



Course BA 3365 Sec. 0U2
Principles of Marketing
Professor Shweta Singh
Term Summer 2008
Meetings TR 12:30 – 2:45 A.M. – Rm. 2.106

Professor's Contact Information

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Office Hours Thursdays: 3 – 4:30 P.M. or by appointment
Other Information

General Course Information

Pre-requisites, Co-requisites, & other restrictions N/A

Course Description This is an introductory course in marketing that will equip students with the knowledge and practical application of marketing techniques and the management of a firm's marketing resources and activities. For enhanced learning, students are required to attend each of the lectures. The primary mode of teaching will be lecture sessions. However, I believe in interactive learning and therefore would encourage full participation on part of the students. We will discuss cases, practical examples wherever applicable, in addition to the lectures.

Student Learning Objectives/Outcomes

1. Students will be able to use and apply the Segmentation-Targeting-Positioning theoretical framework in Marketing;
2. Students will be able to describe and implement different pricing methods such as markup pricing and target pricing.
3. Students will be able to group and organize marketing mix activities into the product, price, promotion/advertising, place (4P) classification framework.
4. Students will be able to evaluate and implement ethical constraints.

Required Texts & Materials Marketing by Berkowitz, Kerin, Hartley, and Rudelius
8th Edition, Irwin McGraw-Hill, 2006

Suggested Texts, Readings, & Materials N/A

Assignments*, Exams*, & Academic Calendar

Date	Topic
May 27	Introduction, Motivation, and Course Overview Chapter 1
May 29	Successful Marketing and Corporate Strategies Scanning the Marketing Environment Chapters 2&3
June 3	Quiz 1 Buyers and Markets Chapter 5
June 5	Buyers and Markets Chapter 6&7
June 10	Quiz 2 Marketing Research Chapter 8
June 12	Segments and Targets Chapter 9
June 17	Mid-term Exam
June 19	Product Chapters 10 & 11
June 24	Product Chapter 12
June 26	Price Chapter 13
July 1	Quiz 3 Price Chapter 14
July 3	Placement Chapters 15 & 16
July 8	Promotion Chapter 18
July 10	Promotion Chapter 20
July 15	Quiz 4 Managing the Marketing Process Chapters 21 & 22
July 17	Ethics and responsibility Chapter 4
July 22	Retailing Chapter 17
July 24	Group Presentations
July 29	Group Presentations Written Group Assignment Due
July 31	Final Exam

Course Policies

Grading (credit) Criteria	Class Participation: 10%
	Quizzes 10%
	Mid-term Exam 20 %
	Final Exam: 30%
	Group Project: 30%

Class Participation (10%)	<p>To ensure maximal learning, I strongly encourage each one of you to attend each of the lectures and to participate by way of asking questions if anything is not clear or by just offering your personal insight that you may have gained either through your work experience or reading books, articles etc. on any concepts that we cover in class. Your class participation grades have two components:</p> <ul style="list-style-type: none"> • <u>Attendance at class is required and will be taken at random throughout the class period.</u> If you must miss a lecture, please inform me by e-mail 24 hours prior to the scheduled class period. • Class participation will also be measured by contributions during lectures, case studies, and group presentations. <p>Each one of you is required to come prepared for classes by reading the chapters to be covered in class that day so that you can ask relevant questions.</p>
Quizzes (10%)	<p>I will give pop-quizzes lasting 10 minutes and comprising of 4 multiple choice questions every other class (approximately 5 quizzes during the length of the course). These quizzes are very easy provided you were present in the previous classes from which the quiz is drawn. I will not give questions on concepts that we have not covered in class.</p>
Exams (60%)	<p>There will be one (2) mid-term exam and one (1) final exam for this course.</p> <ul style="list-style-type: none"> • <i>Mid-Term Exams (20%):</i> There will be 1 mid-term exam, worth 20% of the final grades. The exam will comprise of only multiple choice questions. Please refer to your in-class quizzes, material presented in class, and the relevant chapters in your textbook to better prepare for the exams. • <i>Final Exam (30%):</i> The final exam will be comprehensive and will include both short answer and multiple choice questions. The final exam is scheduled for July 31st at 12:30 PM in our regularly scheduled classroom and can only be taken on this date.
Make-up Exams	None
Group Project (30%)	<p>Sometime by the second week, I need all of you to form groups of 6 people to be able to participate in the group project. By the end of the second week, one member from each group should send me an email with the names of the people belonging to their group.</p> <p>For the group project, I need each group to choose a firm selling the product of your choice. Taking that product, see how the firm that launched the product has applied each of the concepts that you have learnt in class and how that has contributed towards the product's success or failure. Also, provide suggestions as to what the firm could have done differently to maximize its success or avert failure (whichever applies).</p> <p><i>Teacher Evaluation of Written Project (10%):</i></p> <p>Each group will turn in their written group assignment (one per group) on the day indicated on the schedule. The written presentation should be 10 -</p>

