

PRINCIPLES OF MARKETING

Fall 2013



COURSE INFORMATION.

MKT 3300.002 #86145

Tuesday and Thursday

8:30 to 9:45 am

JSOM 1.102

Professor Contact Information.

Mark Clark, PhD

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Office Hours before or after regular class meetings and by appointment.

Course pre-requisites, co-requisites or other restrictions.

Course pre-requisites include completing University Core Curriculum requirements and Major Preparatory courses for the Jindal School of Management at The University of Texas at Dallas.

Course Description.

MKT 3300 introduces principles of marketing; including marketing planning, the decision-making environment, market measurement, product decisions, promotion, pricing, and distribution. Special emphasis will be placed upon the determination and evaluation of market segments. Additionally, the topic of process and product innovation and its adoption and diffusion will be addressed during the term of the semester.

Student Learning Objectives or Outcomes.

1. Students will be able to use and apply the Segmentation-Targeting-Positioning theoretical framework for marketing.
2. Students will be able to describe and implement different pricing methods like mark-up and target pricing.
3. Students will be able to evaluate and implement ethical constraints.

Textbook and Materials.

(RECOMMENDED) Kerin, Roger A., Steven W. Hartley, and William Rudelius. 2013. *Marketing*, 11th ed. New York, NY: McGraw-Hill. All exam questions are from the authors' test bank created from the textbook.

Other Recommended Course Materials.

Accurate, reliable, and reputable business publications like the *Wall Street Journal* and the textbook website (www.mhhe.com/kerin) for supplemental reading and instructional materials.

FALL 2013 COURSE CALENDAR (subject to change based on Blackboard/E-Learning notification)

<u>Week</u>	<u>Date</u>	<u>Lecture Topic and Readings (Text Chapter)</u>	<u>Assignment Due</u>
1	Aug 26	Introduction; Creating Customer Relationships (1)	PRETEST OPENS FIRST DAY OF SEMESTER; CLOSSES SEP 12TH AT 10 PM; EXAMS ARE DUE THE FIRST 48-HOURS THEY ARE OPEN; THEY ARE "LATE" THEREAFTER
2	Sep 2	Developing Successful Marketing Strategies (2); The Strategic Marketing Process (22)	
3	Sep 9	Scanning the Marketing Environment (3); Marketing Research (8)	
4	Sep 16	Understanding Consumer Behavior (5); Understanding Organizations as Customers (6)	
5	Sep 23	Market Segmentation, Targeting, and Positioning (9)	
6	Sep 30	Managing Successful Products and Brands (11); Services Marketing (12)	FIRST GRADED EXAM OPENS OCT 10TH AND CLOSSES OCT 17TH AT 10 PM
7	Oct 07	Developing New Products and Services (10); Ethics and Social Responsibility (4); FIRST GRADED EXAM (all prior chapters)	
8	Oct 14	Building the Price Foundation (13); Arriving at the Final Price (14)	
9	Oct 21	Managing Channels and Supply Chains (15); Reaching Global Markets (7)	
10	Oct 28	Retailing and Wholesaling (16); Integrated Marketing Communications and Direct Marketing (17)	
11	Nov 04	Advertising, Sales Promotion, and Public Relations (18); Using Social Media to Connect with Customers (19)	
12	Nov 11	Personal Selling and Sales Management (20); Interactive and Multi-Channel Marketing (21)	MKTG PLAN UPLOADS TO TURN-IT-IN DUE NOV 21ST AT 10 PM
13	Nov 18	SECOND GRADED EXAM (all chapters since 1st exam)	
14	Nov 25	FALL BREAK (no class meetings)	SECOND GRADED EXAM AND POST-TEST OPEN NOV 28TH AND CLOSE DEC 5TH; BOTH CLOSE AT 10 PM
15	Dec 02	GROUP PRESENTATIONS	
16	Dec 09	FINALS WEEK	

Changes to Calendar, Schedule and Syllabus.

