

MKT 3300. 502

Principles of Marketing

Course Information

Course Title: Principles of Marketing
Course Number: MKT3300.502.14S
Class Hours: Thursday 7pm-9:45pm
Class Location: JSOM 2.103
Class Number: 23880

Contact Information

Professor's name: Dr. Sanghyun Lee
E-mail: Sanghyun.Lee@utdallas.edu
Phone number: 972-883-7529
Office location: ATC 3.901
Office hours: Thursday 3:30pm to 5pm or by appointment

Course Description

This course highlights the basic concepts and practices of modern marketing for undergraduate students. It is important to understand the role of marketing in firms that function in an increasingly global and competitive market. Special attention is given to formulation of strategies as they relate to products, price, promotion, and distribution channels within the internal and external environment of the business.

Student Learning Objectives/Outcomes

The objectives of this course are to (1) provide students specialized knowledge with a fundamental understanding of the marketing process; (2) discuss some of the marketing strategy alternatives available to marketing managers; (3) increase students' insights for marketing decision making as well as management skills; (4) develop creative thinking/problem solving skills for marketing problems.

Required Textbooks and Materials

Kerin, Hartley and Rudelius (2013), **Marketing** (11th edition), McGraw Hill-Irwin.

Most of the reading assigned for the course will come from the textbook. However, at various times during the semester, I may provide you with handouts, articles, or cases that you will be asked to read and prepare for class.

Course Format

Class meetings will follow the several formats: Lecture, Class discussion (group or individual), Case analysis, Quizzes, Exams, and Group project presentations. While discussing different issues with other students, each student will think an issue again in different perspectives.

In addition, students will develop their discussion skills and ethical business mind. While listening others' opinion and arguing an issue with others students will know how to persuade logically and ethically others. Although time will not permit discussion of all important ideas described in the text, students are responsible for all assignments unless the instructor indicates otherwise.

Reading the assigned text material before attending each lecture is highly recommended. Doing so should enhance student understanding of the material presented in class.

Course Requirements

Students' grades will be based on their performance in quizzes, two in-class exams, homework, case analysis, group project, and attendance/participation.

(1) Exams:

There will be **two exams** and the dates are **March 6** (Exam I) and **April 24** (Exam II). The exams will consist of multiple-choice, short-answer, and/or essay type questions. These tests will primarily focus on the concepts stressed in class discussions and activities, readings and may also include information from the text not covered in class (but indicated by the instructor as "fair game").

(2) Homework Assignments & Quizzes:

To ensure that students are reading the material and come prepared to class, daily or weekly assignments will be assigned by the instructor. While you are doing the assignment, you can apply concepts and tools learned in class to real situations. In addition, periodic unannounced in-class exercises or quizzes may be utilized to gauge student progress and used as a component of the student's class-participation grade.

* Newspaper clipping (Individual work)

You should read a newspaper daily and scrap an article (or articles) related marketing issues. Please post the article along with your own opinion about the article (e.g., the reason why you think that the article is related with marketing issue, how important it is and so on) on e-learning.

* Discussion questions (Individual work)

The purpose of this assignment is for you to understand and evaluate real marketing situation from the customer's perspective. There are several cases to analyze and discuss through the semester. Each individual should read each case and make one discussion question. In addition, you should provide your own answer for the created question. Each individual should be ready to discuss in the class.

*In-class exercises/ discussion questions or quizzes will be administered **at the beginning of classes**. Students who arrive late will not be allowed to take the in-class exercise or quizzes. **Make-up exercise or quiz will not be given.**

(3) Small Talk (Participation)

We are going to have a small talk at the beginning of every class session. What you should do is basically to prepare to talk about any marketing related issues based on your life experiences and try to apply any marketing concepts to your real experience. You may prepare a PPT or just verbally share your past experiences for 3 to 5 min. We will discuss some marketing issues related to your small talk topic.

(4) Group Project (Group work)

The purpose of the project is to have each student develop the insight and analytical skills for the real business and business communication skills throughout the group work. What you need to do is to design a new strategic marketing plan for a company that you picked. To begin with, please pick an existing company or make a new company with your imagination. Second, analyze business environment and marketing strategy (past and present) for the company you picked. Third, design a new marketing strategy in detail. Please imagine yourself as a marketing manager and/or CEO in the company you pick.

