

## MKT3300.005. Principles of Marketing

**Professor** Alexander Edsel  
**Term** Fall 2013  
**Class #** MKT3300.005.13F  
**Class Hours** Tuesday & Thursday 1:00 pm-2:15pm  
**Class Location** JSOM 2.717

### Contact Information

**Office** SOM 3.609  
**Phone** 972-883-4421  
**Email** Please use elearning email to contact me  
**Office Hours** Tuesday 3:45 to 5:00 pm or by appointment  
**Course Website** <http://webct6.utdallas.edu>

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### Textbook

Kerin, Hartley and Rudelius, **Marketing** (9<sup>th</sup> edition thru latest edition), McGraw Hill-Irwin, 2009  
Lecture Notes and additional readings distributed in class or via Webct.

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### Course Background and Objectives

Marketing is the business function that deals with managing customer value. The role of Marketing management in organizations is to identify and measure customer preferences, determine which target Markets the business can serve, decide on the appropriate products and services to serve these Markets, and determine the optimal methods of pricing, promoting and distributing the products or services. Successful organizations are those that integrate the objectives and resources of the organization with the needs and opportunities in the Marketplace.

Successful implementation of the Marketing concept requires knowledge of key relationships: the internal (company) and external (competitors and customers) environments, and how they are influenced by the Marketing mix –product management, pricing, distribution channels and promotion strategy.

This course is designed to introduce you to the basic principles and concepts in Marketing. The goal is to expose you to these concepts as they are used in a wide variety of settings, including consumer goods, manufacturing and service industries. The course will give you an overview of Marketing strategy issues, elements of a Market – company, customers and competition – as well as the fundamental elements of the Marketing mix – product, price, placement (distribution), and promotion. You will be challenged to apply the principles you learn in class to current and real world Marketing issues.

By the end of the course, you should be able to:

1. Apply marketing concepts and theoretical frameworks such as Segmentation-Targeting-Positioning.
2. Demonstrate marketing decision-making skills, e.g., be able to describe and implement different pricing methods such as markup pricing and target pricing.
3. Recognize, evaluate and implement ethical constraints when relevant to marketing decisions.

### Course Access and Navigation

This course was developed to heavily use a web course tool called eLearning. Students will use their UTD NetID account to login directly at <http://elearning.utdallas.edu>. Please see more details on [course access and navigation information](#).

To get started with an eLearning course, please see the [Getting Started: Student eLearning Orientation](#). UTD provides eLearning technical support 24 hours a day/7 days a week. The services include a toll free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service. The UTD user community can also access the support resources such as self-help resources and a Knowledge Base. Please use this link to access the UTD eLearning Support Center: <http://www.utdallas.edu/elearninghelp>.

**Class Format:**

Class sessions will consist of a combination of lecture/discussions, video presentations, cases and discussions of current Marketing issues. The lectures/discussions are designed only to reinforce and expand on, but not to substitute for, the information in the assigned readings. This is a highly **interactive course** in which involvement and participation are valued. You are expected to come to class ready and able to discuss the assigned readings and conceptual material; so be prepared to contribute. Keep in mind that there is rarely one “right” answer.

**The bulk of your learning will come from discussions of how each of you would address a problem after careful analysis. The better prepared you are to participate the more you will learn**

**READING ASSIGNMENTS/CLASS NOTES:**

You are expected to come to class prepared. Preparation means reading the assigned chapter and/or case prior to class and accessing the appropriate chapters' PowerPoint slides on elearning. I strongly encourage you to print and bring the assigned chapter's PowerPoint slides to class so you can take your lecture notes on them.

**Course Requirements:**

**Exams:** There will be two exams. All exams will consist of multiple choice questions. **These exams will test your knowledge of the basic marketing concepts.** Any grading disputes must be submitted in writing within two weeks of the results. Grades will be posted to webct no later one week after exam

The midterm grade will consist only of Exam, homework's will count towards overall final grade

All exams will be closed-book. They will take place at regular class times. These exams are designed to test your understanding of the basic terminology and tools in marketing as well as your depth of understanding of important marketing concepts. Exams cover information from the textbook, PowerPoint slides, handouts, videos, plus all topics and cases discussed in class including guest speakers.

