

MKT 3300.011 Course Syllabus
Principles of Marketing
Spring 2023

Course Information

Course number/section	MKT 3300.011
Class hours:	Thurs 10:00-12:45pm (Section 011)
Class location:	JSOM 2.804
Course Modality:	In person

Professor Contact Information

Professor	Fang Wu
Office Phone	972-883-4740 (for emergency only)
Email Address	fangwu@utdallas.edu
Office Location	JSOM 13.312
Online Office Hours	Tue 1-2 PM or By appointment

Course Description

This course is an introduction to all aspects of marketing and its place in the world of business. It provides a good foundation for all the principles that make up the art and science of marketing. Students learn the theory and application of advertising, promotion, new products, pricing and distribution strategies. Subsequent marketing courses build upon this important foundation of marketing knowledge. This is an essential course for anyone interested in business.

Student Learning Objectives

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

Required Course Materials

- Kerin and Hartley, *Marketing* (14th ed.), Irwin McGraw-Hill, 2019

Course Methodology

Lectures and Discussion: This course will be primarily lectures-discussion based. Short lectures and discussion of key marketing concepts and principles will be followed as specified in the class

schedule. Students are responsible for all of the information in the assigned materials. Your participation to the class discussion will be an important factor for your class participation grades.

Final Group Project—Marketing Plan Report

The objective of this final project is to provide you an opportunity to conduct a comprehensive **marketing plan report** for a company of your interest. The marketing plan report gives you an opportunity to examine the company using an comprehensive, systematic analysis and evaluation of the company’s marketing environment, both internal and external, its goals, objectives, and strategies to assess its overall marketing initiatives and make recommendation to enhance the company’s marketing performance if needed. Good research is what makes or breaks a marketing plan report. You should conduct relevant research that provides sufficient details to support your assessment of the firm’s overall marketing strategy and its environment.

Student Assessment

Grading Policy

Exam One	25%
Exam Two	25%
Group Marketing Plan Report	25%
Quizzes (3 out of 4)	15%
Class Participation and Peer evaluation	10%
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Total	100%

Exams

Two exams will be given that cover the assigned cases and class materials throughout the semester. Both exams will be administered in class. The conditions of academic integrity require that each student take the test independently and unassisted in every way. This is an important requirement!

Exam One will be about 60 minutes long. The test will consist of multiple-choice questions and true or false question. It includes materials covered in the first half of the semester.

Exam Two will be about 75 minutes long. The test will consist of multiple-choice questions and true or false questions. It includes materials covered in the second half of the semester. Please see the class schedule for details.

Requests for rescheduling an exam will only be considered under special circumstances such as governmental duties or a written medical excuse. There is NO MAKE-UP exam. Please plan your schedule accordingly.

Quizzes

There will be **four online quizzes** throughout the semester. The quizzes will test the class content on that particular chapter so please pay attention to the class materials being tested. Four quizzes will be graded. For your benefit, only the **highest three scores** will be counted towards your final grading.

Group Marketing Plan Report

Groups will be formed at the beginning of the semester. Please use the online group sign-up sheet on the course page to join a group. Each group can use the available group tools under its own group area in the course to communicate and collaborate within the group.

Each group of students will also be responsible for developing a Marketing Plan report (about 20-30 PPT slides) which is to be submitted using course assignment tool and also posted on the discussion board at the end of the semester. Each group will choose a company of your interest to conduct a comprehensive marketing plan report and make assessments/recommendations regarding how to enhance the firm's marketing performance.

You will be required to submit status report periodically to ensure your progress on the final report. Although these status reports will NOT be graded, I recommend you to divide up the works among your group, and have each student responsible to turn in one or two status reports so that everyone will contribute to the final marketing plan report.

Each group will present their final marketing plan report in class and answer any questions that the rest of the class have on their report. The details for the marketing plan format will be given early in the semester.

Class Participation

Class attendance will be taken regularly to ensure student participation. Since this is an in-person class, **online class attendance does not count towards your regular class attendance or participation.** Students are required to participate in all class activities such as in class discussions, online discussion board, and group project. Active participation in the class discussions and contributions to your group's weekly marketing plan status report is an important part of your class participation grades. Students are also encouraged to make comments, ask questions and/or critique ALL group marketing plan reports. Please note that class participation scores will be based upon the quality of each student's input in class.

