



Course MKT 3300.012 “Principles of Marketing”
Section 88904
Professor Semiramis Amirpour
Term Fall 2013
Meetings T 4:00-6:45p.m., JSOM 1.212

Professor’s Contact Information

Office Phone TBA
Office Location TBA
Email Address Semiramis.Amirpour@utdallas.edu
Office Hours Mondays and Wednesdays 11:30-12:30p.m.or by appointment.
Other Information E-mail would be the best form of communication.

General Course Information

Pre-requisites, Co-requisites, & other restrictions Course Pre-requisites include completing University Core Curriculum Requirements and Major Preparatory Courses for the School of Management

Course Description

This course is an introduction to the language and issues of marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs. The course focuses on basic marketing concepts, the role of marketing in the organization, and the role of marketing in society. Topics include market segmentation, product development, promotion, distribution, and pricing.

Other topics, which will be incorporated into the course, are external environment (which will focus on integrative topics with marketing, such as economics, politics, government, and nature), marketing research, international/global marketing with relevance to cultural diversity, ethics, the impact of technology on marketing, and careers in marketing.

Learning Outcomes Upon completion of this course, students will be able to define, implement and apply:

- 1) Segmentation-Targeting-Positioning framework in Marketing.
- 2) Different pricing methods such as markup pricing and target pricing.
- 3) Evaluate and implement ethical constraints.

Required Texts & Materials

“Marketing” 11th Edition by Kerin, Berkowitz, Hartley, Rudelius, McGraw-Hill Irwin, 2012

**Suggested Texts,
Readings, &
Materials**

Suggested course materials also include exposure to reputable business publications like the Wall Street Journal, Business Week and the course textbook website at www.mhhe.com/kerin for supplemental reading and learning materials.

Assignments & Academic Calendar

Tentative Schedule (subject to change at the discretion of the instructor)

Please check the E-Learning on regular basis as I update the Calendar portion all the time to put down the exact dates for different assignment and activities.

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|---------|---|------------------|
| 8/27 | Introduction/ Creating Customer Relationship and Value through Marketing | Ch# 1 |
| 9/3 | Developing Successful Marketing and Organizational Strategies | Ch# 2 |
| 9/10 | Scanning the Marketing Environment | Ch# 3 |
| 9/17 | Ethical and Social Responsibility in Marketing | Ch# 4 |
| 9/24 | Understanding Consumer Behavior/ Review for Exam 1 | Ch# 5 |
| 10/1 | Exam 1 (Chapters 1-5)/ Understanding and Reaching Global Consumers and Markets | Ch# 7 |
| 10/8 | Marketing Research: From Customer Insights to Actions | Ch# 8 |
| 10/15 | Market Segmentation, Targeting and Positioning | Ch# 9 |
| 10/22 | Developing New Products and Services | Ch# 10 |
| 10/29 | Managing Products and Brands | Ch# 11 |
| 11/5 | Managing Products and Brands/ Review for Exam 2 | Ch#11 |
| 11/12 | Exam 2 (Chapters 7-11)/ Building the Price Foundation/ Arriving at the Final Price | Ch# 13 & Ch # 14 |
| 11/19 | Managing Marketing Channels and Supply Chains | Ch# 15 |
| 11/26 | Happy Thanksgiving | NO CLASS |
| 12/3 | Advertising, Sales Promotion and Public Relations/ Using Social Media to Connect with Consumers | Ch# 18 & Ch# 19 |
| 12/10 | Personal Selling and Sales Management/ Review for Exam 3 | Ch# 20 |
| R 12/12 | Reading Day | |
| TBA | Final Exam (Chapters 13,14,15,18,19,20) | |

Course Policies

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| Grading (credit) Criteria | Exam 1 | 20% |
| | Exam 2 | 20% |
| | Exam 3(Final) | 20% |
| | Quizzes | 20% |
| | Written Assignment | 20% |
| | Total Points | 100% |
| | 97.9-100% | = A+ |
| | 93.9-97.8 % | = A |
| | 89.9-93.8% | = A- |
| | 87.9- 89.8% | = B+ |
| | 83.9-87.8% | = B |
| | 79.9-83.8% | = B- |
| | 77.9-79.8% | = C+ |
| | 73.9-77.8% | = C |
| | 69.9-73.8% | = C- |
| Exams | 67.9-69.8% | = D+ |
| | 63.9-67.8% | = D |
| | 59.9-63.8% | = D- |
| | <u>And below 59.9% is failing</u> | |
| | All Exams are closed booked, closed note, and proctored in the classroom. | |
| | 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 (ie. doctor's note). | |
| | Extra Credit work may be assigned to the class in the course of the semester at the discretion of the instructor. | |
| | All the assignments are due at the beginning of the class; NO late assignment will be accepted. | |
| | There will be one major written assignment worth 20% of your grade. The details for his assignment will be given several weeks in advance of the due date. It is the student's responsibility to ask the instructor for assignment information if the student has been absent. | |
| | The assignment will focus on researching and putting together a business plan for a new product or service. | |
| | Attendance will not be taken throughout the semester, however it is highly recommended. <i>I am known for giving name quiz's when I do not like the class turn out.</i> | |
| | Participating meaningful and relevant thoughts and discussions make the lectures a lot more interesting and dynamic for everyone, however I expect | |
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| | everyone to be polite and understanding of others thoughts and ideas. |
| Classroom Citizenship | <ol style="list-style-type: none"> 1) Come to class on time. 2) Attend class regularly. 3) Turn of all cell phones. 4) Keep up with the assigned readings. 5) Be polite and respectful to your fellow classmates and your instructor. 6) Participate in class discussions. |
| UT Dallas Syllabus Policies and Procedures | <p><i>The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.</i></p> <p>Please go to http://go.utdallas.edu/syllabus-policies for these policies.</p> |

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