In addition to researching secondary data, each group is encouraged to conduct primary market research through the use of a variety of measures (i.e. interviews, surveys, contacting local and area businesses/organizations, visits). Based upon the results of your research, your group's primary responsibility will be the formation of a creative marketing planning and recommendations to be delivered to the instructor at the end of the semester.

To do so, this assignment will require you to make a group of 4-5 people (highly recommend 4 people per a group). Please email me your group member information and your company **by 7pm on January 30.** One more thing, a leader in each group should keep a project diary (project log). You should attach the project diary when you complete and upload your final PPT file.

The class and instructor will ask each group questions at the conclusion of the presentation. There are two graded components of this group project: The written report (PPT format) and oral presentation. The written report (PPT format) is due **by 7pm on April 30.** Oral presentation is scheduled on **May 1** (see tentative course schedule). All members of the group will initially receive the same grade. Then, all students will be anonymously evaluated by their other group members to assist in the determination of each student's particular score.

Instructor and all class students will be participated in grading group presentation. Group presentations will be graded based on presentation content; group members' delivery, style, and communication skill; and group members' reaction to class and instructor questions. Students should make use of any visual aids (e.g., transparencies, flip charts) that will enhance their presentations. A **professional** presentation is expected of all groups.

Assignments & Academic Calendar

TENTATIVE COURSE SCHEDULE

Week	Date	Topic	Homework
1	1/16	Syllabus & Introduce ourselves Basic Marketing Intro (Ch 1)	
2	1/23	Marketing Strategies (Ch1 & Ch 2)	
3	1/30	Marketing environments & responsibility (Ch 3 & Ch 4)	Student Data Sheet
4	2/06	Consumer Behavior & Marketing Research (Ch 5 & Ch 8)	
5	2/13	STP Marketing (Ch 9)	
6	2/20	Product Strategy (Ch 10, 11, 12)	News Clipping 1
7	2/27	Product Strategy (Ch 10, 11, 12)	DQ 1 (case 12/D-12)
8	3/06	Exam I	
9	3/13	Spring Break/ No Class	
10	3/20	Price Strategy (Ch 13 & Ch 14)	News Clipping 2
11	3/27	Place Strategy (Ch 15 & Ch 16)	DQ2 (case 16/D-17)
12	4/03	Place Strategy (Ch 15 & Ch 16)	
13	4/10	IMC Strategy (Ch 17, 18, 19, 20)	News Clipping 3
14	4/17	IMC Strategy (Ch 17, 18, 19, 20)	DQ3 (case 17/D-18)
15	4/24	Exam II (Comprehensive)	
16	5/01	Group Project Final Presentation	

****Every effort will be made to adhere to the testing and presentation dates indicated on this outline, but each may be rescheduled if necessary.**

Grading Policy

Course grades will be based on the percentage of total points accumulated as follows:

Assignments	Grade Points
Exam I	100
Exam II	100
Group Project	200 (written 100 + oral 100)
Attendance/ In-class participation	100
Assignments	200
Quizzes	100
Total Points	800

Grading System:

Grade	Percentage of total points (Total points)
A+	97.5 – 100% (780 – 800)
A	93.5 – 97.4% (748 – 779)
A-	89.5 – 93.4% (716 – 747)
B+	87.5 – 89.4% (700 – 715)
B	83.5 – 87.4% (668 – 699)
B-	79.5 – 83.4% (636 – 667)
C+	77.5 – 79.4% (620 – 635)
C	73.5 – 77.4% (588 – 619)
C-	69.5 – 73.4% (556 – 587)
D+	67.5 – 69.4% (540 – 555)
D	63.5 – 67.4% (508 – 539)
D-	59.5 – 63.4% (476 – 507)
F	0-59.4% (0 – 475)

Course & Instructor Policies

THERE WILL BE NO MAKE-UP EXAMS. Makeup exams will not be given, except in the case of a valid, written request (with documentation) that justifies excusing the absence. If you are ill or have a family emergency, make sure you contact the instructor before the exam so that other arrangements can be made.