Peer Evaluation

To ensure each group member performs responsibly, a peer evaluation will be conducted at the end of the semester. Each student will evaluate him/herself as well as other group members, on all group work, using a Peer Evaluation Form. Peer evaluation form will be submitted using the assignment submission tool by the due date. You should be honest and impartial in your evaluations. The instructor reserves the right to correct and/or discard evaluations if they appear to be questionable.

Assignment submission instructions

Locate the assignment in your eLearning course. You will submit your assignments in the required file format with a simple file name and a file extension. To submit your assignment, click the assignment name link and follow the on-screen instructions to upload and submit your file(s). For additional information on how to submit assignments, view the [Submitting an Assignment video tutorial](#).

Please Note: Each assignment link will be deactivated after the assignment due time. After your submission is graded, you may go to My Grades on the course menu and click the score link to check the results and feedback.

For any group assignments, select one individual among the group who will submit the assignment for the group and all group members will be able to view the results and feedback once it has been graded.

Turnitin Submission: Groups are also required to submit a copy of Group Marketing Plan Report using [Turnitin](#) tool for the purpose of plagiarism scanning. Please see the Turnitin submission links on the Assignments page.

Course Policies

Makeup Exams: There are NO make-up exams allowed unless you have a dire and serious emergency and in those cases you must present documented proof such as a physician's note. It is at the sole discretion of the instructor to determine if the emergency warrants an extension and makeup exam.

Late Work: Late work will not be accepted. Please ensure that your written assignment and report is submitted on or before the due date.

Re-Grading Policy: If you have any grade disputes and would like to have it re-graded, you must submit a written request **within one week** after receiving the grade. Late submissions will not be accepted.

Traditional and Virtual Classroom Citizenship

The same guidelines that apply to traditional classes should be observed in the virtual classroom environment. Please use proper netiquette when interacting with class members and the professor.

Course Modality and Expectations

Instructional Mode	This course will be an in-person course. For details about the instructional mode, please refer to https://www.utdallas.edu/covid/students-families-info/ for details.
Course Platform	This course will be delivered online synchronously at the specified class time via elearning, including Blackboard collaborate or MS teams. Please refer to https://elearning.utdallas.edu for the course link.
Expectations	All course materials including lectures, assignments, quizzes and exams will be posted online. Please follow the course syllabus closely for the due dates.
Asynchronous Learning Guidelines	For asynchronous learning guidelines, please refer this link for details: https://www.utdallas.edu/covid/response/faq/#asynchronous

COVID-19 Guidelines and Resources

The information contained in the following link lists the University's COVID-19 resources for students and instructors of record.

Please see <http://go.utdallas.edu/syllabus-policies>.

Class Participation

Regular class participation is expected regardless of course modality. Students who fail to participate in class regularly are inviting scholastic difficulty. A portion of the grade for this course is directly tied to your participation in this class. It also includes engaging in group or other activities during class that solicit your feedback on homework assignments, readings, or materials covered in the lectures (and/or labs). Class participation is documented by faculty. Successful participation is defined as consistently adhering to University requirements, as presented in this syllabus. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Class Recordings

The instructor may record meetings of this course. Any recordings will be available to all students registered for this class as they are intended to supplement the classroom experience. Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Unless the Office of Student AccessAbility has approved the student to record the instruction, students are expressly prohibited from recording any part of this course. Recordings may not be published, reproduced, or shared with those not in the class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. If the instructor or a UTD school/department/office plans any other uses for the recordings, consent of the students identifiable in the recordings is required prior to such use unless an exception is allowed by law. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Class Materials

The instructor may provide class materials that will be made available to all students registered for this class as they are intended to supplement the classroom experience. These materials may be downloaded during the course, however, these materials are for registered students' use only. Classroom materials may not be reproduced or shared with those not in class, or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University requirements is a violation of the [Student Code of Conduct](#).

Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important technical requirements on the [Getting Started with eLearning](#) webpage.

Course Access and Navigation

This course can be accessed using your UT Dallas NetID account on the [eLearning](#) website.

Please see the course access and navigation section of the [Getting Started with eLearning](#) webpage for more information. To become familiar with the eLearning tool, please see the [Student eLearning Tutorials](#) webpage.

