

Course Syllabus

MKT 6301.0W1

Jindal School of Management
The University of Texas at Dallas

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Course Information

Course

Course Number/Section	MKT 6301.0W1
Course Title	MARKETING MANAGEMENT
Term and Dates	Fall 2015 (Aug 24 – Dec17)

Professor Contact Information

Professor	Abhi Biswas
Office Phone	972-883-4734
Email Address	abiswas@utdallas.edu
Office Location	JSOM 3.615
Online Office Hours	Wednesdays 2:00 pm – 3:00 pm

(For interaction with the instructor, please see below “communications” section.)

Instructor Information

Prof. Biswas has taught Marketing courses for the last 18 years at Purdue University, SMU & UTD. He has taught International Marketing, Pricing Management, Product Management, Advertising and Promotion, Market Research, Marketing Strategy, etc. Simultaneously he has also had over 9 years of industry and consulting experience in the area of marketing management.

Course Pre-requisites, Co-requisites, and/or Other Restrictions

None

Course Description

This course is designed to provide an adequate overview of the field of Marketing from a managerial standpoint, along with the fundamental concepts which will be systematically presented and related to their real life applications. Examples, cases and caselets will be liberally used to highlight the most relevant issues.

The basic objective is to help executives and managers develop relevant marketing skills and philosophies and to examine the trends and applicable techniques in the area of marketing management. This course should enhance a better understanding of marketing problems, the setting in which marketing decisions are made, the tools available to facilitate these decisions, and the impact of the decisions for the firm and the “larger marketplace.”

The primary mode of teaching will be online lecture modules along with relevant discussions & group projects. A significant component of the learning experience, in a course of this type, is constructive & reasoned discussion among the students. With this in mind, all students are encouraged to actively and judiciously participate in online class discussions.

Student Learning Objectives/Outcomes

After successfully completing this course, you should (among other things) be able to:

- Develop an overall understanding of the principles of marketing, in the significant areas of product management, pricing, promotions, distribution, consumer behavior, etc.
- Demonstrate the ability to solve numerical problems in the areas of break-even analysis, price elasticity, market research, media planning, etc.
- Show the ability to apply marketing principles to business settings, such as analyzing the strengths, weaknesses, opportunities and threats facing the strategic business unit, explaining with examples how marketing actions can influence the consumer decision making process.
- Develop the ability to make decisions that meet ethical and legal standards of business and society.
- Understand the basic principles of Marketing and their applications and to recognize their significance and scope in Marketing Management.
- Examine the Marketing Management function and its role in a typical multi-function organization.
- Acquire an adequate familiarity with the terminology and definitions of marketing.

Required Textbooks and Materials

Recommended Text

Keller & Kotler, Marketing Management, 13th or 14th edition. Prentice Hall.

Textbooks can be purchased or rented on Amazon or through the [UTD Bookstore](#). The UTD Bookstore only carries the latest editions of texts.

Overview of How This Course is Structured

- ✓ There are a total of 13 Lecture Modules – each followed by a Self Test Module quiz.
- ✓ Each Lecture Module with its corresponding quiz should be completed within a weeklong window Mon-Sun (see course calendar).
- ✓ Access to each Lecture Module can be gained only after timely completion of the previous Module and self-quiz.
- ✓ Each student will be provided 1 manual extension (for a missed module quiz) during the Course - in fairness to other students, any student needing additional manual extensions will be penalized 1 pt for each extension.
- ✓ On the other hand, a bonus 1 pt (regularity bonus) will be added to the overall course total for every student who completes all 13 modules and quizzes in a timely manner.
- ✓ There will be an online midterm test and an on-campus proctored final exam.
- ✓ Course also requires a group case analysis presentation and a group marketing plan report.
- ✓ Class discussion (required) on all group case presentations and on all group marketing plans.

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Technical Requirements

In addition to a confident level of computer and Internet literacy, certain minimum technical requirements must be met to enable a successful learning experience. Please review the important [technical requirements](#) on the [Getting Started with eLearning webpage](#).

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Course Access and Navigation

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

To get familiar with the eLearning tool, please see the [Student eLearning Tutorials](#).

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. Please use this link to access the UTD eLearning Support Center: <http://www.utdallas.edu/elearninghelp>.

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Communications

This eLearning course has built-in communication tools which will be used for interaction and communication. Some external communication tools such as regular email and a web conferencing tool may also be used during the semester. For more details, please visit the [eLearning Tutorials webpage](#) for video demonstrations on numerous tools in eLearning.

