

Principles Of Marketing Syllabus



Term Fall 2024
Course Number MKT 3300.012 Semester Credit Hours: 3
Day/Time/Location Monday & Wednesday, 2:30pm-3:45pm (JSOM – 2.112)

Instructor information

Instructor	Email	Phone Number	Office location & hours
Lori Kirk-Rolley	lori.kirk-rolley@utdallas.edu	Use MS Teams Call Function	JSOM 2.211 Monday, 1:00-2:00pm Wednesday 3:45-4:45pm Request, via email, other times by appointment

General Information

Course Prerequisites

None

Course Description

An overview of marketing principles including marketing planning, understanding consumer's decision-making environment, measurement of market performance, product and branding decisions, advertising and promotions, pricing and distribution. Special emphasis placed upon applying the segmentation, targeting and positioning framework, implementing different pricing methods such as markup pricing and target pricing, and recognizing and evaluating ethical constraints when making marketing decisions.

Student Learning Objectives/Outcomes

Upon successful completion of this course, the student will be able to:

- Be able to describe and identify the vital components of marketing management
- Be able to use and apply the segmentation-targeting-positioning framework in marketing
- To describe and implement different pricing methods such as markup pricing and target pricing
- Be familiar with marketing terminology
- Be familiar with ethical issues in marketing
- Be able to develop and present a marketing plan

Course Materials

Required Textbook

Required textbook is “*Marketing*,” 16th edition, Kerin/Hartley, McGraw-Hill LLC, © 2023. Textbooks can be purchased on-line or through the [UT Dallas Bookstore](#).

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 the class or uploaded to other online environments except to implement an approved Office of Student AccessAbility accommodation. Failure to comply with these University policies is a violation of the [Student Code of Conduct](#).

Suggested course materials include exposure to reputable business publications such as the *Wall Street Journal*, *Bloomberg Business Week*, *Forbes* and *Wired*.

Class Attendance, Professionalism & Participation

Class Attendance

Regular and punctual class attendance is expected. Attendance is mandatory for any guest speakers, and all Team Presentations.

Professionalism

In keeping with this course's professional mandate, students are to practice communicating in a professional manner. It is expected that all students will respect the right of others to speak and have opinions that might differ from their own. If you find yourself at odds with another's opinion, phrase your response in a question rather than a statement. This course is to practice professionalism and intellectual courtesy in all areas.

Participation

Business professionals need to be good communicators. In the business world during a meeting, you would actively listen to the discussion and make meaningful contributions. Therefore, you are encouraged to participate in class discussions by asking questions, sharing your observations, and providing insights.

A portion of your grade for this course is directly tied to your participation in the class. It also includes engaging in group or other activities during class that solicit your feedback on materials covered in the lectures. Successful class participation is defined as consistently adhering to university requirements, as presented in the syllabus. Failure to comply with these University requirements is a violation of the [Student Code of Conduct - UTSP5003](#).

Class attendance and participation will be subjectively assessed by the professor and calculated into the Grading Point system.

Communication

This course may utilize online tools for interaction and communication. Some external communication tools such as regular email may also be used during the semester. For more details, please visit the [Student eLearning tutorials](#) webpage for video demonstrations on eLearning tools. In this class we may also leverage podcasts and video assignments.

Student emails and discussion board messages will be answered within 3 business days under normal circumstances.

Course Access & Navigation

eLearning

This course can be accessed using your UT Dallas NetID account on the UTD eLearning website. Please see the course access and navigation section of the [Getting Started with eLearning webpage](#) for more information. If you experience any issues with your UT Dallas account, contact the UT Dallas [Office of Information Technology Help Desk](#) via e-mail at assist@utdallas.edu or via telephone at 972-883-2911.

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 (1-886-588-3192), email request service, and an on-line chat service. Please use this link to access the UTD eLearning Helpdesk: <https://ets.utdallas.edu/elearning/helpdesk>.

