose of the final project is to provide you with hands-on experience through each phase of the development of a marketing plan. You will come up with the idea for a new product (or service) and will develop a formal plan to market this product (or service). More details will be provided later in the semester.

- **Class Attendance (25 points):**

Class attendance is mandatory, and students are expected to join class on time and stay for the entire class session. Your attendance grade will be calculated as the number of classes attended divided by the total number of class sessions in the semester.

To receive full credit for a class session, students must:

- *Join the session on time*
- *Remain connected for the full duration of the class*
- *Be attentive and engaged in the lecture and discussion*

Students who join class within the first 15 minutes of class will receive 50% attendance credit for that session. Students joining class more than 15 minutes late or not attending at all will receive no credit. **There are no excused absences**, except in cases of medical emergencies, illnesses, or official academic obligations (e.g., corporate visits, field trips). In such cases, documentation must be provided at the beginning of the next class session. **Important:** Missing more than two classes may result in being dropped from the course.

- **Class Participation (25 points):**

This is a discussion-based class. You are expected to come to class prepared to engage in thoughtful, informed conversations about the course material. This means you should read and understand the assigned textbook chapters and any additional readings before class, and be ready to contribute your own insights and perspectives to the discussion. **Please note:** Attendance is not the same as participation. Class participation will be evaluated based on the quality and consistency of your contributions, using the following scale:

A = Comes prepared to each class and actively participates in discussion (21-25 points)

B = Usually comes prepared and usually participates (16-20 points)

C = Sometimes prepared and/or participates sporadically (11-15 points)

D = Often unprepared, absent and/or rarely participates (6-10 points)

F = Rarely attends class or participates (0-5 points)

- **Extra Credit (30 points):**

Tentatively, students will have the opportunity to earn extra credit to improve their final grade. Details about this extra-credit opportunity will be provided later in the semester.

### **Policy on Grades:**

Based on the total number of points for the class, grades will be assigned on the following scale:

Course Points	Grade
900 or more	A
800 – 899	B
700 – 799	C
600 – 699	D
Below 600	F

This course has a requirement of **a grade of C as a minimal grade for satisfactory completion** of this course.

**Note: Final grades are just that – final.** Letter grades are strictly assigned from the percentage of points earned.

### ***Lectures***

Students are expected to come to class having completed all assigned readings and assignments. Most class sessions will be based on the instructor's lecture, which will cover the key concepts from the chapter assigned for the day. Lecture material will be drawn from various sources, including textbook chapters, videos, and news related to digital marketing. For most lectures, PowerPoint presentations will be used and posted on Blackboard no later than midnight on the day of the lecture. As this is a hybrid course, students are also expected to work outside of class on weekly assignments that require applying the concepts learned during the instructor's Thursday lecture.

### ***Teamwork***

Most work in this class must be completed individually. However, you may be assigned to groups of four to collaborate on certain in-class assignments and/or discussions.

### ***Make-ups and Late Assignments/Exams Policy***

**As a general rule, make-ups or late submissions will NOT be offered or accepted for any missed assignments/exams/quizzes.** Late submissions or make-ups may be accepted/administered only in extra-ordinary circumstances such as an excused official university activity, a severe illness, or a dire emergency. However, you must provide comprehensive documentation either before or within a few days of the missed assignment/exam.

### ***Artificial Intelligence (AI) Policy***

MKTG-3343 assumes that all work submitted by students will be generated by the students themselves, working individually or in groups. Students should not have another person/entity do the writing of any portion of an assignment for them, which includes hiring a person or a company to write assignments and/or using artificial intelligence (AI) tools like ChatGPT. Use of any AI-generated content in this course qualifies as academic dishonesty and violates Texas A&M-San Antonio's standards of academic integrity.

