

MKT 3300 Principles of Marketing

Term:	Spring 2013	Professor:	Dr. Upender Subramanian
Section:	006	Email:	upender@utdallas.edu
Class Hours:	Tuesdays & Thursdays 11:30 AM – 1:00 PM	Phone:	972-883-6525
Location:	JSOM 1.110	Office:	SM 3.706
TA:	Yiyi Li, Parneet Pahwa	Office Hours:	Tue, Wed, Thu 3 – 5 pm
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Recommended Text

Marketing, by Roger A. Kerin, Steven W. Hartley and William Rudelius, McGraw Hill-Irwin

Edition: 8th edition or newer.

The textbook will be useful as a reference and will supplement the class lectures, discussions, exercises, handouts and other materials. We will not be "covering" the textbook in this course and the textbook is not needed for the homeworks or the exam.

Check online for new / used books (e.g., bookprice.com). Used copies for the 10th edition may be available for as low as \$50. You can also rent the text for about \$40. To make sure you have the right book, check the ISBN number. Either the 10-digit or 13-digit ISBN will be listed.

10th edition: 10-digit ISBN is 0073529931, 13-digit ISBN is 9780073529936

9th edition: 10-digit ISBN is 0073404721, 13-digit ISBN is 9780073404721

8th edition: 10-digit ISBN is 0077223489, 13-digit ISBN is 9780077223489

Course Description

This course provides an introduction to marketing concepts, frameworks and methods that are necessary to create, evaluate or implement marketing and market-oriented strategies in today's competitive business environment. The course is designed to help develop your marketing intuition to tackle business problems when working with or working as marketing managers.

Student Learning Objectives / Outcomes

Upon completion of the course, students will be able to understand / define / apply / implement:

1. Segmentation-Targeting-Positioning framework
2. Marketing mix using the 4P framework: Product, Price, Promotion, Place.
3. Pricing strategies such as markup pricing and target pricing.
4. Ethical constraints when making marketing decisions.

Class Schedule (Tentative and Subject to Change)

Week	Date	Topic	Submissions / Deadlines
1	January 15	Course Overview	
	January 17	Introduction to Marketing	
2	January 22	Case Discussion: Harrah's	
	January 24	Ethical Issues in Marketing	
3	January 29	Guest Speaker	
	January 31	Corporate Social Responsibility	<i>HW 1 Due</i> <i>Submit Project Group Requests</i>
4	February 5	Strategic Planning Group Project Guidelines	
	February 7	Consumer Behavior I	<i>Project Groups Finalized</i>
5	February 12	Consumer Behavior II Super Bowl Ad Exercise	
	February 14	Consumer Behavior III Super Bowl Ad Exercise	
6	February 19	Market Research I	
	February 21	Market Research II	<i>HW 2 Due</i>
7	February 26	Guest Speaker	
	February 28	Project Proposal Presentations	<i>Project Proposals</i>
8	March 5	Mid-term review	
	March 7	Mid-Term Exam - 1	
	March 12	Spring break	
	March 14	Spring break	

9	March 19	Segmentation, Targeting, Positioning I	
	March 21	Segmentation, Targeting, Positioning II	
11	March 26	Product Strategy I	
	March 28	Product Strategy II	<i>HW 3 Due</i>
12	April 2	Pricing Strategy I	
	April 4	Pricing Strategy II	
13	April 9	To be announced	
	April 11	To be announced	<i>HW 4 Due</i>
14	April 16	Group Project Presentations	<i>Project Presentation Slides Due</i>
	April 18	Group Project Presentations	
15	April 23	Group Project Presentations	
	April 25	Group Project Presentations	<i>Peer Evaluations</i>
16	May 30	To be announced	
	May 2	Mid-Term Exam – 2	

Grading Policy

Homework	40 points
Group Project	30 points
- Project Proposal	5 points
- Final Project Presentation	15 points
- Peer Evaluation*	10 points
Mid Term - 1	15 points
Mid Term - 2	15 points
TOTAL**	100 points

*** - Peer evaluation will be based on how your group members evaluate your contribution to the project. If your average evaluation is less than 7 (on a scale of 1 – 10), then you will**

receive only partial credit compared to the rest of your group members on the group project.