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 an unusual technical difficulty which prevents students from completing a time sensitive assessment, the instructor will provide appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and 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.

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. Please review the catalog sections regarding the credit/no credit or pass/fail grading option and withdrawal from class. Please visit [UT Dallas Syllabus Policies](#) webpage for more information.

Class Schedule and Assignments

The following remains a flexible schedule which is subject to change as new opportunities and considerations may arise. Should any changes become desirable, these will be announced in class or on the announcement board. It is the student's responsibility to keep up with any changes. **Note: All assignments are due by midnight on the due date.**

Week	Date	Discussion and Activities	Key Activities & Due Dates
1	Aug 19	<ul style="list-style-type: none"> Welcome! Course Introduction, Course Objectives, and Syllabus Review Pre-Course Survey Creating Customer Relationships and Value Through Marketing 	Chapter 1
	Aug 21	<ul style="list-style-type: none"> Creating Customer Relationships & Value Through Marketing – cont. 	Chapter 1
2	Aug 26	<ul style="list-style-type: none"> Marketing Strategy 	Chapter 2
	Aug 28	<ul style="list-style-type: none"> Marketing Strategy – Cont. 	Chapter 2 Team Leaders to submit Team Rosters by 8/28
3	Sept 2	Labor Day Holiday	No Class
	Sept 4	<ul style="list-style-type: none"> Understanding Consumer Behavior 	Chapter 5
4	Sept 9	<ul style="list-style-type: none"> Ethics & Social Responsibility 	Chapter 4
	Sept 11	<ul style="list-style-type: none"> Ethics & Social Responsibility – cont. 	Chapter 4 New Product Proposal Due 9/11
5	Sept 16	<ul style="list-style-type: none"> MAJOR QUIZ #1 Market Research: From Consumer Insights to Action 	MAJOR QUIZ #1 (Chapters 1+2+5+4)
	Sept 18	<ul style="list-style-type: none"> Guest Speaker: Marketing Research Market Research: From Consumer Insights to Action – cont. 	Chapter 8 D. Fletcher Chapter 8
6	Sept 23	<ul style="list-style-type: none"> Market Research: From Consumer Insights to Action – cont. 	Chapter 8
	Sept 25	<ul style="list-style-type: none"> Market Segmentation, Targeting & Positioning 	Chapter 9 CMO Podcast Assignment Due 9/27
7	Sept 30	<ul style="list-style-type: none"> Guest Speaker: Product Management Market Segmentation, Targeting & Positioning – cont. 	J. Lundgren Chapter 9
	Oct 2	<ul style="list-style-type: none"> Market Segmentation, Targeting & Positioning – cont. 	Chapter 9

8	Oct 7	<ul style="list-style-type: none"> Scanning the Marketing Environment 	Chapter 3
	Oct 9	<ul style="list-style-type: none"> Guest Speaker: Social Media Scanning the Marketing Environment – cont. 	P. Collins-Flores Chapter 3
9	Oct 14	<ul style="list-style-type: none"> MAJOR QUIZ #2 Developing New Products & Services 	MAJOR QUIZ #2 (Chapters 8+9+3) Chapter 10
	Oct 16	<ul style="list-style-type: none"> Developing New Products & Services – cont. 	Chapter 10
10	Oct 21	<ul style="list-style-type: none"> Managing Successful Products & Services 	Chapter 11
	Oct 23	<ul style="list-style-type: none"> Managing Successful Products & Services – cont. 	Chapter 11
11	Oct 28	<ul style="list-style-type: none"> Social Media 	Chapter 20
	Oct 30	<ul style="list-style-type: none"> MAJOR QUIZ #3 Advertising & Promotion Video Assignment: Fallon Advertising 	MAJOR QUIZ #3 (Chapters 10+11+20) Chapter 19
12	Nov 4	<ul style="list-style-type: none"> Advertising & Promotion – cont. 	Chapter 19
	Nov 6	<ul style="list-style-type: none"> Arriving at the Final Price 	Chapter 14 Video Assignment Due: 11/6
13	Nov 11	<ul style="list-style-type: none"> Arriving at the Final Price – cont. 	Chapter 14
	Nov 13	<ul style="list-style-type: none"> Managing Marketing Channels and Supply Chains 	Chapter 15
14	Nov 18	<ul style="list-style-type: none"> Managing Marketing Channels and Supply Chains – cont. 	Chapter 15
	Nov 20	<ul style="list-style-type: none"> MAJOR QUIZ #4 	MAJOR QUIZ #4 (Chapters 19+14+15)
15	Nov 25	Fall Break/Thanksgiving	No Class
	Nov 27	Fall Break/Thanksgiving	No Class
16	Dec 2	<ul style="list-style-type: none"> Team Workshops 	Team Power Point Présentations Due 12/2
	Dec 4	<ul style="list-style-type: none"> Team Project Marketing Plan Présentations 	
17	Week of 12/9* (Finals Week)	<ul style="list-style-type: none"> Team Project Marketing Plan Présentations 	Final Marketing Report Due 12/9 Team Peer Evaluations Due 12/9