Late Work: If you couldn't post your assignment at e-learning on time, you can post it when you post next assignment with some penalty (e.g., deducted some points).

ATTENDANCE POLICY:

Students are expected to attend all scheduled classes prepared. Regular class attendance is necessary to derive the maximum benefit from this course. If a student misses class for any reason, it is the student's responsibility to make him/herself aware of the materials covered during the class and other class activities. Also, regular class participation in discussion is necessary for attainment of the highest participation/attendance grade. If you never contribute in class or if you miss several classes, you will receive a low grade (C, D, or F).

Attendance Behavior	Number of Time	Responsibility
In-and-Out/ Late attendance	2	8 point deduction
Absence	1	8 point deduction
Absence	5	F
Presentation Absence	1	C or D

CLASS EXPECTATIONS AND PROFESSIONALISM

To be an ethical leader, at least you should follow the below the rules.

- Review assigned readings prior to the class period they're to be covered.
- You are responsible for all materials and announcements presented in class whether in attendance or not.
- Please show respect for your classmates by not talking with neighbors while others are speaking. You will be asked to leave the classroom if your behavior is disruptive (Disruptive behaviors include but not are limited to: coming late, leaving early, eating, drinking, sleeping, reading for pleasure, working on assignments, etc).
- As a courtesy to other students and the instructor, you should minimize entering and exiting the classroom during the course of the class session. If you must, please do so as quietly and discreetly as possible.
- **Turn off cell phones, electronic games, etc. Please!**
- Any behavior that might unfairly improve a student 's score on in-class assignments, quizzes, or examinations will be considered cheating and will not be tolerated. Evidence of academic dishonesty (e.g., plagiarism) will, at the instructor's discretion, result in a reduced score, a zero score, or a failing grade for the course.

UT Dallas Syllabus Policies and Procedures

Student Conduct and Discipline

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 UT Dallas printed publication, *A to Z Guide*, which is available to all registered students each academic year.

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 *Rules and Regulations, Series 50000*, Board of Regents, The University of Texas System, and in *Title V, Rules on Student Services and Activities* of the university's *Handbook of Operating Procedures*. 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>.

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's™ 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.

[Added July 2010] 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.

Academic Integrity

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.

Scholastic Dishonesty: Any student who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes but is not limited to cheating, plagiarism, collusion, submitting for credit any work or materials that are attributable in whole or in part to another person, taking an examination for another person, or any act designed to give unfair advantage to a student or the attempt to commit such acts.

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.

Copyright Notice

The copyright law of the United States (*Title 17, United States Code*) 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 ([UTDPP1043](#)). For more information about the fair use exemption, see <http://copyright.lib.utexas.edu/copypol2.html>.

Email Use

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 UT Dallas email address and that faculty and staff consider email from students official only if it originates from a UT Dallas student account. This allows the university to maintain a high degree of confidence in the identity of all individuals corresponding and the security of the transmitted information. UT Dallas 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 UT Dallas provides a method for students to have their UT Dallas mail forwarded to other accounts.

Class Attendance

Regular and punctual class attendance is expected. Students who fail to attend class regularly are inviting scholastic difficulty. Absences may lower a student's grade where class attendance and class participation are deemed essential by the instructor. In some courses, instructors may have special attendance requirements; these should be made known to students during the first week of classes.

Withdrawal from Class

The administration of this institution has set deadlines for withdrawal from any college-level courses. These dates and times are published in that semester's course inventory and in the academic calendar. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, a professor or other instructor 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.

Student Grievance Procedures

Procedures for student grievances are found in university policy [UTDSP5005](http://policy.utdallas.edu/utdsp5005) (<http://policy.utdallas.edu/utdsp5005>). 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 originated.

Incomplete Grade Policy

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

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.

The primary functions of the Office of Student AccessAbility are to provide:

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.

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 disabilityservice@utdallas.edu.

Religious Holy Days

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*.

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.

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 executive officer or designee.

Avoiding Plagiarism

[Adapted from Duke University's guidelines for writers; added July 2010]

Take time to make careful choices among--and learn to use--the research tools available to you. You will probably find that your favorite web search engine is not adequate by itself for college-level research. Consult with your professor or a librarian. You may need to use specialized research tools, some of which may require learning new searching techniques.

