

Course Syllabus

Course Information

<i>Course Number, Section</i>	86177, MKT3300.010.13F
<i>Course Title</i>	Principles of Marketing
<i>Term</i>	Fall 2013
<i>Class Time & Location</i>	MW 2:30 – 3:45 p.m. JSOM 1.102

Professor Contact Information

<i>Professor</i>	Dmitri Kuksov
<i>Email</i>	Dmitri.Kuksov@utdallas.edu
<i>Office Phone</i>	(972) 883-5928
<i>Office</i>	JSOM 3.809
<i>Office Hours</i>	W 1:30 – 2:20 p.m., F 3:00 – 3:50 p.m. or by appointment

COURSE DESCRIPTION: An overview of marketing principles including marketing planning, understanding customer's decision making environment, measurement of market performance, product and branding decisions, advertising and promotions, pricing, and distribution. Special emphasis placed upon the determination and evaluation of market segments.

SOME OF THE COURSE OBJECTIVES:

1. Be able to evaluate marketing environment and identify significant problems and/or opportunities facing an organization
2. Be able to evaluate and implement ethical constraints
3. Be able to apply the Segmentation-Targeting-Positioning framework
4. Be able to describe and implement different pricing methods such as markup pricing and target pricing
5. Be able to design and implement integrated marketing programs that include product, pricing, distribution and promotion decisions

COURSE MATERIALS:



Required Textbook: “**Marketing**” by Kerin, Hartley, and Rudelius, 11th ed. (other editions acceptable), 2012. ISBN: 978-0078028892
Required Course Packet: Consists of 3 HBS cases, purchase through <https://cb.hbsp.harvard.edu/cbmp/access/19270031> (~\$12 copyright fee)
Lecture Notes & Assignments: Will be posted on eLearning
Popular Press: Some relevant articles will be posted online

COURSE CONTENT:

The lectures may be thought of as roughly divided into two parts. The first part concentrates on the aspects of the marketing environment a firm must analyze when developing a strategic marketing plan. These considerations are often referred to as the 3 Cs of marketing: the company, the competition, and the customer. Specific topics of interest discussed in this part of the semester include consumer behavior, market segmentation, targeting and positioning,

environmental trends, strategic planning, and competitor analysis. In addition, we will examine some the tools marketing researchers use to analyze these aspects of the marketing environment.

The second part of this course focuses on how a firm can use the information obtained in the analysis described above to set the *marketing mix*, often referred to as the 4 Ps of marketing: the product, price, promotion (communication) and place (distribution). Relevant issues addressed here include determining the product that will be most profitable given the consumer preferences and the competitive situation, setting an appropriate price to encourage purchase and to compete with competitors, constructing an attractive promotion campaign (e.g., advertising, personal selling, sales promotions), and determining how to use distribution channels so that the product is easily accessible by your target market and also as to establish a competitive advantage. The mix of these elements must yield an internally consistent strategy for reaching customers.

CLASS FORMAT:

Throughout the course of the semester, in addition to lectures, you will be exposed to a variety of informative marketing videos, articles, and business cases. Most class meetings will be comprised of instruction on the relevant material for the day and a class discussion regarding an in-class video, a business problem posed in the class, or an assigned reading. The *textbook* provides rich materials that are supplementary to lectures. It is important to realize that lectures are NOT designed to cover a textbook and that the material in lectures is quite different from any textbook. You are responsible for carefully reading the textbook in addition to understanding the material presented in class. *Lecture notes* are designed to capture the most important material of the lectures and to remind the reader about the material covered in class. They are NOT comprehensive and thus also do not substitute class attendance.