*Date and time of last class may be different based on final exam schedule.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the professor.

Grading Points

Assignment	Maximum Points Available
Individual (330 Points – 70% of grade)	
Major Quizzes (4 @ 60 pts. Each)	240
Video Assignment (Fallon Advertising)	20
CMO Podcast Independent Assignment	25
Peer Review	25
Attendance	20
Team (140 Points - 30% of grade)	
New Product Proposal	20
Marketing Plan Written Report	60
Marketing Plan Presentation	60
TOTAL	470

Grading Ranges

A+ 97-100	B+ 87-89	C+ 77-79	D+ 67-69
A 94-96	B 84-86	C 74-76	D 64-66
A- 90-93	B- 80-83	C- 70-73	D- 60-63

Below 60 is Failing.

Course Policies

Make-Up Exam

Make up exams may be taken under certain circumstances of illness/family death or emergency if students contact me (if possible before the scheduled exam) and provide written proof of why they could not take the exam (i.e., doctor's note).

On-Time Assignments

All assignments are due by midnight on the assigned due date.

Missing Deadlines or Presentation Dates

Late Work:

- Late work will be accepted if you've informed me in advance and I've approved the revised timing.
- Depending on circumstances, there will be a deduction of 5 points per late day.

Peer Reviews:

- For each day the peer review is late, you'll receive a one-point deduction on your own peer review.
- After the third day beyond the due date, you'll receive 0 points for your own peer review.

Missing Presentation Dates:

- If you're absent on your team presentation date:
 - 20-point deduction from your Team Project.
 - 0 points for your peer review.
- If you're absent on a presentation date where you're not presenting:
 - 10-point deduction from your team project grade (unless due to illness, family death, or emergency with a doctor's note).

Extra Credit

With several major quizzes and assignments offered, the course has been designed to provide ample opportunities for students to perform well. It is not expected that extra credit will be offered. If the class needs extra credit to maintain an overall average of C+/B, extra credit will be considered and may be assigned at my discretion.

Academic Support Resources

Visit the [Academic Support Resources](#) webpage for information about the academic support resources UTD makes available to all students.

AccessAbility Resource Center

The University of Texas at Dallas is committed to providing reasonable accommodations for all persons with disabilities. This syllabus is available in alternate formats upon request. If you are seeking classroom accommodations under the Americans with Disabilities Act (2008), you are required to register with the AccessAbility Resource Center, located in the Administration Building (AD), Suite 2.224. Their phone number is 972-883-2098, email: accessability@utdallas.edu and the website is <https://accessability.utdallas.edu>. To receive academic accommodations for this class, please obtain the proper AccessAbility Resource letter of accommodation and meet with me at the beginning of the semester.