### ***Class Conduct and Civility Code***

Everyone in class is expected to follow all rules in the student handbook, as well as common courtesy during classroom lectures and discussions in class and online, including the following:

1. Attendance will be taken at the beginning of the class.
2. It is the students' responsibility to obtain and be able to use the required textbook and materials for this class.
3. Students must retain copies of all assignments and graded work for verification purposes and provide it to the instructor, if necessary. Keep own copies of all computer files and e-mails till final grade is received.
4. Talking while the instructor is lecturing is extremely disruptive and discourteous to the instructor and other students.
5. Using computers or phones (except for a valid urgent need) during class for a purpose not related to class is disruptive. All cell phones and gadgets should be turned OFF and headphones removed.
6. For any questions about the exams and assignments, student should contact the instructor, well in advance of the day they are due, so the instructor may have enough time to provide feedback.
7. All communications will be via e-mail communications to the Texas A&M University e-mail account, and students are expected to use their school provided email account. The instructor will reply to a student e-mail messages and voice messages within 24 hours during week days (Monday-Friday).

8. All assignment submissions must be uploaded to Blackboard by the due date and time. Submission window will close when the deadline is reached, and no assignments will be accepted, even if late by one second.

Anyone violating these policies may be subject to disciplinary actions.

### ***Drop Policy***

You may drop the course with an automatic grade of W on or before the date listed in the academic calendar at [www.tamusa.edu](http://www.tamusa.edu). The last date to drop a course, or withdraw from the University is also indicated in the academic calendar on the university website ([www.tamusa.edu](http://www.tamusa.edu)). If you wish to drop the class, you must submit the necessary paperwork to the proper authority. Students dropping a course are subject to all conditions listed in the university catalog.

### ***Financial Aid and Verification of Attendance***

According to the following federal regulation, 34 CFR 668.21: U.S. Department of Education (DoE) Title IV regulation, a student can only receive Title IV funds based on Title IV eligibility criteria which include class attendance. If Title IV funds are disbursed to ineligible students (including students who fail to begin attendance), the institution must return these funds to the U.S. DoE within 30 days of becoming aware that the student will not or has not begun attendance. Faculty will provide the Office of Financial Aid with an electronic notification if a student has not attended by the published Census Date (the first week of class). Any student receiving federal financial aid who does not attend prior to the published Census Date (the first week of class) will have their aid terminated and returned to the DoE. Please note that any student who stops attending at any time during the semester may also need to return a portion of their federal aid.

### ***Jaguar Writing, Language, and Digital Composing Center (WLDCC)***

The Jaguar Writing Center provides writing support to graduate and undergraduate students in all three colleges as well as faculty and staff. Writing tutors work with students to develop reading skills, prepare oral presentations, and plan, draft, and revise their written assignments. Our language tutors support students enrolled in Spanish courses and students composing in Spanish for any assignment. Our digital studio tutors support students working on digital projects such as eportfolios, class presentations, or other digital multimedia projects. The Writing Center offers face-to-face, synchronous online, and asynchronous digital appointments. Students can schedule appointments with the Writing Center in JagWire under the Student Services tab. Click on "Writing, Language, and Digital Composing Center" to make your appointment. Students wanting to work in realtime with a tutor can schedule an "Online Appointment." Students wishing to receive asynchronous, written feedback from a tutor can schedule an "eTutoring" appointment. More information about what services we offer, how to make an appointment, and how to access your appointment can be found on our [website](http://writingcenter.tamusa.edu). The Writing Center can also be reached by emailing [writingcenter@tamusa.edu](mailto:writingcenter@tamusa.edu).

### ***Academic Learning Center***

All currently enrolled students at Texas A&M University-San Antonio can utilize the Academic Learning Center for subject-area tutoring. The Academic Learning Center provides free course-based tutoring to all currently enrolled students at Texas A&M University-San Antonio. Students wishing to work with a tutor can make appointments through the Brainfuse online tutoring platform. Brainfuse can be accessed in the *Tools* section of Blackboard. You can contact the Academic Learning Center by emailing [tutoring@tamusa.edu](mailto:tutoring@tamusa.edu), calling (210) 784-1307, or visiting the Central Academic Building, room 202. Online tutoring is also available for after hours and weekend assistance.