The Blackboard/E-Learning course site for this course is the final source for policies and procedures applicable to this course; and changes, modifications, and ratifications of course-related policies and procedures may occur during the semester.

TO DETERMINE RELEVANT AND APPLICABLE COURSE POLICY AND PROCEDURE, STUDENTS ARE ENCOURAGED TO FREQUENTLY CHECK THE COURSE SITE. MOST CHANGES WILL INVOLVE EITHER IN-PERSON OR ELECTRONIC NOTICE; STUDENTS ARE RESPONSIBLE FOR ALL CHANGES, MODIFICATIONS, AND RATIFICATIONS MADE DURING IN-PERSON MEETINGS OR VIA ELECTRONIC NOTICE.

Method of Evaluation.

Exams ($2/3^{\text{rd}}$ of course grade; 200 points possible): **The first component of grade requires the student complete four exams. A pretest, first graded exam, second graded exam, and a post-test.** Check the exam folders for the time periods each exam will be open. The Blackboard/E-Learning associated with this course is the final source for exam dates and times. Regular exams will be open for one week. Remember, the student is allowed only two (2) attempts for each exam; check the instructions and rules for online exams. Use the pretest to ensure you can complete the regular exams properly; remember, there are no resets or “third” chances and your recorded score is the official score; often, “second” chances are granted, but “third” chances always carry some penalty due to two prior mistakes (intentional or otherwise). The pretest is for student practice. The exam scores taken from the two regular, graded exams will be used to calculate student grades. Participation in this course implies acceptance of syllabus-based terms and conditions.

Group Assignment ($1/3^{\text{rd}}$ of course grade; 125 points possible): In addition to the exams, there will be one group project assigned for the semester. It involves production of a marketing plan for a product-based innovation. The marketing plan group project allows for demonstration of the learning objective or outcome associated with MKT 3300. Groups will be allowed ample class time to arrange for a successful presentation, but additional time for this project outside of scheduled class meetings is usually necessary. A separate assignment sheet will describe this project, and will become part of this syllabus once distributed.

Group grades will be determined by group members; using the Group Grading Sheet. To be eligible to submit a grading sheet, the student must be in attendance for each of the group presentations. This is a fair way to approach your professional duties; whether you work for somebody, or others work for you.

Grading Policy.

Total points possible for this course are three-hundred (300). Grades will be determined using the following calculation system:

The scores from the two graded exams will be used to calculate student 2/3 rd of course grade. Each exam comprises 40 to 50 multiple-choice questions covering the material specified in the course calendar and schedule, and exam reviews.	Letter Grade:	Grade Points:
	A+	98 to 100% of total points
	A	94 to 97% “ “ “
	A-	90 to 93% “ “ “
	B+	87 to 89% “ “ “
	B	84 to 86% “ “ “
	B-	80 to 83% “ “ “
	C+	77 to 79% “ “ “
	C	74 to 76% “ “ “
	C-	70 to 73% “ “ “
The group project will be used to calculate 1/3 rd of course grade, and entails creation of a marketing plan that involves the course learning objectives or outcomes.	D+	67 to 69% “ “ “
	D	64 to 66% “ “ “
	D-	60 to 63% “ “ “
	F	Less than 60% “ “ “

Make-up Exams.

Make-up assignments for missed exams may be offered given certain circumstances. Students must contact the Instructor prior to expiration of the specific exam period and provide written proof of why they cannot complete the exam during the provided time period. Usually a five (5) page essay involving a relevant topic, make-up assignments must be completed within four (4) days of delivery to the student's college or university provided electronic mailbox. Average scores on make-up assignments are “C+” (79 points).

Class Participation: Group-based MARKETING PLAN.

In addition to the exams, there will be one group project assigned for the semester. It involves a marketing plan for a product-based innovation chosen by the by the instructor. Groups will be allowed class time to arrange for a successful presentation, but additional time for this project outside of scheduled class meetings is usually necessary.