UT Dallas provides eLearning technical support 24 hours a day, 7 days a week. The [eLearning Support Center](#) includes a toll-free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service.

Communication

This course utilizes online tools for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. For more details, please visit the [Student eLearning Tutorials](#) webpage for video demonstrations on eLearning tools.

Interaction with Instructor

The instructor will communicate with students mainly using the Announcements and Discussion tools. Students may send personal concerns or questions to the instructor using the Course Messages tool. General questions which are not of a personal nature should be posted in the “Ask the Professor” Board or Forum. The instructor will reply to student emails or discussion board messages within 3 working days under normal circumstances.

Distance Learning Student Resources

Online students have access to resources including the McDermott Library, Academic Advising, The Office of Student AccessAbility, and many others. Please see the [eLearning Current Students](#) webpage for more information.

Server Unavailability or Other Technical Difficulties

The University is committed to providing a reliable learning management system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the online [eLearning Help Desk](#). The instructor and the eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Academic Calendar

Week	Date	Topic	Reading /Assignment
1	01/19	<ul style="list-style-type: none"> Course Overview 1. Introduction to Marketing 	<ul style="list-style-type: none"> Chapter 1
2	01/26	<ul style="list-style-type: none"> 2. Strategic Marketing Planning Final project assignment 	<ul style="list-style-type: none"> Chapter 2 Group formation by 01/26
3	02/02	<ul style="list-style-type: none"> 3. Marketing Environment Finalize group formation and company selection 	<ul style="list-style-type: none"> Chapter 3 Submit companies of your interest by 01/30 Company assigned by 02/02
4	02/09	<ul style="list-style-type: none"> 4. Consumer Behavior 	<ul style="list-style-type: none"> Chapter 5 <u>Quiz 1 Due 02/09</u> Status 1 due: <i>Company description</i>
5	02/16	<ul style="list-style-type: none"> 5. Segmentation, Targeting, and Positioning 	<ul style="list-style-type: none"> Chapter 9 Status 2 due: <i>Company SWOT analysis and industry analysis</i>
6	02/23	<ul style="list-style-type: none"> 6. Integrated marketing communications Review for Exam One 	<ul style="list-style-type: none"> Chapter 17 & 18 <u>Quiz 2 Due 02/23</u> Status 3 due: <i>Customer and Competitor analysis</i>
7	03/02	<ul style="list-style-type: none"> **Exam One In Class Thurs, 03/02 	
8	03/09	<ul style="list-style-type: none"> 7. New Product Development 	<ul style="list-style-type: none"> Chapter 10 Status 4 due: <i>Market-product focus</i>
9	03/13-03/19	<i>Spring Break</i>	<i>Have fun!</i>

Week	Date	Topic	Reading /Assignment
10	03/23	<ul style="list-style-type: none"> 8. Product and Brand Strategy 	<ul style="list-style-type: none"> Chapter 11 Status 5 due: <i>Product and Promotional strategy</i>
11	03/30	<ul style="list-style-type: none"> 9. Pricing Foundation 	<ul style="list-style-type: none"> Chapter 13
12	04/06	<ul style="list-style-type: none"> 10. Pricing Strategy 	<ul style="list-style-type: none"> Chapter 14 <u>Quiz 3 Due 04/06</u> Status 6 due: <i>Pricing strategy</i>
13	04/13	<ul style="list-style-type: none"> 11. Distribution Strategy 	<ul style="list-style-type: none"> Chapter 15 <u>Quiz 4 Due 04/13</u> Status 7 due: <i>Distribution strategy</i>
14	04/20	<ul style="list-style-type: none"> 12. Marketing Ethics Review for Exam Two 	<ul style="list-style-type: none"> Chapter 4 Work on final marketing plan report
15	04/27	<ul style="list-style-type: none"> Final Marketing Plan Presentation 	<ul style="list-style-type: none"> Final marketing plan reports due by 9am, 04/27 Participate in marketing plan discussion in class and online Peer evaluation due 04/30
16	05/04	<ul style="list-style-type: none"> **Exam Two In Class Thurs, 05/04 	

* The class schedule is tentative. Instructor reserves the right to make changes to the class schedule when needed.

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

Academic Integrity and Other Policies common across UT Dallas courses:

Please see <https://go.utdallas.edu/syllabus-policies>.

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