While tutoring hours may change based on tutor schedules and availability, the current tutoring hours for MATH in the ALC are as follows:

	Appointments available	Walk in Tutoring – No appointment needed
<b>MONDAY</b>	8 am – 6 pm	9 am – 5 pm
<b>TUESDAY</b>	8 am – 6 pm	9 am – 5 pm
<b>WEDNESDAY</b>	8 am – 6 pm	9 am – 5 pm
<b>THURSDAY</b>	8 am – 6 pm	9 am – 5 pm
<b>FRIDAY</b>	8 am – 5 pm	11 am – 4 pm

### ***University Email Policy and Course Communication***

All correspondence between professors and students must occur via University email accounts. You must have your Jaguar email account ready and working. If it is not working, contact the help desk at [helpdesk@tamusa.edu](mailto:helpdesk@tamusa.edu) or at 210-784-HELP (4357). If you don't hear back within 48 hours, contact them again. They have many requests during the first part of the semester, so you may need to follow up with them.

### ***The Six-Drop Rule***

Students are subject to the requirements of Senate Bill (SB) 1231 passed by the Texas Legislature in 2007. SB 1231 limits students to a maximum of six (6) non-punitive course drops (i.e., courses a student chooses to drop) during their undergraduate careers. A non-punitive drop does not affect the student's GPA. However, course drops that exceed the maximum allowed by SB 1231 will be treated as "F" grades and will impact the student's GPA.

### ***Academic Accommodations for Individuals with Disabilities***

Texas A&M University-San Antonio is committed to providing all students with reasonable access to learning opportunities and accommodations in accordance with The Americans with Disabilities Act, as amended, and Section 504 of the Rehabilitation Act. If you experience barriers to your education due to a disability or think you may have a disability, Disability Support Services is located in the Central Academic Building, Suite 210. You can also contact us via phone at (210) 784-1335, visit us at the [website](http://www.tamusa.edu/dss) or email us at [dss@tamusa.edu](mailto:dss@tamusa.edu). Disabilities may include, but are not limited to, attentional, learning, mental health, sensory, physical, or chronic health conditions. All students are encouraged to discuss their academic accommodations with Disability Support Services and their instructors as soon as possible.

### ***Violations of Academic Conduct (Section 14.5 Student Handbook)***

As a member in an academic community, students at Texas A&M University-San Antonio are expected to exhibit a high level of honesty and integrity in their pursuit of higher education, be mature, be self-directed and be able to manage their own affairs. Students who are unwilling to abide by these basic expectations will find themselves facing academic and/or disciplinary sanctions. Students are expected to share in the responsibility and authority with faculty and staff to challenge and make known acts that violate the Texas A&M University-San Antonio Code of Conduct. For more information please visit the Office of Student Rights & Responsibilities website <http://bit.ly/TAMUSASStudentRR>.

Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. Academic misconduct includes, but is not limited to, cheating, plagiarism, multiple submissions, collusion, lying and bribery. For more information, refer to the Student Code of Conduct, Article III: Conduct Rules and Regulations. Texas A&M University-San Antonio faculty has the discretion to impose grade penalties as deemed necessary.



Faculty members are required to report such serious breaches of academic honesty to their chair, their dean and the Office of Student Rights and Responsibilities. In cases of academic misconduct, students may be subject not only to grade sanctions in courses but to disciplinary action. Grade sanctions may be imposed only by faculty members, but suspension or expulsion may be imposed only by the Vice President for Student Affairs. If a student wishes to appeal the decision of suspension or expulsion due to violations of academic misconduct, they must initiate their appeal as outlined within the Student Code of Conduct. Extenuating circumstances may cause the University to deviate from the defined time frames.

All student term papers and other written assignments are subject to analysis by anti-plagiarism software. Posting of any class work given to student, or solutions, or discussion, on publicly accessible forums or on social media is not permissible.

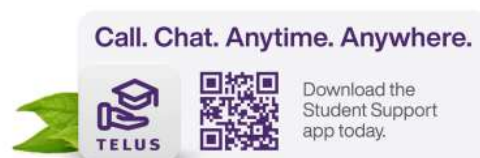
Considering the potential consequences of academic misconduct, it is obviously in students' best interests to avoid even the appearance of such behavior. If a student is unclear whether a specific act might constitute academic misconduct, please she/he should contact the instructor for an assessment of the situation.

### ***Counseling and Mental Health Resources***

As a college student, there may be times when personal stressors interfere with your academic performance and negatively impact your daily functioning. If you are experiencing emotional difficulties or mental health concerns, support is available to you through the Student Counseling Center (SCC). To schedule an appointment, visit our website, call 210-784-1331 or visit Madla 120 between the hours of 8:00 AM and 5:00 PM.