Group members will provide grades for one another via use of the Group Grading Sheet posted on the electronic course site (Blackboard/E-Learning). To be eligible for submission of a grading sheet, students must be in attendance for all group presentations. Students are subject to a one letter grade penalty if they are unable to provide an acceptable grading sheet. The group assignment comprises one-third (1/3rd) of the student's course grade.

Field Trip Policies, Off-campus Instruction and Course Activities.

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 the website address (http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm). Additional information is available from the Dean's office within the Jindal School of Management. There is no travel or risk-related activity associated with this course.

Student Conduct & 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 govern student conduct and activities. 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 *Rules and Regulations* of the Board of Regents of the University of Texas System, *Part 1, Chapter VI, Section 3*, and in Title V, *Rules on Student Services and Activities of the Course Syllabus Page 8, University's Handbook of Operating Procedures*. 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 (SSB 4.400, 972/883- 6391). 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.

Academic Integrity.

The faculty and administration of the Jindal School of Management expect from our 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 demonstrates a high standard of individual honor in his or her scholastic work. We want to establish a reputation for the honorable behavior of our graduates, which extends throughout their careers. Both your individual reputation and the school's reputation matter to your success. The Judicial Affairs website lists examples of academic dishonesty. Dishonesty includes, but is not limited to cheating, plagiarism, collusion, facilitating academic dishonesty, fabrication, failure to contribute to a collaborative project and sabotage. Some of the ways students may engage in academic dishonesty are: coughing and/or using visual or auditory signals in a test; concealing notes on hands, caps, shoes, in pockets or the back of beverage bottle labels; writing in blue books prior to an examination; writing information on blackboards, desks, or keeping notes on the floor; obtaining copies of an exam in advance; passing information from an earlier class to a later class; leaving information in the bathroom; exchanging exams so that students seated next to one another have identical test forms; having a substitute take a test and providing falsified identification for the substitute; fabricating data for lab assignments; changing a graded paper and requesting that it be re-graded; Failing to turn in a test or assignment and later suggesting the faculty member lost the item; stealing another student's graded test and affixing one's own name on it; recording two answers, one on the test form, one on the answer sheet; marking an answer sheet to enable another to see the answer; encircling two adjacent answers and claiming to have had the correct answer; stealing an exam for someone in another section or for placement in a test file; using an electronic device to store test information, or to send or receive answers for a test; destroying or removing library materials to gain an academic advantage; consulting assignment solutions posted on websites of previous course offerings; transferring a computer file from one person's account to another; transmitting posted answers for an exam to a student in a testing area via electronic device; downloading text from the Internet or other sources without proper attribution; citing to false references or findings in research or other academic exercises; unauthorized collaborating with another person in

preparing academic exercises; and, submitting a substantial portion of the same academic work more than once without written authorization from the instructor.

(<http://www.utdallas.edu/judicialaffairs/UTDJudicialAffairs-Basicexamples.html>).

Updated: August 2011

Plagiarism on written assignments, especially from the web, portions of papers for other classes, and any other source is unacceptable. During tests and quizzes, students in this section are not allowed to have with them any food or drinks, scratch paper, course materials, textbooks, notes, invisible ink pens, or electronic devices, including I Pads, I Phones, I Pods, MP3 Players, earphones, radios, smart phones, cameras, calculators, multi-function timepieces, or computers. When possible, students should sit in alternating seats, face forward at all times, and remove any clothing which might conceal eye movements, reflect images of another's work, or hide course material for copying. Exam proctors will monitor any communication or signaling between students by talking, whispering, or making sounds, or by using your hands, feet, other body movements, the test paper itself or your writing implement.

Students in this course suspected of academic dishonesty are subject to disciplinary proceedings, and if found responsible, the following minimum sanctions will be applied:

1. Group Work – “Zero” for the Assignment for all group members.
2. Tests – “F” for the course.

These sanctions will be administered only after a student has been found officially responsible for academic dishonesty, either through waiving their right for a disciplinary hearing, or being declared responsible after a hearing administered by Judicial Affairs and the Dean of Student's Office. In the event that the student receives a failing grade for the course for academic dishonesty, the student is not allowed to withdraw as a way of preventing the grade from being entered on their record. Where a student receives an “F” in a course and chooses to take the course over to improve their grade, the original grade of “F” remains on their transcript, but does not count towards calculation of their GPA. The School of Management also reserves the right to review a student's disciplinary record, on file with the Dean of Students, as one of the criteria for determining a student's eligibility for a scholarship.