Use of Generative AI Technology

Generative AI, such as OpenAI ChatGPT, Microsoft Copilot/Bing Chat, Google Gemini, and others, can answer questions and generate text, images, and media. The appropriate use of generative AI will vary from course to course. Guidelines for using generative AI in this course are as follows:

1. Follow only the specific permitted uses set by your instructor.
2. Document and attribute all AI contributions to your coursework.
3. Take full responsibility for AI contributions, ensuring the accuracy of facts and sources.

Permitted uses of generative AI in this course include:

- Shortening your own text.
- Revising your own text for spelling and grammar.
- Creating study aids (e.g., flash cards) for quizzes or exams.
- Testing and practicing your knowledge of course topics.
- Conducting basic research on course and assignment topics.
- New Product Idea Generation for Team Project

Generative AI Restrictions and Considerations:

- During closed-book exams or quizzes, AI tools are not allowed.
- Additional allowed uses and restrictions may apply to specific assignments as specified in the assignment's instructions.
- When using generative AI, keep a journal documenting prompts, AI responses, and your usage, or, if possible, share a link to your chat history. Your instructor may ask you to provide this documentation.
- The Eugene McDermott Library has pulled together some resources to help.
 - [When to cite Generative AI](#)
 - [How to cite Generative AI \(LIBGuide\)](#)
 - [University of Illinois System's Generative AI Guidance for Students](#).
- Remember, a generative AI conversation in and of itself is not a valid source for facts. Always work to find, verify, and cite the original source of ideas, rather than citing the AI directly
- You are responsible for verifying sources and facts and attributing ideas generated by the AI, as generative AI tools sometimes invent facts and sources.
- Failure to abide by these guidelines is a violation of academic integrity. We will investigate suspected uses of generative AI that do not follow these guidelines and apply sanctions as outlined in the [Illinois Student Code](#).

Generative AI and Data Privacy

- When using online services, including generative AI platforms, realize that companies may store, share, or sell your data. Be wary of sharing private personal information. Learn to develop safe online habits ([University of Illinois Privacy & Cybersecurity](#)).

AI Analysis Disclaimer

- Your assignments may be stored in various online data repositories in an anonymous form and may be searchable and analyzable. Please be aware of this possibility and do not include proprietary information relating to companies or organizations, your personal private information, or personal and private information of others.

CMO Podcast Independent Assignment (Due September 27) – 25 Points

Objectives:

- Expose students to personal and revealing discussions with dynamic CMO's from various industries
- Gain insights into the demanding role of a CMO
- Learn how leading brands have solved marketing challenges

Assignment Overview

Students will listen to one podcast of their choice from the *CMO Podcast with Jim Stengel* from the list below. On these podcasts, CMO's responsible for the marketing of leading brands share their backgrounds, marketing challenges and solutions. They also talk about leadership, how they got started in their career, and many provide advice about best practices. I suggest that you select a brand that resonates with you!

The CMO Podcast with Jim Stengel:

Podcast Date	Episode	Brand Name	CMO Name
1/10/24	274	Tito's Handmade Vodka	Taylor Berry
2/21/24	280	Ulta Beauty	Michelle Crossan
5/8/24	291	Tinder	Melissa Hobley
6/19/24	297	NYC Tourism & Conventions	Nancy Mammana
6/25/24	140	e.l.f.	Kory Marchisotto
7/17/24	301	Travelers Insurance	Lisa Caputo

Assignment

After listening to one podcast of your choice from the list above, please answer the following questions. Your submission should be 1, no more than 2 pages, plus a cover page. The report must be formatted in 12-point Times New Roman font, double-spaced, with ragged right margins.

Cover Page: Podcast Name, Brand Name, CMO Name, Podcast Date, Student Name

1. What marketing challenges or opportunities was the brand facing?
2. What were the marketing solutions that were implemented to address the challenges or opportunities?
3. What are 3 personal or professional takeaways that resonated with you that may be helpful in your career, and why?
4. As a future business or marketing leader, what is the one leadership quality that was discussed that resonated with you and why?

Please carefully review and use the grading rubric to craft the content for your CMO Podcast Assignment.

