

MKT3300 Principles of Marketing

Professor	Dr. Gonca P. Soysal
Term	Fall 2013
Section	008
Class Hours	Mondays & Wednesdays 11:30 a.m.-12:45 p.m.
Class Location	JSOM 2.722

Contact Information

Office	JSOM 3.622
Phone	972-883-5921
Email	gonca.soysal@utdallas.edu (preferred method of communication)
Office Hours	Mondays and Wednesdays 1:15 – 2:15 p.m. or by appointment
Course Website	http://elearning.utdallas.edu
Teaching Assistant	Mina Ameri, mxal33730@utdallas.edu

Textbook

Kerin, Hartley and Rudelius, **Marketing** (11th edition), McGraw Hill-Irwin, 2012
(You can also use 10th or 9th edition)

Course Description and Objectives

This course is intended to introduce students to the essentials of marketing: the creation of value for customers and firms and the strategies and methods marketers use to successfully operate in today's dynamic business environment. Upon completion of the course, students will be able to:

1. Define and understand the marketing concept and the marketing process.
 2. Conduct situation analysis using the 4C's (Company-Customers-Competition-Context) framework.
 3. Describe and implement marketing strategy setting applying the STP (Segmentation-Targeting-Positioning) framework.
 4. Describe and implement elements of a company's marketing mix (4P's): Product, price, promotion/advertising, place/distribution channels.
 5. Describe and implement different pricing methods such as markup pricing and target pricing.
 6. Recognize, evaluate and implement ethical constraints when making marketing decisions.
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Tentative Class Schedule

Date	Topic	Due	Reading
August 26	Course Overview		Ch. 1
August 28	Introduction to Marketing		Ch. 1
September 2	No Class – Labor Day		
September 4	Strategic Planning	Personal Info Sheets Group Sign-up	Ch. 2
September 9	Marketing Environment	Assignment 1	Ch. 3
September 11	Consumer Behavior		Ch. 5
September 16	Marketing Research I		Ch. 8
September 18	Marketing Research II		Ch. 8
September 23	Guest Speaker (subject to change)		
September 25	EXAM 1		
September 30	Segmentation, Targeting, and Positioning I		Ch. 9
October 2	Segmentation, Targeting, and Positioning II		Ch. 9
October 7	Project Proposal Presentations	Project Proposals Group Feedback	-
October 9	Product Strategy I		Ch. 10,11
October 14	Guest Speaker (subject to change)	Assignment 2	-
October 16	Product Strategy II		Ch. 10,11
October 21	Pricing Strategy I		Ch. 13,14
October 23	Pricing Strategy II	Assignment 3	Ch. 13,14
October 28	In-class Group Work (subject to change)	Assignment 4	
October 30	EXAM 2		
November 4	Channel Strategy I		Ch.15, 16
November 6	Channel Strategy II		Ch.15, 16
November 11	Promotion Strategy I		Ch. 17,18
November 13	Promotion Strategy II		Ch. 17,18

November 18	Ethical Issues		Ch. 4
November 20	EXAM 3		
November 25	NO CLASS – FALL BREAK		
November 27	NO CLASS – FALL BREAK	Happy Thanksgiving	
December 2	Group Project Presentations	Presentation Slides	
December 4	Group Project Presentations	Presentation Slides	
December 9	Group Project Presentations	Presentation Slides	
December 11	Group Project Presentations	Marketing Plans Peer Evaluations	

Course Requirements and Grading Policy

Exam 1	20 %
Exam 2	25 %
Exam 3	25 %
Group Project (Marketing Plan 15%, Presentation 10%)	25 %
Individual Assignments	<u>5 %</u>
TOTAL	100%
Class Attendance Bonus	5%
Class Participation Bonus	5%

Letter Grade Distribution:

The final grade will be curved and the letter grades will be assigned according to the following distribution:

A+, A	65 percentile and up
B+, B	20 – 65 percentile
C+, C	5-20 percentile
D / F	Bottom 5 %

Course Communication:

We will heavily use the web based eLearning tool. You will use your UTD NetID to login directly at <https://elearning.utdallas.edu>. Please familiarize yourself if you have never used this tool before. <http://www.utdallas.edu/elearning/students/cstudents.htm> is a good place to start. I will regularly post announcements, assignments, class notes, project documents, group lists, grades and any other course

related communication on the eLearning page. It is your responsibility to log in frequently and check for updates. Remember the instructors have the capability to track individual students' activity on eLearning. We will also use a Facebook closed group page to enhance our class and group discussions.