Interaction with Instructor: The instructor will communicate with students mainly using the Announcements and Discussions tools. Students may send personal concerns or questions to the instructor using the course Message tool. The instructor will reply to student emails or Discussion board messages within 3 working days under normal circumstances.

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Student Resources

The following university resources are available to students:

UTD Distance Learning:

<http://www.utdallas.edu/library/distance.html>

McDermott Library:

Students will need a UTD-ID number to access all of the library's online electronic resources (reserves, journal articles, ebooks, interlibrary loan) from off campus. For UTD students living

within those counties who are taking online courses, a Comet Card is required to check out materials at the McDermott Library. For more information on library resources go to <http://www.utdallas.edu/library/distance.html>.

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Student Assessments

Grading Information

Grading Policy

Group Case Presentation	15%	Approximately 20-30 PowerPoint slides posted by the presenting group on a designated Discussion board. Group will be evaluated on PPT presentation as well as their handling of the case discussion and Q&A during a weeklong window.
Group Marketing Plan Report	15%	Approximately 20-30 PowerPoint slides Marketing Plan report on a new product/service concept developed by the group. Group will be evaluated on the PPT report as well as their handling of the Q&A during a weeklong window.
Mid Term Test	20%	Online test (60 mins, covering Mods 1-7)
Peer Evaluation	10%	Evaluate yourself as well as other group members using a Peer Evaluation Form. If Peer Evaluation score is below 7 for a gp member then <i>only partial credit for gp work will be awarded to him/her</i> .
Final Exam	25%	The final exam will be proctored, partly cumulative, and closed book/notes.
Class Discussion	15%	Online discussion & comments pertaining to ALL group case presentations and ALL gp marketing plan submissions.
Total	100%	

Grading Scale

Overall Course Total	Letter Grade
92 – 100	A
88 – 91	A-

84 – 87	B+
80 – 83	B
77 – 79	B-
73 – 76	C+
66 – 72	C
Less than 66	F

Accessing Grades

Students can check their grades by clicking “My Grades” on the course menu after the grade for each assessment task is released.

Course and Instructor Policies

Class Participation

Students are required to login regularly to the online class site. The instructor will use the tracking feature in eLearning to monitor student activity. Students are also required to participate in all class activities such as case discussion activities and group projects.

Class participation is important and will certainly be taken into account in the case of students on the borderline between two grades.

Each group of students will be responsible for a Case Presentation which is to be posted on the discussion board.

The Group Case Presentation (20-30 PPT slides) will be made by posting on the class discussion board on the designated date and by interacting with the class on the case for an entire weeklong window following that case.

Each group of students will also be responsible for a Marketing Plan report (approx. 20-30 PPT slides) which is to be submitted on the discussion board at the end of the semester. The group will then answer all questions from the rest of the class on their Marketing Plan during a weeklong window.

Synergy in team dynamics & equitable contribution by members are integral to all successful group projects in business as well as in academics. A peer evaluation by group members will therefore be used.

Please ensure all presentations are submitted on time. In fairness to the other groups, late submissions will be penalized a minimum of 5%.

On this course there is no provision for ‘extra credit’ assignments in case of poor performance, so please make sure that you do consistently well throughout the course, starting with the midterm, group work, etc.

Abide strictly by the Academic Honor Code.

Virtual Classroom Citizenship

The same guidelines that apply to traditional classes should be observed in the virtual classroom environment. Please use proper netiquette when interacting with class members and the professor.

Policy on Server Unavailability or Other Technical Difficulties

The university is committed to providing a reliable online course system to all users. However, in the event of any unexpected server outage or any unusual technical difficulty which prevents students from completing a time sensitive assessment activity, the instructor will extend the time windows and provide an appropriate accommodation based on the situation. Students should immediately report any problems to the instructor and also contact the UTD eLearning Help Desk: <http://www.utdallas.edu/elearninghelp>, 1-866-588-3192. The instructor and the UTD eLearning Help Desk will work with the student to resolve any issues at the earliest possible time.

Groups

Groups will be assigned at the beginning of the course and will be announced under Announcements. The instructor may also use a group sign-up sheet to form groups for group assignments or projects. Each group can use the available group tools under its own group area in the course to communicate and collaborate within the group. A web conference system is available for use. Teams can schedule a live web conference for team work. Please see [Web Conferencing page](#) for instructions on making a reservation and other web conference information.