Team Marketing Plan Project – 140 Points

Objectives:

- Gain hands-on experience applying the marketing concepts you learn in class.
- Gain experience working with a team working towards a common objective – a situation common in the business world.
- Develop an informational and engaging presentation, which is a highly valued skill set for business professionals.
- Work collaboratively with a team and benefit from varied backgrounds and perspectives.
- Further develop presentation and public speaking skills.

Project Overview

The Marketing Plan Team Project is the cornerstone of the Principles of Marketing class. This is a group project where students will apply marketing principles to a real-world business situation.

In this semester-long project, your team will develop a marketing plan for a new product or service for an existing company. Each team will present their work at the end of the semester and will submit a final written report after the presentation.

Team Formation (Due August 28- end of class)

For the team project, students must form a team of 5-6 people. (No more than 6). All team members must be registered for the same section. (No exceptions)

The team will identify a Team Leader, who will be responsible for leading discussions and collaborating to gain consensus. Note, it is expected that **ALL** team members will play a role in the content development of the written report and the presentation.

The names of the Team Leader, along with the team members must be submitted to the instructor by the end of class on **August 28**. After this date, all students whose names are not included as part of a team will be assigned to a team by the instructor.

I reserve the right to add members to fill out a group or subtract members if your group has exceeded the required maximum size. Students looking for a group and groups looking for additional member(s) are encouraged to contact classmates directly before asking the instructor for help.

It is expected that students on a team will have different school and work schedules. However, it is essential for each team to manage meeting times and effectively delegate work among team members to ensure smooth progress on the project.

New Product Proposal (Due Wednesday, September 11)

The new product proposal is a one-page document and will outline the new product or service the team plans to launch. Please note, the product or service must be a new product or service that is ideated by your research. It should not be a new product that is currently being launched. (Apps are not allowed.)

Using AI for New Product/Service Ideation for an existing brand.

When brainstorming new product ideas, students may use AI to generate new product concept ideas.

- Brand Research:
 - First, fully research the existing brand you are interested in. Understand its history, target audience, current products/services, and brand identity.
- Brainstorming with Copilot:
 - Use Copilot to brainstorm ideas. Provide a brief description of the brand and ask Copilot for creative suggestions related to new products, services, or marketing campaigns.
 - Copilot can generate innovative ideas based on the input provided

- Evaluate Feasibility:
 - Once you have a list of ideas, you should evaluate their feasibility. Consider factors like market demand, brand alignment, production costs, and potential impact.
 - Copilot can assist in generating diverse ideas, but it's essential to filter and refine them based on practical considerations.
- Collaboration and Iteration:
 - Be sure to collaborate as a team. Discuss and refine the generated ideas together.
 - Iteration is crucial— use Copilot multiple times to explore variations and build upon initial concepts.

The new product or service proposal will include the following:

- Team Leader Name
- List of Team Members
- Brief Description of the product or service you plan to launch
- Rationale for the selection (e.g. product needed by university students; Moms have found current service levels of a particular type of baby service frustrating; young professionals are looking for this type of entertainment)
- Explain the prompts that were used to identify the new product concept ideas. What information led you to choose your selected new product or service?
- Discuss your understanding of the benefits and limitations of using AI in the context of this assignment.

Marketing Plan PowerPoint Presentation – (Upload PPT by December 2)

Team Presentations: December 4 and December 9*

Present the highlights from your marketing plan. ALL Team Members are required to be part of the presentation team, anyone not participating will receive zero points (unless excused in advance). The professional presentation format and content will be decided by the team. Keep in mind that this is a marketing presentation, images, video, etc. add value to the presentation and bring the concepts to life. Presentation time: **15 min**

Please carefully review and use the grading rubric to craft the content for your presentation. Note: There is a special class schedule for final exam week. Therefore, the day and time of class may be different than our regular class schedule.