Judicial Affairs Procedures.

Under authority delegated by the Dean of Students, a faculty member who has reason to suspect that a student has engaged in academic dishonesty may conduct a conference with the student in compliance with the following procedures: (i) the student will be informed that he/she is believed to have committed an act or acts of academic dishonesty in violation of university rules; (ii) the student will be presented with any information in the knowledge or possession of the instructor which tends to support the allegation(s) of academic dishonesty; (iii) the student will be given an opportunity to present information on his/her behalf; (iv) after meeting with the student, the faculty member may choose not to refer the allegation if he/she determines that the allegations are not supported by the evidence; or, (v) after meeting with the student, the faculty member may refer the allegations to the dean of students along with a referral form and all supporting documentation of the alleged violation. Under separate cover, the faculty member

should forward the appropriate grade to be assessed if a student is found to be responsible for academic dishonesty; (vi) the faculty member may consult with the dean of students in determining the recommended grade; (vii) the faculty member must not impose any independent sanctions upon the student in lieu of a referral to Judicial Affairs; (viii) the faculty member may not impose a sanction of suspension or expulsion, but may make this *recommendation* in the referral documentation. If the faculty member chooses not to meet with the student and instead forwards the appropriate documentation directly to the dean of students, they should attempt to inform the student of the allegation and notify the student that the information has been forwarded to the Office of Dean of Students for investigation. The student, pending a hearing, remains responsible for all academic exercises and syllabus requirements. The student may remain in class if the student's presence in the class does not interfere with the professor's ability to teach the class or the ability of other class members to learn. (See Section 49.07; page V-49-4 for information regarding the removal of a student from class). Upon receipt of the referral form, class syllabus, and the supporting material/documentation from the faculty member, the dean shall proceed under the guidelines in the *Handbook of Operating Procedures*, Chapter 49, subchapter C. If the respondent disputes the facts upon which the allegations are based, a fair and impartial disciplinary committee comprised of UTD faculty and students shall hold a hearing and determine the responsibility of the student. If they find the student in violation of the code of conduct, the dean will then affirm the minimum sanction as provided in the syllabus, and share this information with the student. The dean will review the student's prior disciplinary record and assess additional sanctions where appropriate to the circumstances. The dean will inform the student and the faculty member of their decision.

E-mail Use.

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, e-mail raises some issues concerning security and the identity of each individual in an e-mail exchange. The university encourages all official student e-mail correspondence be sent only to a student's U.T. Dallas e-mail address and that faculty and staff consider e-mail 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 e-mail 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.

Withdrawal from Class.

The administration of this institution has set deadlines for withdrawal from courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. Census day is September 11, 2013. The last day to withdraw with "WL" is October 31, 2013. Check with your adviser for additional information. It is the student's responsibility to accomplish withdrawal requirements from any class. In other words, an instructor cannot drop or withdraw any student. Students must complete the proper paperwork to ensure that you will not receive a final grade of "F" in a course you choose not to attend or complete once enrolled.

Student Grievance Procedures.

Procedures for student grievances are found in Title V, Rules on Student Services and Activities,

of the university's *Handbook of Operating Procedures*. 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. 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.

Incomplete Grade Policy.

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."

Disability Services.

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. The contact information for the Office of Disability Services is:

Office of Disability Services, SU 22
The University of Texas at Dallas
P.O. Box 830688
Richardson, Texas 75083-0688
972. 883.2098 (voice or TTY)

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 "guide dogs") for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes wherein enrolled students have mobility impairments may have to be rescheduled for accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance. 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.

Religious Holy Days.

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. 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. 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.

NOTE: Thank you for your participation in this course; best wishes for a successful semester.