	<p>15 pages in length, double-spaced, 12 point font.</p> <p>Your written marketing assignment should cover (but is not limited to) the following:</p> <table><tr><td>1</td><td>Executive Summary</td><td>Brief overview of what the product is all about- its key benefits</td></tr><tr><td>2</td><td>Situation Analysis</td><td>Where is the industry now? What are the critical success factors in the industry? Competitors? SWOT Analysis</td></tr><tr><td>3</td><td>Market-product focus</td><td>Define Target markets. Product/market grid. Differentiating attributes. Positioning strategy.</td></tr><tr><td>4</td><td>Marketing program, strategy, and tactics</td><td>4 P's.</td></tr><tr><td>5</td><td>Financial projections</td><td>Projected sales, revenues, expenses.</td></tr><tr><td>6</td><td>Organizational structure</td><td>How is the company structured?</td></tr><tr><td>7</td><td>Achievements</td><td>Leader in its market?, A wash-out?....</td></tr><tr><td>8</td><td>Recommendations</td><td>Provide suggestions as to how the firm could maximize its profits in the future</td></tr></table> <p><i>Teacher Evaluation of Project Presentation (5%):</i> I will evaluate each group on how they present their ideas and project in class. This is to test both your presentation skills as also how well you know your subject matter.</p> <p><i>Class Evaluation of Project Presentation (5%):</i> Each member of the group is required to participate in presenting their marketing plan to the class. You will evaluate each other's presentations with a form that I will provide during the presentations. These evaluations will be part of your group project grade.</p> <p><i>Peer Evaluations (10%):</i> To ensure that all group members contribute equally to the project, I will distribute peer evaluation forms where each group member will evaluate the other members of their group on a scale of 10, with 10 being the maximum that a member can achieve in terms of contribution to the project.</p>	1	Executive Summary	Brief overview of what the product is all about- its key benefits	2	Situation Analysis	Where is the industry now? What are the critical success factors in the industry? Competitors? SWOT Analysis	3	Market-product focus	Define Target markets. Product/market grid. Differentiating attributes. Positioning strategy.	4	Marketing program, strategy, and tactics	4 P's.	5	Financial projections	Projected sales, revenues, expenses.	6	Organizational structure	How is the company structured?	7	Achievements	Leader in its market?, A wash-out?....	8	Recommendations	Provide suggestions as to how the firm could maximize its profits in the future
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Late Work	Late work will not be accepted.																								
Extra Credit	N/A																								
Field Trip Policies	N/A																								
Student Conduct and Discipline	The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which																								

	<p>govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, <i>A to Z Guide</i>, which is provided to all registered students each academic year.</p> <p>The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the <i>Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3</i>, and in Title V, Rules on Student Services and Activities of the university's <i>Handbook of Operating Procedures</i>. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).</p> <p>A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.</p>
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Academic Integrity	<p>The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.</p> <p>Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.</p> <p>Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.</p>
Email Use	<p>The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.</p>
Withdrawal from Class	<p>The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.</p>

<p>Student Grievance Procedures</p>	<p>Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's <i>Handbook of Operating Procedures</i>.</p> <p>In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.</p> <p>Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.</p>
<p>Incomplete Grades</p>	<p>As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of F.</p>
<p>Disability Services</p>	<p>The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.</p> <p>The contact information for the Office of Disability Services is: The University of Texas at Dallas, SU 22 PO Box 830688 Richardson, Texas 75083-0688 (972) 883-2098 (voice or TTY)</p> <p>Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a</p>

	<p>student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.</p> <p>It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.</p>
Religious Holy Days	<p>The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.</p> <p>The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.</p> <p>If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.</p>
Off-Campus Instruction and Course Activities	<p>Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm. Additional information is available from the office of the school dean.</p>

These descriptions and timelines are subject to change at the discretion of the Professor.