

University of Texas at Dallas
Naveen Jindal School of Management

MKT 3300 (sections 006 & 007)
PRINCIPLES OF MARKETING

Fall 2013

Class Hours: Section 006: 2:30-3:45 on Tuesdays and Thursdays
 Section 007: 4:00-5:15 on Tuesdays and Thursdays
Office Hours: 1:15-2:15 on Tuesdays or by appointment
Class Location: JSOM

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Course Description

This is a first course in marketing. The objective of this course is to introduce students to the principles and concepts of marketing, and to provide students with a framework to investigate how these principles and concepts can be used by a marketing manager to develop, evaluate and implement effective marketing strategies. The topics covered will be considered in light of the dynamically changing marketplace. Much of the material in this course builds upon itself; the key to success is staying current with the readings, and actively participating in class. Please feel free to ask questions if you don't understand something.

Student Learning Objectives/Outcomes

1. Students will be able to use and apply the Segmentation-Targeting-Positioning theoretical framework in Marketing.
2. Students will be able to describe and implement different pricing methods such as markup pricing and target pricing.
3. Students will be able to evaluate and implement ethical constraints.
4. Students will be able to evaluate marketing environment and identify significant problems and/or opportunities facing an organization.
5. Students will be able to design and implement marketing programs, which include tactical decisions in product, pricing, distribution and promotion.

Course Materials

Required Textbook: **Marketing**, 11th or an older edition, by Roger A. Kerin, Steven W. Hartley and William Rudelius, published by McGraw Hill-Irwin.

The course schedule describes the topics we will discuss and the required reading assignments for each class. Please read the assigned material ahead of time so that our discussions in the classroom maximize your learning. During the course, I may distribute some supplementary readings in the class to support our discussion periodically.

Grading

Final grades will be determined by your performance on:

Class Attendance & Participation	10%
Homework Assignments	20%
Class Project (Presentation & Report)	20%
Midterm Exam I	25%
Midterm Exam II	25%

Your final score is determined by a weighted total of numerical scores for the above five grade components. Your letter grade for the course will be based on your final score relative to the class average. I expect approximately the top 30-40% of the class receive an A- or higher grade, the next 40-50% receive a B- to B+ grade, and the next 10-20% receive a C- to C+, and the remaining (up to 5% of the class) receive a D+ or lower, including an F.

Exams

The two exams will be closed-book exams and will consist of multiple choice and short answer questions. I will look for application of what we have learnt in class. Sample exam questions will be available on course website one week before the exam. The exams will be non-cumulative, and will be held at regular class time and in our regular classroom.

Please note that **NO makeup or alternate exams will be given** unless something drastic happens to you and you can provide the instructor with some valid proof (i.e., police report, hospital receipt with date and time on it).

Homework Assignments

Homework assignments include two HBS cases and one break-even exercise. The write-up should be typed, double space and not more than four pages long. All class assignments will be graded on a 10-POINT basis, unless otherwise noted, and must be

turned in at the beginning of class on the day specified to avoid receiving a zero for the assignment. No exceptions will be made on this.

The two HBS cases can be purchased online:

Case 1: Nashville Predators: Marketing Strategy for an NHL Franchise

<http://hbr.org/product/nashville-predators-marketing-strategy-for-an-nhl-franchise/an/909A06-PDF-ENG>

Case 2: Harrington Collection: Sizing Up the Active-Wear Market

<http://hbr.org/product/harrington-collection-sizing-up-the-active-wear-market/an/3258-PDF-ENG>

For each assignment, students will be randomly chosen to present their answers to the class. If you are absent and are selected to lead the discussion you will get a zero for that assignment. If you are in class but not prepared to lead the discussion you will not get any credit.

Class Project

The class project is group work. The project will have you apply marketing principles to a real world business situation. In this semester-long project, your group will complete a marketing plan for an existing company of your choice. Groups will present their work in addition to submitting written reports at the end of the semester. There are two graded components:

- Presentation (50%)
- Final Paper (50%)

You may select your own study group for this project. By **September 3rd** you will need to have finalized your group. On this date, all students whose names are not included as part of a group will be assigned to a group. I reserve the right to add members to fill out a group or subtract members if your group has exceeded the maximum size required. Students looking for a group and/or group looking for additional member(s) are encouraged to contact classmates directly, or talk with the instructor.

“Free Rider” Problem: In the business world you live and die by the results of your team as a whole. I will give a single grade to all members of a group for group projects, but understand that there may be substantial “outlier” behavior by particular group members. Students are required to actively participate in group meetings and discussions, and complete all the work that is assigned by the study group. In order to evaluate individual student’s contribution to the group work, each student will have an opportunity to evaluate other team members’ contribution and performance confidentially on a peer evaluation form at the end of the semester. If there appears to be consensus that one group member did not pull his or her weight (or alternatively, that one member was crucial to

the team's success), I will adjust an individual's class project up or down according to the peer evaluation form (see "peer review" below). Please be fair in rating others.

More information about the class project is included in Appendix A.