All mental health services provided by the SCC are free and confidential (as the law allows). The Student Counseling Center provides brief individual and group therapy, crisis intervention, consultation, case management, and prevention services. *Crisis support is available 24/7/365 by calling the SCC at 210-784-1331 or through the TELUS student support App.*

The TELUS Student Support App provides a variety of mental health resources to including 24/7/365 support for in the moment distress, crisis support, an anonymous peer-to-peer support network, mental health screenings, podcasts, and articles to improve your mental wellbeing.



### ***Emergency Preparedness***

JagE Alert is Texas A&M University-San Antonio's mass notification system. In the event of an emergency, such as inclement weather, students, staff and faculty, who are registered, will have the option to receive a text message, email with instructions and updates. To register or update your information visit: <https://tamusa.bbcportal.com/>. More information about Emergency Operations Plan and the Emergency Action Plan can be found [here](#). Download the SafeZone App (<https://safezoneapp.com/>) for emergencies or call (210) 784-1911. Non-Emergency (210) 784-1900.

### ***Meeting Basic Needs***

Any student who has difficulty affording groceries or accessing sufficient food to eat every day or who lacks a safe and stable place to live, and believes this may affect their performance in the course, is urged to submit a [CARE report](#) for support. Furthermore, please notify the professor if you are comfortable in doing so. This will enable them to direct you to available resources. A food pantry is available on campus. Click [here](#) for hours and contact information.

## ***Military Affairs***

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Veterans and active-duty military personnel are welcomed and encouraged to visit the Office of Military Affairs for any question involving federal or state VA Education Benefits. Visit the Patriots' Casa building, room 202, or to contact the Office of Military Affairs with any questions at [military.va@tamusa.edu](mailto:military.va@tamusa.edu) or (210)784-1397.

## ***Religious Observances***

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Texas A&M University-San Antonio recognizes the wide variety of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holidays according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or course work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes for regular session classes.

## ***Respect for Diversity***

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We understand that our students represent diverse backgrounds and perspectives. When we are equity-minded, we are aware of differences and inequalities and are willing to discuss them so we can act to resolve them. The University is committed to building cultural competencies, or the attitudes, skills, and knowledge that enable individuals and organizations to acknowledge cultural differences and incorporate these differences in working with people from diverse cultures. Respecting and accepting people different than you is vital to your success in the class, on campus, and as a future professional in the global community. While working together to build this community we ask all members to:

- Share their unique experiences, values, and beliefs.
- Be open to the views of others.
- Honor the uniqueness of their colleagues.
- Value each other's opinions and communicate respectfully.
- Keep confidential discussions that the community has of a personal (or professional) nature.
- Use this opportunity together to discuss ways in which we can create an inclusive environment in this course and across the A&M-San Antonio community.

## ***Statement of Harassment and Discrimination***

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Texas A&M University-San Antonio is committed to the fundamental principles of academic freedom, equal opportunity, and human dignity. To fulfill its multiple missions as an institution of higher learning, A&M-San Antonio encourages a climate that values and nurtures collegiality and the uniqueness of the individual on our campus and within our state, nation, and world. All decisions and actions involving students and employees are to be based on applicable law and individual merit. Texas A&M University-San Antonio, in accordance with applicable federal and state law, prohibits discrimination, including harassment, on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, or pregnancy/parenting status. Individuals who believe they have experienced harassment or discrimination prohibited by this statement are encouraged to contact the University's Civil Rights Officer at 210-784-2061 or [titleix@tamusa.edu](mailto:titleix@tamusa.edu).

Texas A&M University-San Antonio faculty are committed to providing a safe learning environment for all students and for the university as a whole. If you have experienced any form of sex discrimination or harassment, including sexual assault, sexual harassment, domestic or dating violence, or stalking based on sex, know that help and support are available. A&M-San Antonio's Title IX Coordinator can support those impacted by such conduct in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, and more. The university strongly encourages all students to report any such incidents to the Title IX Coordinator. Please be aware that all A&M-San Antonio employees (other than those designated as confidential resources such as counselors and trained victim advocates) are required to report information about such discrimination and harassment to the university. This means that if you tell a faculty member about a situation of sexual harassment, sexual violence,



or other related sex-based misconduct, the faculty member must share that information with the university's Title IX Coordinator ([titleix@tamusa.edu](mailto:titleix@tamusa.edu), 210-784-2061, CAB 439K). If you wish to speak to a confidential employee who does not have this reporting requirement, you can contact the Student Counseling Center at (210) 784-1331 or visit them in Madla 120.