Expect to make trips to the library. While you can access many of the library's resources from your home computer, you may find that you need to make several trips to use materials or research tools that are not accessible remotely. Of course, you will be seeking the best information, not settling for sources simply because they happen to be available online.

Allow time for gathering materials that are not available at UT Dallas. The InterLibrary Loan Office can borrow articles and books from other libraries, but this process takes additional time.

Allow time for reading, rereading, absorbing information, taking notes, synthesizing, and revising your research strategy or conducting additional research as new questions arise.

Sloppy note-taking increases the risk that you will unintentionally plagiarize. Unless you have taken note carefully, it may be hard to tell whether you copied certain passages exactly, paraphrased them, or wrote them yourself. This is especially problematic when using electronic source materials, since they can so easily be copied and pasted into your own document.

Identify words that you copy directly from a source by placing quotation marks around them, typing them in a different color, or highlighting them. (Do this immediately as you are making your notes. Don't expect to remember days or weeks later what phrases you copied directly.) Make sure to indicate the exact beginning and end of the quoted passage. Copy the wording, punctuation and spelling exactly as it appears in the original.

Jot down the page number and author or title of the source each time you make a note, even if you are not quoting directly but are only paraphrasing.

Keep a working bibliography of your sources so that you can go back to them easily when it's time to double-check the accuracy of your notes. If you do this faithfully during the note-taking phase, you will have no trouble completing the "works cited" section of your paper later on.

Keep a research log. As you search databases and consult reference books, keep track of what search terms and databases you used and the call numbers and URLs of information sources. This will help if you need to refine your research strategy, locate a source a second time, or show your professor what works you consulted in the process of completing the project.

You must cite direct quotes.

You must cite paraphrases. Paraphrasing is rewriting a passage or block of text in your own words. If you paraphrase, you must still cite the original source of the idea.

You must cite ideas given to you in a conversation, in correspondence, or over email.

You must cite sayings or quotations that are not familiar, or facts that are not "common knowledge." However, it is not necessary to cite a source if you are repeating a well known quote or familiar proverb. Common knowledge is something that is widely known. For example, it is widely known that Bill Clinton served two terms as president; it would not be necessary to cite a source for this fact.

These types of sources should be cited as well. Printed sources: Books, parts of books, magazine or journal articles, newspaper articles, letters, diaries, public or private documents; *Electronic sources:* Web pages, articles from e-journals, newsgroup postings, graphics, email messages, software, databases; *Images:* Works of art, illustrations, cartoons, tables, charts, graphs; *Recorded or spoken material:* Course lectures, films, videos, TV or radio broadcasts, interviews, public speeches, conversations.

Resources to Help You Succeed

The GEMS Center (located within the Conference Center) provides a wide array of free academic support and enhancement for UT Dallas undergraduate students. Offerings include, but are not limited to, a Math Lab and Writing Center, Peer Tutoring (with a focus on science, technology, engineering and math courses), test review sessions, and academic success coaching. The current menu of services, schedules, and contact information is posted on the GEMS website: <http://www.utdallas.edu/ossa/gems/>. [Added July 2010]

A PDF copy of this document is available at dox.utdallas.edu/instruction1044.

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The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

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

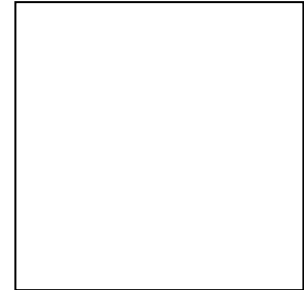
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Appendix 1 Student Data Sheet

Spring 2014

MKT 3300_Principles of Marketing

Please upload at e-learning by January 30, 2013



Name: _____

E-mail: _____

Major: _____ Minor: _____

Expected graduation date: _____ Your semester GPA goal is: _____

Previous Marketing Courses:

Job Experience:

Dream job (after graduation):

An interesting fact about you (Introduce yourself) & anything you want to say:

Please sign up at the below if you are willing to be participated in the service marketing class.

Signature

Date