Group Case Presentation

A Harvard Business Review “classic” case will be assigned to each group. Each group will be randomly designated a date for its case presentation. Each group will analyze and present the topic using approximately 20-30 PowerPoint slides. A group member will submit the case presentation using course assignment tool and also post the case presentation as a message attachment on the designated topic area on the discussion board. Other students will then ask questions, make observations and/or critique each presentation (limit of maximum 2 discussion entries per student). Group members will answer questions and interact with the class on the topic. The discussion board will be active for the entire week following each presentation.

Group Case presentation Grading Criteria

Situation analysis/case issues	15
Development & evaluation of alternatives	15
Use of financials/numericals where relevant	10
Recommendations/answers to case questions	30
Overall presentation structure, clarity, thoroughness	20
<u>Handling of weeklong Q&A/Discussion</u>	<u>10</u>
	<u>100</u>

Group Marketing Plan Report

Each group of students will also be responsible for a Marketing Plan report (approx. 20-30 PPT slides) which is to be submitted using course assignment tool and also post on the discussion board at the end of the semester. Each group will choose a new product or service concept that does not exist commercially. A full marketing plan report will be developed for

this product/service. Chapter 2 of the Kotler textbook provides an excellent format and guidelines for this marketing plan report.

The group will then answer all questions from the rest of the class on their Marketing Plan for a weeklong Q&A window.

Group Marketing Plan Report Grading Criteria

Introduction & Need definition	5
Overall Situation Analysis	25
Demand analysis	
Competitive analysis,	
Customer segment analysis, etc.	
Use of Financials & numericals to support plan	20
Presentation of Conclusions/Recommendations/Plan of Action, etc.	10
Use of graphics, charts, data visualization to make presentation	10
Overall presentation impact, structure, clarity, thoroughness, adherence to slide limits., etc.	20
<u>Handling of weeklong Q&A</u>	<u>10</u>
<u>TOTAL</u>	<u>100</u>

A grading rubric will be attached under the assignment submission link in the course.

Peer Evaluation

Each student will evaluate him/herself as well as other group members using a Peer Evaluation Form. Peer evaluation form will be submitted using the assignment tool by the due date. If Peer Evaluation score is lower than 7 for a gp member then *only partial credit for gp work will be awarded to him/her.*

Assignment submission instructions

Locate the assignment in your eLearning course. You will submit your assignments in the required file format with a simple file name and a file extension. To submit your assignment, click the assignment name link and follow the on-screen instructions to upload and submit your file(s). For additional information on how to submit assignments, view the [Submitting An Assignment video tutorial](#).

Please note: each assignment link will be deactivated after the assignment due time. After your submission is graded, you may go to My Grades on the course menu and click the item and then the score link to check the results and feedback.

For the group assignment, one group member will submit the assignment for the group and all group members will be able to view the results and feedback once it's been graded.

Class Discussions

Students are required to make comments or observations, ask questions and/or critique ALL group case presentations and marketing plan reports. Each student is requested to limit themselves to 2 discussion entries (questions, comments, observations, etc) per case presentation or per marketing plan report.

Please keep in mind that as always quality rather than quantity is the important grading criteria for the discussion participation.

Discussion Guidelines:

- Make timely posts on the assigned case presentation and follow the guidelines of the posting limits.
- Post messages with clear subject lines and of appropriate length.
- Respond to instructor questions and other students' postings. Engage in polite and constructive dialogue.
- Post original messages for further discussions.
- Contributions should be well considered, insightful and relevant to the discussion topic.
- Demonstrate understanding of the concepts and ability to appropriately apply concepts and ideas from course content to online discussions.

Tests and Exams

Online Self-Tests

Each lecture module will be immediately followed by a self-test quiz. Each quiz consists of 10 multiple choice questions, ***9 out of 10 questions must be correctly answered*** before the next lecture module can be released ***on the following Monday***. Please go back and review parts of the module and re-answer the missed questions correctly to proceed to the next module.

Online Midterm

The online Midterm test will be timed and will be 60 minutes long to be taken **Tue Oct. 13 – Wed. Oct. 14**. The test will consist of approximately 50 objective type multiple-choice questions. Midterm covers Module 1 – 7.

Proctored Final Exam

This course requires a proctored closed book final examination. The final exam will consist of 2 sections. Section I will consist of approximately 50-60 objective type questions including multiple-choice, true/false, fill in the blanks, etc. Section II will consist of approximately 4-6 short answer questions. **Scantron form 882-E** will be required.