Exams: We will have three exams. The exams will be closed-book and will consist of a combination of multiple-choice and short answer type questions. The exams will be non-cumulative and added together will account for 70% of your total grade. The first exam will take place on **Wednesday, September 25th**, the second exam will take place on **Wednesday, October 30th**, and the third exam will take place on **Wednesday, November 20th**. All exams will be at regular class time and in our regular classroom, JSOM 2.722.

Important Note: No make-up exams will be allowed unless under extreme personal situations with proper documentation. Please plan your schedule accordingly.

You are required to take all exams. Giving a makeup test is solely in my discretion. Vacation plans, project or class conflicts, doctor's appointments do not count as valid excuses.

Being late to a test is very disruptive to your classmates and I will deduct points (the number of points is in my discretion) if you are late. Also, if one student finishes the test and leaves the classroom before you arrive, you will **not** be allowed to take the exam and you will **not** be allowed a make-up.

Group Marketing Project: The Group Marketing Project accounts for 25% of your total grade. Each group consists of 5 to 6 people, you will form groups using the eLearning sign-up tool and I will finalize the groups. Your group will choose an organization facing a marketing problem or opportunity. You will do research and develop a marketing plan to address this problem or opportunity. You can choose a business firm, non-profit organization or government organization. Local businesses like restaurants and specialty shops have been a popular choice among previous students.

Each group will submit a 1-2 page proposal for their project on **Monday, October 7th**. I will provide you an outline for developing a marketing plan shortly. The proposal will NOT be graded. You will also be asked to present your project proposals in class on **Monday, October 7th**. The proposal 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. The proposal presentation aims to inform the instructor and your classmates about your project and your progress. It will also give you a chance to receive valuable feedback. It should last about 5 minutes. Your performance at the proposal presentation will NOT be graded.

Your group will present the final marketing plan to the entire class in the last three weeks of the semester. The dates for these presentations are **Monday, December 2nd**, **Wednesday, December 4th**, **Monday, December 9th**, and **Wednesday, December 11th**. The time permitted for presentation is 20 minutes for each group. Each group must submit the final electronic version of their presentation on eLearning the day before they are presenting by 6 p.m. and a hard copy of the slides at the start of the class **the day they are presenting**. The final marketing project write-up is due on Wednesday, **December 11th**. Submit both an electronic version on eLearning and a hard copy at the start of the class.

Your group's grade for the project will be determined by: 1) how well you present the marketing plan to the class and answer follow-up questions (10%); and 2) how well written your marketing plan is (15%).

Group Contribution: 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 once at the proposal submission stage and once at the end of the semester. In order to prevent free riding, **your grade for the group project will be weighted by your group contribution score.** So you should make every effort to contribute to your group project.

Class Attendance and Participation: You are expected to come to class on time and not to walk in and out of class. You are also expected to pay attention and contribute to class discussions.

Attendance: Lectures cover important topics from the text book and other materials not covered in the text book. Therefore, it is strongly recommended that you attend class. Your attendance grade is equal to 5% bonus points.

- I will check your attendance regularly throughout the semester using a sign-in sheet. It is **your** responsibility to sign the attendance sheet. Signing the attendance sheet for another student is academic dishonesty.
- If you are more than 15 minutes late or if you leave class more than 10 minutes early, it is counted as an absence and I will take points off even if you have signed in the attendance sheet.
- You are not allowed to text, surf the internet, check your e-mail, read the paper etc. during class. If you are not paying attention, I reserve the right to take off attendance points and/or ask you to leave the class.
- You have 2 free absent days that do not affect your grade. You can use these days for a religious holiday, sick day, doctor's appointment, necessary travel etc. However, these free days can't be used on the days we have a guest speaker, in class group work or group presentations.
- Excused absences are only allowed under extreme personal situations with proper documentation (in my discretion). For all other occasions, please do not tell me, that is what the 2 free days are for.

Participation: Your participation in class discussions is an important part of learning. You can participate in many ways. Ask questions, share your observations, and contribute to class discussion with examples. You can participate effectively by a) reading the text book and other assigned materials prior to class, b) thinking about the concepts, and c) paying attention to various marketing activities while you are shopping, watching television and reading. This course is primarily built around a discussion format. For this to be successful you must read the assignments prior to class so that the class time can be spent developing and exploring the issues raised in the readings. Quality and quantity of your participation will impact your participation score, I will reward consistently thoughtful and informed comments. Your participation grade is equal to 5% bonus points.