You are required to take each exam. **A make-up exam is only permitted with a written doctor's excuse or under an extreme personal situation.** If you have a legitimate or extraordinary scheduling conflict and must miss an exam, please see me IMMEDIATELY upon knowing the conflict. I will make every effort to schedule a make-up exam.

Notification of needing to miss an exam must be given prior to the exam. Failure to give notification results in an automatic 15 point deduction for that exam and is computed into the student's overall average.

To prepare for the exam, according to the announced schedule, we will have Exam Reviews. It is very important to attend.

**Overall course grade** will be determined by the following

	Activity	Weight
1.	Class Attendance , <b>participation</b> & professionalism	10%
2.	Homework 1	7.5%
3	Homework 2	7.5%
4	Exam 1- Closed Book	20%
5.	Exam 2 - Closed Book & partly cumulative	25%
6.	Group Project and Peer evaluations*	30%
	Total	100%

\* Peer evaluation: see peer review section

Overall Course Total as a Percentage	Letter Grade
96-100	A+
92-95	A
90-91	A-
86-89	B+
82-85	B
79-81	B-
76-78	C+
72-75	C
69-71	C-
66-68	D+
62-65	D
56-61	D-
Less than 55	F

**Homework Assignments:** There will be **two homework assignments** throughout the semester. These will serve to reinforce concepts covered in class and in the assigned readings, and will determine 15% of your final grade.

**Final Group Project:** For this assignment students will be organized into **teams**. You will be asked to come up with an abbreviated marketing plan with an emphasis on the promotional campaign for a product or service. We will discuss during the first few weeks of class. The project consists of two parts: the first is a **30 page powerpoint presentation with an appendix showing sources and the second is an in-class presentation**. The purpose of this exercise is to make you comfortable with applying marketing concepts and creating a promotional campaign as well as preparing executive presentations. Unless otherwise specified, the presentations will be an average of **15 minutes** and you are encouraged to use audio-visual materials as you see fit. You will have access to Powerpoint presentation software (etc) and laptops.

The presentation format and content of the oral presentation is determined by the team but following the above written report format is recommend.

	Activity	Weights
1	Key issues, problem & relevant background information	5 %
2	Market Research on the product, consumer behavior & competition. These are statistics and facts you obtain mainly thru secondary research. You must cite sources: Please use the Turubian bibliography form and proper footnoting procedures throughout.	15%
3	Analysis – qualitative, quantitative i.e. SWOT, strategy competition, customers, market and environment. Buyer behavior, Segmentation-targeting-positioning. The 4 P's	35 %
4	Details of your promotional campaign: how you spent your money, on what and when. <b>Must show a media plan.</b> You MUST show samples of your work (e.g. if you say you will place an ad you must show me a mockup of that ad of what it will say, pictures etc) You must use digital/internet media as part or as the main promotion. You must list success metrics You have a \$10,000 budget show me how you use it and when	35 %
5	Overall written & oral presentation of the report. Adherence to guidelines: must be typed; in a labeled folder or binder with page numbers and a table of contents. Adhere to time limit specified for the class; how engaging presentations are-use of charts. Do not use plastic sheets folders!	10 %
	<b>Total</b>	<b>100%</b>

### **CAPP (CLASS ATTENDANCE, PARTICIPATION, PROFESSIONALISM):**

You are encouraged to participate in class discussions by asking questions, sharing your observations, and giving examples of "marketing in action." You can participate effectively by **reading the assigned text and/or case prior to class** and being alert to the various marketing activities around you while shopping, watching television, surfing the internet, etc. Participation is impacted more by the *quality* of your participation than the *quantity* of your participation. In other words, the mere quantity of comments counts less than consistently thoughtful and informed comments.