EXAMS AND GRADING:

Grades will be based on a weighted average of your performance on the following. The grading weights are as follows:

Class Participation	10%
Homework Assignments	12%
3% for each of the 4 assignments	
Case write-ups	8%
4 % each for the best 2 out of 3	
Midterm I	25%
Group Project	20%
Midterm II	25%

Homework Assignments and HBS Case Write-ups

There will be FOUR homework assignments and THREE case write-ups. You may think of these together as **SEVEN** homework assignments, the only difference being that the case write-ups are based on HBS case studies, which take some time to read and think about and therefore, require a longer time. Consequently, they are also weighed a little heavier in your final grade. All assignments will be graded on a 10-POINT basis and must be turned in **at the beginning of class on the day due** (specified in the syllabus or announced in class) to avoid receiving a **zero** for the assignment. **No exceptions will be made on this.** **All assignments must be typed to receive full credit.** They should be **no longer than two one-and-a-half-spaced pages** each. **You must pay attention to whether each assignment is an individual or a group assignment.** Although I

will drop the lowest grade out of the three case write-ups, I do not consider one of the write ups optional. There are two reasons for this. The first is that you can never be sure you won't miss a homework assignment unintentionally (e.g., sickness, forgetfulness, or a dog chewing up your homework) and I will allow substitution of an "unused" case grade for any homework grade (including not case-based). The second is that for the in-class discussion of the case, preparation (which definitely includes reading the case) is required anyway. I may cold-call!

Class participation (individual):

At the end of the semester I will evaluate the overall quality and quantity of your participation in class discussion throughout the semester. I will note your participation, but also expect you to make me remember your name when you participate in discussions (name plates are very helpful in that). It is important to understand that just coming to the class does not imply class participation. Also, the frequency of participation is not as important as the quality of your input. That is, you should strive to make effective use of class time through thoughtful, timely, and constructive participation. Note also that questions count and sometimes are a very valuable input. To encourage class participation, I will occasionally **cold call**.

Midterm Exams (individual):

Both midterms will consist of multiple choice questions and will be closed-book/closed-notes. You will be responsible for any class discussion pertaining to the in-class videos or the articles/cases discussed in class. Therefore, class attendance is very important for a good performance in this course (and certainly much more than the class participation grade percentage would suggest). Specifics of the exams will be discussed later in the semester in more detail.

Group Project (teamwork):

The group project has two objectives. First, it will help you to gain hands-on experience in applying what you learn in class to a realistic marketing situation. Second, it will give you experience working as part of a team. Briefly, the project will normally consist of identifying an unfulfilled market need and designing an offer to fill it. A standard project will involve the following three stages:

- 1) Identify a company and a market it serves. Summarize the current strategy (4 P's) and the marketing environment (3 C's, environmental trends) as related to that market.
- 2) Suggest a new offering (e.g., a product) to address a new or missed opportunity
- 3) Formulate the marketing strategy for the offering and how the existing strategy should be adapted in view of this new offering.

Note that changing a product (add new, drop previous) is a possibility under the above outline, and a "stand-alone" product is a possibility when the current strategy is trivial (no presence in the market or an entirely new company).

Final Reports and Presentations: Upon completion of this project your group will be required to submit a professionally written document summarizing the problem you have identified and the marketing plan your group has developed to address and solve this problem. Your paper should be about 15 to 20 double-spaced pages, including tables and figures. Each group will also give a formal presentation (approx. 10 minutes) prior to turning in their final report. You should think of this presentation as an opportunity to sell your idea to upper management or a board of investors. After each presentation the class will have the opportunity to ask questions and make comments. Lastly, each group member will be required to hand in an evaluation of the

participation of each group member. All members of the group typically receive the same project grade. However, in the case of free-riding evidenced from these evaluations, this policy will be relaxed and result in lower grades for some students.

Team composition

Maximal size: 5 students. Suggested minimum size: 3 students. In case a student has conflict with potential team members, I will allow individual work for any team assignment (including the project), but will not preferentially grade such individual work submitted in lieu of teamwork. Teams may be formed differently for each assignment. Some students may find individual work easier for some homework assignments for which teamwork is allowed, while still working with a team on the project. To facilitate group formation for the project, students who do not form project teams by September 9th, will be (randomly) assigned to project teams.