Class Attendance and Participation

Learning in this class will be related to your willingness to expose your insights and viewpoints to the critical judgment of your classmates. Thus, students are required to be prepared for class and participate in discussion and activities. Obviously, the best way to do this is to be in class. Here is how I grade it:

- High quality contributions in class on a Consistent Basis (80-100%)
- High or medium quality contributions on a Consistent or Semi-Consistent Basis (60-80%)
- Showed-up for every class (60%)

A roster will be circulated among the students to sign for the attendance in randomly selected classes. PLEASE KEEP IN MIND: **DO NOT SIGN FOR OTHERS.**

Re-Grade Policy

In case you are not satisfied with your scores on a particular segment of the evaluation (an examination, an assignment or the group write-up), you will need to submit a request to be reevaluated **within one week** of receiving your scores. You will need to attach a sheet of paper to your assignment or exam with your name, student I.D. number and a short note explaining why you feel you deserve more points. Explanations should be precise and specific and should pertain to the content of the assignment or exam only. Thus explanations like "I worked really hard and deserve more points" or "My answer on this question is better than XYZ's" will **not** be acceptable.

Please note that a reevaluation request for a particular segment of the course will entail a complete reevaluation of the entire exam or assignment. Thus, your score on that segment may go up, stay the same or move down depending on the new evaluation. I will return your reevaluation requests with the necessary changes within two weeks of receiving your requests.

Classroom Policy for Cell Phones/Pager/PDA and Laptop: Student must turn their cell phones/pagers/PDAs off during class time. Laptop computer usage is also prohibited during class time.

Student Conduct and Discipline, Academic Integrity and Other Policies Common across UT Dallas Campus: please see <http://coursebook.utdallas.edu/syllabus-policies/>.

Please note that the schedule is subject to change and you are responsible for keeping up with all the changes.

Tentative Course Schedule: Fall 2013

Dates	Topics	Text *	Assignment
Aug. 27	Course Overview		
Aug. 29	Marketing Concept	Ch. 1	
Sept. 3	Strategic Planning	Ch. 2	<i>Study group membership form due</i>
Sept. 5	Marketing Environment	Ch. 3	
Sept. 10	Social Responsibility in Marketing	Ch. 4	
Sept. 12	Consumer Behavior	Ch. 5	
Sept. 17	Organizations and Customers	Ch. 6	
Sept. 19	Marketing Research	Ch. 8	<i>Case 1 write-up due</i>
Sept. 24	Case 1 <i>Nashville Predators</i>		
Sept. 26	Segmentation, Targeting, and Positioning	Ch. 9	
Oct. 1	Segmentation, Targeting and Positioning	Ch. 9	<i>Pick a company/SBU for the class project</i>
Oct. 3	Review for Exam I		
Oct. 8	Exam I		
Oct. 10	New Product Development	Ch. 10 & 12	
Oct. 15	Product and Brand Strategy	Ch. 11	
Oct. 17	Price Foundations	Ch. 13	<i>Class project outline due</i>
Oct. 22	Pricing Strategy	Ch. 14	
Oct. 24	Channel Strategy I	Ch. 15	
Oct. 29	Channel Strategy II	Ch. 16	<i>Break-even analysis due</i>
Oct. 31	Integrated Marketing Communication	Ch. 17	
Nov. 5	Advertising & Sales Promotion	Ch. 18	
Nov. 7	Guest Speaker (tentative)		<i>Case 2 write-up due</i>
Nov. 12	Social Media and the Internet	Ch. 19	
Nov. 14	Class Project Presentation		
Nov. 19	Class Project Presentation		
Nov. 21	Class Project Presentation		
Nov. 26	Happy Thanksgiving!	NO CLASS	
Nov. 28	Happy Thanksgiving!	NO CLASS	
Dec. 3	Case 2 Harrington Collection		
Dec. 5	Recap		<i>Class project final report & peer evaluation due</i>
Dec. 10	Exam II		

Appendix A: Class Project

There is a project for each study group to accomplish by the end of the course. The objective of the project is to provide students an opportunity to apply the marketing concepts and principles from the lectures and class discussions in a real world setting. The project requires the study group to identify a significant marketing issue (for example, a threat or an opportunity) faced by an existing organization and designing an actionable marketing plan to address the issue. The organization should be an existing company or a SBU of an existing company if the company is too large. The product is defined as any **type of tangible item or service** in a competitive environment for which actual market data is available.

The project should include, but is not limited to

1. Background information and data: This section provides a summary of the background information of the company you choose and the marketing environment it faces. This section should include the following key information: (a) the company's mission and objectives; (b) an analysis of the company's current marketing environment (3C's, environmental trends); (c) a description of the company's current marketing strategy (4P's). The information should be integrated and presented in a coherent manner.
2. Problem identification and solution formulation: This section identifies one significant marketing problem or opportunity the company is currently facing and proposes one change in the company's marketing strategy that can be justified to solve the issue identified. You may focus on a particular component of the marketing strategy or market mixes, for example, positioning, advertising & promotion strategy, segmentation and consumer issues, sales force or channel management, etc. Or you may want to address issues that are more general in nature, for example, increased competition; and drop in sales or market share, etc.
3. Recommendations for implementation: This section describes how the marketing plan of the company should be adapted to implement the change you have proposed. It is important to keep in mind that the different components in the marketing plan are interdependent. One change may necessitate changes in all other aspects of a company's strategy.

In the second week, the study groups will be formed in class. In the sixth week, each group will submit the name of the company they would like to study in the class project line. In the eighth week, each group will turn in a two-page project outline to brief the instructor about the progress on the project made thus far and the plan for its successful completion. The project will culminate in a final report of a maximum of 15 pages double-spaced plus appendices. In addition to the final report, a professional presentation is required. Individual presentations will be evaluated on the basis of clarity, flow, logic & consistency, and use of visual aids by the students.