Regular attendance also impacts your CAPP score; if you are not in class, you lose the opportunity to participate in class discussion that day. Lectures cover important topics from the text plus other material not covered in your textbook. Therefore it is strongly recommended that you attend class. You are responsible for all announcements and material covered, regardless of the reason for absence.

A class attendance sign-in sheet is circulated at the beginning of each class period. It is your responsibility to make certain you have signed the attendance sheet. Although I appreciate notification of a class absence, understand that telling me you will be absent does not necessarily mean that your absence does not "count." Having tests, projects, papers, etc. in other classes is not a valid reason for class absence. **Attendance when a guest speaker is invited to class is mandatory**

I expect students to conduct themselves professionally in class, just as in any business meeting. Late arrivals, side conversations, and non-class related usage of laptop computers and/or hand-held messaging devices are rude, unprofessional, and distracting to your fellow students and Instructor. Walking in or out of class, leaving early and/or arriving late once class has begun is disruptive to the learning environment. These kinds of disruptions will count against your CAPP score.

CAPP score and deductions are calculated based on the following criteria:

1. If you are more than 15 minutes late, it is counted as an absence, you cannot sign in after 15 minutes NO exceptions
2. If you leave 10 minutes before class ends, it will also be counted as an absence.
3. You have two free absent days that do not count against you, those days can be used for a religious holiday, sick days, out of town stay, etc. However those freebie days are NOT valid on guest speaker days, the day of your group presentation or during exams
4. Excused absences due to for example an illness or death in the family are only considered during a guest speaker day, exams or group project. In these cases you must have a physician's note or other written proof. For all other occasions, please do not tell me if you will be absent, have to leave town, are sick etc. that is what the 2 freebie days are for. Those other situations are not excused even with notes or valid justification.
5. I can at my sole discretion, add points to students who consistently provide quality participation. This is not meant to be a freebie but a reward for students who prepare for class and show ongoing effort to learn. In addition, see the table below

CAPP points	Example
% of classes attended of total	If you attended 23 out of the 30 sessions your score would be an 82. Formula is 23 days / (30- 2 freebie days) for the CAPP (There are two excused absence per semester). However further deductions are possible, see below.
-15 point deduction for every guest lecturer day missed or if absent during your group presentation (in addition to it being counted as an absence)	82-15= 67 (missed one guest lecturer day)
-15 point deduction for frequent late arrivals, leaving early, side conversations, and non-class related usage of laptop computers and/or hand-held messaging devices (at my sole discretion)	67-15=52 (frequently late, left 5 minutes after signing in, etc)
	CAPP score in this example is a 52

## Tentative Class Schedule

Session	Date	Topic	Assignments due
1	8/27	Course Overview <i>Group projects formed &amp;</i> Introduction to Marketing Chapter 1	
2	8/29	Strategic Planning Chapter 2	
3	9/3	Marketing Environment Chapter 3	
4	9/5	Ethical Issues Chapter 4	
5	9/10	Consumer Behavior Chapter 5	
6	9/12	Consumer Behavior Chapter 5 continued	
7	9/17	Marketing Research Chapter 8	
8	9/19	Marketing Research Chapter 8 continued	
9	9/24	Segmentation, Targeting, and Positioning Chapter 9	
10	9/26	Segmentation, Targeting, and Positioning Chapter 9 continued	HW I is due
11	10/1	Guest speaker	
12	10/3	Advertising & Promotion Chapter 19/ Exam review	
13	10/08	<b>Exam 1</b>	
14	10/10	Advertising & Promotion Chapter 19	
15	10/15	Advertising & Promotion workshop	
16	10/17	Direct Marketing Chapter 18	
17	10/22	Internet Marketing Chapter 21	
18	10/24	Internet Marketing Chapter 21 continued	
19	10/29	Pricing Chapter 13-14	
20	10/31	Guest speaker	
21	11/05	New Product Development Chapter 10	
22	11/07	Product Strategy Chapter 11	
23	11/12	Retail & Channels	
24	11/14	<b>Group project breakout session- exam review</b>	HW 2 is due
25	11/19	<b>Group project breakout session</b>	
26	11/21	<b>Exam 2</b>	
27	11/26	<b>Fall Break No class Thanksgiving</b>	
28	11/28	<b>Fall Break No class</b>	
29	12/03	Group project presentations	
30	12/05	Group project presentations	
31	12/10	Group project presentations	