Letter grade guideline: The cut offs for the final grades are as follows:

A+	≥ 95%
A	≥ 92%
A-	≥ 90%
B+	≥ 87%
B	≥ 83%
B-	≥ 80%
C+	≥ 77%
C	≥ 73%
C-	≥ 70%
D	~ 60-70%
F	< 60%

Classroom Policy for Cell Phones/Pagers/Tablets and Laptops

Student must turn their cell phones/pagers/tablets/laptops off during class time. Once again: laptop computer use is not allowed during class time.

Re-Grading Policy

If you are not satisfied with your scores on a particular segment of the evaluation (an examination, an assignment or the group write-up), you may submit a request to be reevaluated, but this needs to be done **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 an explanation of why you feel you deserve more points. Explanations should be precise, specific and 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.

Academic Integrity and Other Policies common across UT Dallas courses

Please see <http://coursebook.utdallas.edu/syllabus-policies/>.

Tentative Course Schedule (Fall 2013) – subject to change

Dates	Topics	Textbook*	Assignment
Aug. 26	Introduction	Ch. 1	
Aug. 28	Role of Marketing in Organizations and Society, Ethics	Ch. 1, 4	
Sept. 2	Labor Day – NO CLASS		
Sept. 4	Customer Relationship Management		Project teams due
Sept. 9	Strategic Planning	Ch. 2	H/W 1 due (team)
Sept. 11	Marketing Environment	Ch. 3, 7	
Sept. 16	Consumer Buying Behavior	Ch. 5	
Sept. 18	Business Buying Behavior	Ch. 6	H/W 2 due (team)
Sept. 23	Case Study: Merck: Pricing Gardasil		Case 1 write-up (team)
Sept. 25	Marketing Research	Ch. 8	
Sept 30	Segmentation, Targeting, and Positioning (STP)	Ch. 9	
Oct. 2	TBD		
Oct. 7	Midterm Review		
Oct. 9	Exam I		
Oct. 14	New Products and PLC	Ch. 10, 12	
Oct. 16	Product and Brand Strategy	Ch. 11	
Oct. 21	Pricing I	Ch. 13, 14	H/W 3 due (individual)
Oct. 23	Pricing II	Ch. 13, 14	
Oct. 28	Competitive Strategy	Ch. 3	H/W 4 due (individual)
Oct. 30	Case Study: Eastman Kodak		Case 2 write-up (team)
Nov. 4	Distribution Strategy I	Ch. 15	
Nov. 6	Distribution Strategy II	Ch. 16	
Nov. 11	Communication/Promotion Strategy	Ch. 17	
Nov. 13	Case Study: Culinarian Cookware		Case 3 write-up (team)
Nov. 18	Advertising		
Nov. 20	Social Media & the Internet	Ch. 19	
Nov. 25	Fall Break – NO CLASS		
Nov. 27	Thanksgiving Break – NO CLASS		
Dec. 2	Project Presentations		
Dec. 4	Project Presentations		
Dec. 9	Recap		Project Report Due
Dec. 11	Exam II		

*: Most closely relevant chapters and the suggested reading for the class. The lectures do not exactly follow the textbook. Please read it at your own pace.

Case questions for write-ups (suggestion: 1 page per question)

Merck: Pricing Gardasil

- 1) Who are the decision makers in the purchase decision? Whose decision may be significantly affected by the price Merck sets?
- 2) Calculate the net present value of one dose of Gardasil as coming from healthcare cost savings and value of life (both as viewed by CDC).

Eastman Kodak Co.: Funtime Film

- 1) Summarize the micro-environment for the market of film. Based on the economic fundamentals, would you think market should be highly competitive (i.e., as a commodity market)? Is it highly competitive? [As of the time period in the case]
- 2) Do a break-even analysis of how much Kodak's market share should increase following a 15% price reduction suggested in the case to make it profit-increasing (for this question, consider the main brand – Royal Gold – only, and assume Funtime is not introduced).

Culinarian Cookware: Pondering Price Promotion

- 1) Recreate Brown's and consultants' profitability estimates of 2004 promotion. Evaluate each (which parts you agree with, which are not valid).
- 2) Provide your analysis and estimate of that promotion

The above will also serve as the background for the in class discussion of these cases.