### ***Pregnant/Parenting Students***

Texas A&M-San Antonio does not require a pregnant or parenting student, solely because of that status or issues related to that status, to (1) take a leave of absence or withdraw from their degree or certificate program; (2) limit the student's studies; (3) participate in an alternative program; (4) change the student's major, degree, or certificate program; or (5) refrain from joining or cease participating in any course, activity, or program at the University. The university will provide such reasonable accommodations to pregnant students as would be provided to a student with a temporary medical condition that are related to the health and safety of the student and the student's unborn child. These could include maintaining a safe distance from substances, areas, and activities known to be hazardous to pregnant individuals and their unborn child; excused absences because of illness or medical appointments; modified due dates for assignments; rescheduled tests/exams; taking a leave of absence; and being provided access to instructional materials and video recordings of lectures for excused absences, if these would be provided to any other student with an excused absence. Pregnant/parenting students are encouraged to contact the Title IX Coordinator with any questions or concerns related to their status ([titleix@tamusa.edu](mailto:titleix@tamusa.edu); 210-784-2061; CAB 439K).

Texas A&M-San Antonio has also designated the Title IX Coordinator as the liaison officer for current or incoming students who are the parent or guardian of a child younger than 18 years of age. The Title IX Coordinator can provide students with information regarding support services and other resources. Young Jaguars can support parenting students with daycare if students meet these criteria: (1) must be enrolled in classes at Texas A&M-San Antonio in the current semester, (2) must be Pell eligible or a single parent, (3) child(ren) must be aged 3 to 12-years-old, and (4) child(ren) must be enrolled in Pre-K-3 through 6th grade. For more information, please contact Young Jaguars at [youngjaguars@tamusa.edu](mailto:youngjaguars@tamusa.edu) or call (210) 784-2636.

### ***Students' Rights and Responsibilities***

The following statement of students' rights and responsibilities is intended to reflect the philosophical base upon which University Student Rules are built. This philosophy acknowledges the existence of both rights and responsibilities, which is inherent to an individual not only as a student at Texas A&M University-San Antonio but also as a citizen of this country.

#### ***Students' Rights***

1. A student shall have the right to participate in a free exchange of ideas, and there shall be no University rule or administrative rule that in any way abridges the rights of freedom of speech, expression, petition and peaceful assembly as set forth in the U.S. Constitution.
2. Each student shall have the right to participate in all areas and activities of the University, free from any form of discrimination, including harassment, on the basis of race, color, national or ethnic origin, religion, sex, disability, age, sexual orientation, or veteran status in accordance with applicable federal and state laws.
3. A student has the right to personal privacy except as otherwise provided by law, and this will be observed by students and University authorities alike.
4. Each student subject to disciplinary action arising from violations of university student rules shall be assured a fundamentally fair process.

#### ***Students' Responsibilities***

1. A student has the responsibility to respect the rights and property of others, including other students, the faculty and administration.

2. A student has the responsibility to be fully acquainted with the published University Student Rules found in the Student Handbook, [Student Code of Conduct](#), on our website, University Catalog and to comply with them, as well as federal, state, and local laws.
3. A student has the responsibility to recognize that student actions reflect upon the individuals involved and upon the entire University community.
4. A student has the responsibility to recognize the University's obligation to provide an environment for learning.
5. A student has the responsibility to check their university email for any updates or official university notification.

We expect that students will behave in a manner that is dignified, respectful, and courteous to all people, regardless of sex, ethnic/racial origin, religious background, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

Students are expected to exhibit a high level of honesty and integrity in their pursuit of higher education. Students engaging in an act that violates the standards of academic integrity will find themselves facing academic and/or disciplinary sanctions. Academic misconduct is any act, or attempt, which gives an unfair advantage to the student. Additionally, any behavior specifically prohibited by a faculty member in the course syllabus or class discussion may be considered as academic misconduct. For more information on academic misconduct policies and procedures please review the [Student Code of Conduct](#) or visit the resources available in the [OSRR website](#)

### ***Important Dates***

The complete [academic calendar](#) is available online.