*These descriptions and timelines are subject to change at the discretion of the Professor.*

**Confidential:** do not turn in as a group with project, you must turn it in individually as a hard copy, DO NOT E-MAIL

### Peer Evaluation Form for Group Project Team

The purpose of this evaluation is to measure the contribution of each member to the group effort. Each member will rate the relative contribution of all members in the group.

If more than 2/3 of the group rates a student a “M” or Mediocre, then that student will get a 15 point deduction from the project.

If  $\frac{3}{4}$  all the students on the team rate a student an F: “no usable contribution”: then that student will get an F on the project

You should be honest and impartial in your evaluations. The instructor reserves the right to adjust and/or discard evaluations that are questionable or based on personality conflicts. Please use the scale shown below:

#### Rating scale

- A. Acceptable: No major issues, contributed work: no point deduction
- M. Mediocre: There were significant issues, for example student did not attend most of the meetings and/or contributed poor quality work and/or submitted late work and/or not enough volume of work: 15 point deduction. At my discretion I may increase point deduction, point deduction might be reduced based only on documented work-not verbal he said she said or “I was waiting for” excuses
- F. No usable contribution: student either did not contribute any work that could be used in the project or did so past the documented deadline set by the group: F on the project

Enter the name of each group member, yourself first, below.	Rate the member's contribution on the A, M or F scale:	Please provide some justification for your rating below <b>only if the score you assigned to a team member is a M or F. Use back of the form if needed.</b>
1. Your Name:		
2.		
3.		
4.		
5.		
6.		

**Please turn in this form the day the Cases or projects are due**

**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.

<b>Make-Up Exams</b>	Permitted only with a written doctor's excuse or under an extreme personal situation, as detailed in the Exam section above.
<b>Late Work</b>	Accepted, with a penalty of <u>5 points per each day</u> of lateness. Not admitted after 2 weeks from due date
<b>Re-grading</b>	Should you think that something is graded incorrectly and would like to have it re-graded, you must submit a written request <u>within a week</u> after receiving the grade. Late submissions will not be accepted. <b>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.</b>
<b>Student Conduct &amp; Discipline</b>	<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 I, 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).</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>
<b>Academic Integrity</b>	<p>The faculty and administration of the 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 demonstrate 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.</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, 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> <p>The Judicial Affairs website lists examples of academic dishonesty. Dishonesty includes, but</p>



	<p>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:</p> <ul style="list-style-type: none"> <li>Coughing and/or using visual or auditory signals in a test;</li> <li>Concealing notes on hands, caps, shoes, in pockets or the back of beverage bottle labels;</li> <li>Writing in blue books prior to an examination;</li> <li>Writing information on blackboards, desks, or keeping notes on the floor;</li> </ul>
<b>Email Use</b>	<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>
<b>Withdrawal from Class</b>	<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>
<b>Student Grievance Procedures</b>	<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 Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.</p>
<b>Incomplete Grades</b>	<p>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 <u>F</u>.</p>
<b>Disability Services</b>	<p>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>

	<p>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.</p> <p>The contact information for the Office of Disability Services is:  The University of Texas at Dallas, SU 22  PO Box 830688  Richardson, Texas 75083-0688  (972) 883-2098 (voice or TTY)</p> <p>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 dog guides) 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 enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.</p> <p>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.</p>
<b>Religious Holy Days</b>	<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>
<b>Off-Campus Instruction and Course Activities</b>	<p>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 <a href="http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm">http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm</a> . Additional information is available from the office of the school dean.</p>