- Your attendance score can impact your participation score negatively. If you are not in class, you lose the opportunity to participate in class discussions.
- Being in class, however, does not grant you participation points. you need to earn your participation points by taking an active part in class discussions. You will not be awarded participation points if you are not paying attention or not participating.
- Always bring your name tags so that I can properly record your participation points.
- Participation points cover not only regular class discussions, but also discussion, questions and feedback on guest speaker days and group presentations. I will highly reward active participation on online forums on e-learning and the course Facebook group page.

Assignments: We will have 4-5 short individual assignments aimed at enhancing your understanding of key topics. Your performance on the individual assignments will account for 5% of your total grade. A hard copy for the assignments must be turned in at the beginning of the class on the due date (unless otherwise stated). **No late assignments are accepted.**

Course & Instructor Policies

All deadlines are to be strictly followed throughout the semester. I will **not** accept any submissions after the assigned due time. A **hard** copy of all submissions should be turned in at the beginning of the class on the due day. An **electronic** copy, if required, should also be submitted on the same day.

Make-Up Exams	Not allowed
Late Work	Not accepted
Re-grading	Should you think that something is graded incorrectly and would like to have it re-graded, you must submit a written request within a week after receiving the grade. Late submissions will not be accepted. Keep in mind that the <u>entire</u> exam will be re-graded and as a result your new and final grade for that test could be higher or lower than the original one.
Student Conduct & Discipline	<p>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. General information on student conduct and discipline is contained in the UTD publication, <i>A to Z Guide</i>, which is provided to all registered students each academic year.</p> <p>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 <i>Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3</i>, and in Title V, Rules on Student Services and Activities of the university's <i>Handbook of Operating Procedures</i>. 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 (SU 1.602, 972 / 883-6391) and online at http://www.utdallas.edu/judicialaffairs/UTDJudicialAffairs-HOPV.html.</p> <p>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.</p> <p>Students are expected to be attentive during class and to participate actively in group activities. Students are expected to listen respectfully to faculty and to other students who are speaking. Racism, sexism, homophobia, classism, ageism, and other forms of bigotry are inappropriate to express in class. Classes may discuss issues that require sensitivity and maturity. Disruptive students will be asked to leave and may be subject to disciplinary action.</p>
Academic Integrity	<p>The faculty expects from its 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 demonstrate a high standard of individual honor in his or her scholastic work.</p> <p>Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule,</p>

	<p>scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.</p> <p>Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.</p>
Copyright Notice	<p>The copyright law of the United States (<i>Title 17, United States Code</i>) governs the making of photocopies or other reproductions of copyrighted materials, including music and software. Copying, displaying, reproducing, or distributing copyrighted works may infringe upon the copyright owner's rights and such infringement is subject to appropriate disciplinary action as well as criminal penalties provided by federal law. Usage of such material is only appropriate when that usage constitutes "fair use" under the Copyright Act. As a UT Dallas student, you are required to follow the institution's copyright policy (Policy Memorandum 84-I.3-46). For more information about the fair use exemption, see http://copyright.lib.utexas.edu/copypol2.html.</p>
Email Use	<p>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, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email 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 email 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.</p>
Withdrawal from Class	<p>The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.</p>
Student Grievance Procedures	<p>Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's <i>Handbook of Operating Procedures</i>.</p> <p>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.</p> <p>Copies of these rules and regulations are available to students in the Office of the</p>

	Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.
Incomplete Grades	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	<p>It is the policy and practice of The University of Texas at Dallas to make reasonable accommodations for students with properly documented disabilities. However, written notification from the Office of Student AccessAbility (OSA) is required. If you are eligible to receive an accommodation and would like to request it for a course, please discuss it with an OSA staff member and allow at least one week's advanced notice. Students who have questions about receiving accommodations, or those who have, or think they may have, a disability (mobility, sensory, health, psychological, learning, etc.) are invited to contact the Office of Student AccessAbility for a confidential discussion.</p> <p>The primary functions of the Office of Student AccessAbility are to provide:</p> <ol style="list-style-type: none"> 1. academic accommodations for students with a documented permanent physical, mental or sensory disability 2. non-academic accommodations 3. resource and referral information and advocacy support as necessary and appropriate <p>OSA is located in the Student Services Building, suite 3.200. They can be reached by phone at (972) 883-2098, or by email at studentaccess@utdallas.edu.</p>
Religious Holy Days	<p>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.</p> <p>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.</p> <p>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</p>
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 http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm . Additional information is available from the office of the school dean.

All contents of this syllabus are subject to change at the discretion of the Professor.