Course: MKTG 3433 Introduction to Marketing Strategy  
Prerequisite: WCOB 1033 (ECON 2013 and ECON 2023) or ECON 2143.

Catalog Description of the Course:  
Examines strategies, tactical, and operational decisions related to contemporary marketing activities. Topics covered include product, services and international strategies in consumer and business markets.

Course Objectives:

1. Improve students’ abilities to analyze marketing related problems and to enhance critical thinking skills.
2. Integrate concepts and theoretical foundations of the contemporary practice of marketing from consumer, entrepreneur, corporate, electronic, and global viewpoints.
3. Question the social responsibility of commerce in general and marketing, specifically.
4. Learn and use the language of marketing when integrating product, pricing, communications, and logistics strategies to achieve an applied knowledge of marketing’s role in commercial successes and failures.
5. Establish a logical framework supportive of creative and independent thought in the achieving integrated marketing efforts.

Student Evaluations:  

<table>
<thead>
<tr>
<th>Learning Assignments</th>
<th>20% (Classwork and Homework)</th>
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<tbody>
<tr>
<td>Examination 1</td>
<td>20%</td>
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<tr>
<td>Examination 2</td>
<td>20%</td>
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<tr>
<td>Examination 3</td>
<td>20%</td>
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<tr>
<td>Examination 4</td>
<td>20%</td>
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<tr>
<td>Final Examination</td>
<td>Optional (Comprehensive)*</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td>100%</td>
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* The final examination is optional. The grade achieved on the final examination will replace the lowest grade on any of the four major required examinations. Each of the four major examinations must be taken to qualify for the optional final.

Students enrolled in MKTG 3433 are required to participate in three (3) marketing research studies. Failure to participate will result in a 1% reduction for each deficiency up to 3% in a student’s final semester total grade. [SUBJECT TO REMOVAL.]
Grading Distribution:

- 90% - 100%         A
- 80% -  89%         B
- 70% -  79%         C
- 60% -  69%         D
- Below  60%         F

Attendance Policy:
Regular class attendance is an obligation of enrollment and is expected of each student. Short quizzes will occasionally be administered in regular class periods. Four major examinations and one optional final examination will be administered. **There are no make-up opportunities for short quizzes. For major examinations, make-up examinations will only be given in the most uncontrollable of situations.** It is recommended that if one expects to miss a major examination, advance arrangements should be agreed upon by the student and the professor.

**IMPORTANT NOTE:**
Students are expected to attend every class and to be timely. Under no circumstances may a student miss more than five (5) measured classes (not including official University functions) and receive a passing grade. A critical mass of class is required for certification in this course. **MISSING FOUR (4) MEASURED CLASSES WILL RESULT IN A LETTER GRADE REDUCTION. IF A STUDENT MISSES MORE THAN FIVE (5) MEASURED CLASSES, A GRADE OF “F” WILL AUTOMATICALLY BE ASSIGNED FOR THE SESSION.**

Classroom Behavior:
Appropriate classroom behavior is expected of the instructor and all students. Inappropriate and disruptive classroom behavior (inappropriate language and gestures, class disruptions, disrespect to other students or instructor, and other behavior as determined by the instructor) will not be tolerated and will result in possible removal from the class and/or disciplinary action as per the student handbook.

Honor Code: Each student is expected to do his or her own work, both inside and outside of class. Any question of testing misconduct or homework irregularities will be referred to Student Judicial Review as presented in the *University of Arkansas Faculty Handbook.*

Inclement Weather Policy:
The University of Arkansas inclement weather policy prevails. Announcements will be made via local news media by campus administration signifying the cancellation of classes due to inclement weather. Students must make personal judgments. If weather conditions are such that it would be dangerous to drive to campus, students should elect not to drive to campus. If possible, students may inform the instructor via e-mail or via telephone; however, notification is not required on days of inclement weather. If a student lives off-campus, a good indicator of dangerous conditions is signaled if public schools in Washington County are dismissed. Students will not be penalized for missing a class on days of inclement weather.

BLACKBOARD ASSIGNMENTS:
This class will use a communications program (blackboard.walton.uark.edu) this semester for lecture outlines, announcements, discussion board interactive discussions, and group e-mails.
If you have not used Blackboard before, you will discover that it is relatively easy to use and provides a new dimension to learning opportunities. Please visit the Blackboard site on the first day of class.

Check the Course Contents folder for lecture notes that will be useful in your preparing for each class and for scheduled examinations. It is recommended that discussion/lecture notes should be downloaded and printed. Having the prepared notes for class will benefit understanding of the materials discussed.

Weekly Schedule:
The following schedule is provided as a general guide to where the class will be at a particular date. The schedule is also a reading plan. Students should maintain the reading plan to ensure that pressures will not occur from getting behind. The schedule may change depending on our ability to adequately understand the material in an applied form.

Week 1: August 20-24
- Introduction
- Chapter 1: Marketing: Art and Science of Satisfying Customers
- Chapter 3: The Marketing Environment, Ethics, and Social Responsibility

Week 2: August 27-31
- Chapter 2: Strategic Planning in Contemporary Marketing
- Chapter 5: Consumer Behavior

Week 3: September 3-7
- LABOR DAY HOLIDAY SEPTEMBER 3
- Chapter 6: Business-to-Business (B2B) Marketing

Week 4: September 10-14
- Chapter 9: Market Segmentation, Targeting, and Positioning
Week 5: September 17-21  Chapter 8: *Marketing Research and Sales Forecasting*

Week 6: September 24-September 28  **EXAMINATION 1 SEPTEMBER 24**  
Chapter 11: *Product and Service Strategies*

Week 7: October 1-5  
Chapter 12: *Developing and Managing Brand and Product Categories*


Week 8: October 8-12  **EXAMINATION 2 OCTOBER 12**  
Chapter 12: *Developing and Managing Brand and Product Categories*

**FALL BREAK OCTOBER 15-17**

Week 9: October 15-19  
Chapter 13: *Marketing Channels and Supply Chain Management*


Week 10: October 22-26  
Chapter 14: *Retailers, Wholesalers, and Direct Marketers*


Week 11: October 29-November 2  
Chapter 14: (CONTINUING)  
Chapter 15: *Integrated Marketing Communications*

Chapter 16: *Advertising and Public Relations*


Week 12: November 5-9  **EXAMINATION 3: NOVEMBER 5**  
Chapter 17: *Personal Selling and Sales Promotion*
Chapter 18: *Price Concepts*


Week 13: November 12-16  
Chapter 19: *Pricing Strategies*

Kent B. Monroe, “Buyers’ Subjective Perceptions of Price,”

Week 14: November 19-20  THANKSGIVING HOLIDAY  NOVEMBER 21-23  
Special Topics:Chapter 19: (Continued)  

Week 15: November 26-30  
Special Topics:  
Chapter 7: Serving Global Markets  
Chapter 4: E-Commerce  

Week 16: December 3-5  
**EXAMINATION 4: DECEMBER 3**  
DECEMBER 7: DEAD DAY

Week 17: December 10-14  
**FINAL EXAMINATION WEEK:**  
OPTIONAL RULES PREVAIL

**FINAL EXAM DATES:**  
10:30 CLASS:  DECEMBER 10  10:15 – 12:15  
11:30 CLASS:  DECEMBER 12  10:15 - 12:15

**FINAL GRADES WILL BE REPORTED BY DECEMBER 14 AT 2:00PM.**