**** - Class Participation: 10 points will be allotted for class participation. This will be considered ONLY if based on your TOTAL you are within 2 points of a higher grade AND your participation score is 7 or higher (good to excellent participation).**

Your final grade will be based on your TOTAL on 100 points. **The grading will be on a curve based on the relative performance of the class. There are NO ABSOLUTE cutoffs.** In previous years, approximately the top 30 – 35% of the class received an A- or higher, the next 40 – 50% received a B- to B+, and the next 20-25% received a C- to C+, and the remaining (up to 10% of the class) received a D+ or lower, including an F. This is however not a strict guideline. I will deviate from this as I deem necessary based on the overall performance of the class.

Homework Assignments

Homework assignments will constitute **40 points** of your total score. Check the course schedule for the homework due dates. Assignment questions will be posted on elearning 1 week before they are due. Assignments may consist of short discussion questions, short case analysis or short numerical problems. Each assignment will account for **10 points**. Assignments should be submitted on time. To be fair to everyone, late submissions will be penalized **1 point** for every day that they are late for the first two days and **2 points** for every day thereafter.

Group Marketing Project

The marketing project accounts for **30 points** of your total score, and will be based on three components - a project proposal (**5 points**), a final project presentation (**15 points**) and peer evaluation (**10 points**).

You will work in groups of four or five for this project. You are encouraged to form the groups yourselves. If you are forming the group yourselves, you must inform the TA about your group by **January 31st**. If you have not formed / found a group by this date, the TA will randomly assign you to a group before **February 9th**.

Your team will choose a company/service/product to research and then develop a marketing plan. You can choose: a national/local business/organization, a new product or service, or an existing product or service that is in trouble. You will be provided with a template for the group project, with examples of project reports and presentations from previous years.

Your team will present a proposal for their project on **Feb 28th**. In the proposal, you should include a statement of the problem/opportunity and a situation analysis. You should also give an idea about how you plan to address this problem/opportunity. You will be provided a template for the proposal during the course. The presentation should last about 3 minutes and consist of 4-5 slides. You will submit the presentation slides for this component.

At the end of the semester, your team will present your marketing plan in class. The amount of time permitted for this presentation is 20 minutes / group. All groups must submit the final version of their presentation slides before start of class on **April 16th** irrespective of when they actually make the presentation. Dates of the presentation will be announced later

Peer Evaluation on Group Project

Team work is an important component of the learning process in this class. Your contribution to the group's work will be assessed by each member of the group at the end of the semester. To reward exceptional contribution and to prevent free riding, your grade for the group project will also depend on your peer evaluation score. If your average peer evaluation is less than 7 (on 10), then you will receive only partial credit for your group project compared with the remainder of the group. So you should make every effort to contribute to your group project.

Exams

There will be two in-class exams, **Mid-term Exam 1** and **Mid-term Exam 2**. Each exam accounts for **15 points**. The exams will be closed-book and will consist of a combination of multiple-choice and short answer type questions. **Mid-Term Exam 1** will be held on **March 7th** during regular class time in our regular classroom. **Mid-Term Exam 2** will be held on **May 2nd** during regular class time in our regular classroom. There will be no final exam for this course.

Important Note: No make-up exams will be allowed. Please plan your schedule accordingly.

Class Participation Bonus

Your participation in class discussions is an important part of your learning. To encourage participation, up to 10 points will be awarded throughout the term for effective class participation. These points will be considered if based on your TOTAL you are within 2 points of a higher grade AND your participation score is 7 or higher (good to excellent participation).

There will be ample opportunities to participate in class discussions. There are several ways in which you can participate, such as (but not limited to):

- asking questions
- sharing your observations
- embellishing the class discussion with examples

You can participate effectively by a) reading the assigned materials prior to class, b) thinking about the concepts, and c) paying attention to various marketing activities while you are shopping, watching television, reading newspapers and business publications.

Your class participation will be evaluated not only on the basis of volume or extent of participation, but also on the basis of quality. Quality will depend primarily on whether your comments are pertinent to the topic or question being discussed in class.

Course & Instructor Policies

All deadlines are to be strictly followed throughout the semester. Submissions after the assigned due time will not be accepted. Make up exams will not be allowed.

On this course there is no provision for 'extra credit' assignments in case of poor performance, so please make sure that you stay on top of all tests and assignments and perform consistently well throughout the course

For other standard UT Dallas syllabus policies, refer to <http://go.utdallas.edu/syllabus-policies>

IMPORTANT: The course description and timelines are subject to change at the discretion of the instructor. In case you are not sure about any aspect of the syllabus, please contact the instructor without delay.