Dates	Event
January 13	Tuition & Fee Payments deadline
January 19	Martin Luther King, Jr. – No Classes
January 20	First day of class
February 4	Census date
February 23-March 6	Midterm grading period
March 9-March 14	Spring Break
April 3	Study Day – No classes
April 17	Last day to drop with an automatic “W”
May 1	Last day to drop a course or withdraw from the University
May 4	Last day of classes
May 5	Study Day – No classes
May 6-May 12	Final exams
May 19	Commencement

### ***Policy on Class Schedule Changes and Contractual Obligations:***

The class schedule (in the following two pages) is subject to change by the instructor during the course of the semester. Changes may be necessary because of students' specific interest(s), the general class progression and emerging topics of interest. If such changes are implemented, they will be announced in class and posted to Blackboard if used in the course. The class schedule shall not be construed by the student as a contract, implied or expressed, between the student and/or the professor and the University. The instructor reserves the right to amend, alter, change, delete or modify the provisions of the schedule.

**Tentative MKTG-3311 Class Schedule (Spring 2026)**  
**(Details may change due to unforeseen circumstances)**

Week	Date	Topic(s)/Class Activities	Assigned Readings	Assignments/Deliverables
1	Jan – 22	<ul style="list-style-type: none"> <li>Course Description and Syllabus</li> <li>Introducing yourself to the class</li> </ul>	None	Read Course Syllabus
2	Jan – 29	<ul style="list-style-type: none"> <li>An Overview of Marketing</li> </ul>	Chapter 01	Quiz # 1
3	Feb – 05	<ul style="list-style-type: none"> <li>Strategic Planning for Competitive Advantage</li> </ul>	Chapter 02	Quiz # 2
4	Feb – 12	<ul style="list-style-type: none"> <li>Ethics and Social Responsibility</li> <li>The Marketing Environment</li> </ul>	Chapter 03 Chapter 04	Quiz # 3 Quiz # 4
5	Feb – 19	<ul style="list-style-type: none"> <li>Developing a Global Vision (Global Marketing)</li> </ul>	Chapter 05	Quiz # 5
6	Feb – 26	<ul style="list-style-type: none"> <li>Consumer Decision Making</li> </ul>	Chapter 06	Quiz # 6
7	Mar – 05	<ul style="list-style-type: none"> <li>Segmenting and Targeting Markets</li> </ul>	Chapter 08	Quiz # 8
8	Mar – 12	<b>NO CLASS ACTIVITIES (Spring Break)</b>		
9	Mar – 19	<b>MIDTERM EXAM (Chapters 1, 2, 3, 4, 5, 6 &amp; 8)</b>		
10	Mar – 26	<ul style="list-style-type: none"> <li>Marketing Research</li> </ul>	Chapter 09	Quiz # 9
11	Apr – 02	<ul style="list-style-type: none"> <li>The Marketing Mix: Product Product Concepts</li> </ul>	Chapter 10	Quiz # 10
12	Apr – 09	<ul style="list-style-type: none"> <li>The Marketing Mix: Product Developing and Managing Products</li> </ul>	Chapter 11	Quiz # 11
13	Apr – 16	<ul style="list-style-type: none"> <li>The Marketing Mix: Place Supply Chain Management and Marketing Channels</li> </ul>	Chapter 13	Quiz # 13
14	Apr – 23	<ul style="list-style-type: none"> <li>The Marketing Mix: Promotion Marketing Communications</li> </ul>	Chapter 15	Quiz # 15
15	Apr – 30	<ul style="list-style-type: none"> <li>The Marketing Mix: Promotion Advertising, Public Relations, and Sales Promotion</li> <li>The Marketing Mix: Price Pricing Concepts</li> </ul>	Chapter 16 Chapter 19	Quiz # 16 Quiz # 19
16	Friday, May – 8 4:00 to 5:50 p.m.	<b>FINAL EXAM (Chapters 9, 10, 11, 13, 15, 16 &amp; 19)</b>		