“Marketing Excellence Award”

All students will complete a scoring worksheet after the team’s presentation. All scores will be totaled, and the team with the best presentation score will be awarded the Principles of Marketing “Marketing Excellence Award.” The instructor will share the scoring worksheet with the students prior to the presentation date.

Marketing Plan Written Report (Due December 9)

The report will be approximately 8-10 pages PLUS images (graphs, prototypes, sample ad examples or other visuals) and references. This should include in-depth analysis. Report to include:

- Cover Page** (Name of new product/service/concept, Brand, Team Name, Team Members)
- Table of Contents** (with page numbers)
- Part 1: Executive Summary**
A one-page summary of the main points of the plan. This should provide the most compelling aspects of your plan; those that would inspire an investor or executive management to invest in your concept (e.g. unique point-of-difference, anticipated demand, projected profit).
- Part 2: Company Description**
Include the organizations vision and mission statements, corporate goals, core competencies and sustainable competitive advantage.

Part 3: Industry Overview

Generally, describe the industry in which your company operates. Are there major players, or is it fragmented? If there are large, major competitors, who are they? How is the industry trending? Are there future phenomena expected to impact the industry. Any information which provides context for your business (present and future) will be helpful. (Consider economic factors, cultural/social trends, impact of technological changes, political/legal factors, natural environment, etc.)

Part 4: Secondary Consumer Research

Identify secondary research that will aid in identifying the target audience and understanding their preferences. Specifically, what broad consumer trends may play a crucial role in the potential success of your new product or service?

Part 5: SWOT Analysis

Use the Company Description and the Industry Overview to develop your SWOT (Strengths, Weaknesses, Opportunities and Threats)

Part 6: Marketing Objectives

Make sure they are specific and measurable.

Part 7: Target/Segmentation & Positioning

Based on your customer analysis and consumer research, which specific target will you market to, and how will you position your product/service? Use the STP framework to assess how the organization can most effectively segment their customers, identify and describe these segments, and ultimately determine how to best position the organization's offering so it provides value for the targeted customers.

Specifically include:

- Target Markets – describe the target market(s) you have chosen using demographic, psychographic, geographic behavior and usage variables. Explain why you chose these target markets.
- Positioning – what will be your value proposition to your target markets? This should be clearly communicated in one sentence.
- Develop a perceptual brand map for your new product.

Part 8: Product Strategy

Describe the new product or service you are launching. What is unique about your product/service; why will the target market be interested; what problem will your product solve or in what way will it add value?

Part 9: Pricing Strategy

How will you price your product/service; what is the rationale for your pricing?

Part 10: Distribution Strategy

How will you make the product available to your target customer? (e.g. online only, physical only (retail, pop-up store), direct selling, online, catalog, social media, combination, other?)

Part 11: Promotional Strategy

Will you focus on push or pull strategies or both? Why? What is your communication strategy (i.e. advertising message)? What is your budget and how did you arrive at the budget? Show calculations and justification. How are you going to allocate your budget among the various advertising/promotional programs?

Part 12: Implementation

For each of the first 12 months, create a flowchart highlighting what marketing activities you will pursue the first year of the new product or service launch.

- **Part 13: Supporting Images, Prototypes, etc.**
Include images, prototypes, diagrams, or any visuals to help illustrate the product or service.

- **Part 14: References**
Include a Reference Page for sources. Use the bibliography form and proper footnoting. If your reference is an online source, you can simply include the link and title of the article/citation.

For additional guidance, reference Appendix A – Building an Effective Marketing Plan.

Please carefully review and use the grading rubric to craft the content for your Final Written Report.

Peer Evaluations (Due: December 9)

Each student will submit a peer evaluation reflecting on individual attendance, participation, cooperation, and preparation. We will discuss the value and seriousness of active participation on day one. Note that you will also be graded on the quality of the Peer Review you submit. *It is critical that you provide comments to support the ratings of your Team Members.*

- For each day the peer review is late, you'll receive a one-point deduction on your own peer review.
- After the third day beyond the due date, you'll receive 0 points for your own peer review.