Local students will take their exams on-campus **UTD Student Success Center - Testing Center** (no fee charge) on **Fri. Dec 11th, 11:00 am – 1:00 pm**. Please see the [UTD Student Success Center - Testing Center Website](#) for more information and check the hours of operation and testing center policies. Please be sure to view and follow the **Test Center Student Guidelines** found on the Testing Center main page. All students are required to make an appointment using the **RESERVE-A-SEAT** application found on the Testing Center main page to take the exam at the above required exam time of this course. The UTD Testing Center is located at the McDermott Library basement (**Room MC 1.304**). When you arrive to take your exam, you will sign in with your **Comet Card** (or a **photo ID & UTD ID number** if you do not have a Comet Card).

Students who are not able to attend this exam session at UTD Testing Center can arrange an individually proctored exam with a testing service of their choice at a date within this required exam time window: **Thurs. Dec. 10 – Sat. Dec. 12**.

If you need to arrange an individual exam at UTD Testing Center, you must get the instructor's permission to set a date and time to take the exam .

Students who find UTD geographically inconvenient may use a pre-approved testing service at a convenient location. All individually arranged proctored exams must be completed within the stated exam time window. Student using an outside testing service **must** inform the instructor. A Proctored Exam Application must be completed before **Fri. Oct. 23**. Please go to the [Proctored Exam Information](#) page to check out **Procedures for Arranging an Individual Proctored Exam** and to access and complete the **Online Proctored Exam Application**. Please note students are responsible for any fee charge of their testing services. All completed exams must be received by **Mon. Dec. 14, 11:00 am CT** to allow timely grade reporting to UTD Registrar.

The UTD Testing Center requests all students who need to use testing services strictly follow the proctored exam scheduling **deadlines**. If any student needs special accommodations, please seek the instructor's approval in advance. If you have any questions about using either UTD or outside testing center service, please email TestingCenter@utdallas.edu.

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Academic Calendar

WEEK OF:	LECTURE MODULE	TOPIC	CHAP	ASSESSMENT / ACTIVITY
Aug 24	1	Course access, self-orientation and self introduction. <i>Introduction.</i> <i>The Scope of Marketing.</i>	1	Syllabus Self Quiz to be completed by Aug 30 Self-select into Groups by Aug 30 Mod 1 Self-Test to be completed by Aug 30
Aug 31	2	<i>Fundamental Marketing Concepts.</i>	1	Mod 2 Self-Test to be completed by Sept 6 Groups finalized and presentation dates assigned by Sept 1
Sept 7	3	<i>Company Orientations Towards the Marketplace.</i>	1	Mod 3 Self-Test to be completed by Sept 13
Sept 14	4	<i>Analyzing the Macroenvironment.</i>	3	Mod 4 Self-Test to be completed by Sept 20
Sept 21	5	<i>Conducting Marketing Research.</i> Group 1~ Case Presentation: Fisher Price Toys	4	Mod 5 Self-Test to be completed by Sept 27 PowerPoint Case Presentation by Gp 1 - post on Sept 21

Sept 28	6	<i>Strategic Planning.</i> Group 2~ Case Presentation: <u>Colgate Palmolive</u>	2	Mod 6 Self-Test to be completed by Oct 4 PowerPoint Case Presentation by Gp 2 - post on Sept 28
Oct 5	7	<i>Consumer Behavior & Buying Decision Process.</i> Gp 3~ Case Presentation: <u>Nestle Contadina</u>	6	Mod 7 Self-Test to be completed by Oct 11 PowerPoint Case Presentation by Gp 3 - post on Oct 5
Oct 12		MID-TERM TEST (online) <i>Tues, Oct 13 – Wed Oct 14</i>		
Oct 19	8	<i>Market Segmentation, Targeting & Positioning.</i> Gp 4~ Case Presentation: <u>Pizza Hut</u>	8, 10	Mod 8 Self-Test to be completed by Oct 25 PowerPoint Case Presentation by Gp 4 – post on Oct 19
Oct 26	9	<i>Product Classifications. New-Product Development & PLC.</i> Gp 5~ Case Presentation: <u>John Deere</u>	11,12	Mod 9 Self-Test to be completed by Nov 1 PowerPoint Case Presentation by Gp 5 - post on Oct 26
Nov 2	10	<i>Developing Pricing Strategies & Programs</i> Gp 6~ Case Presentation: <u>WalMart</u>	14	Mod 10 Self-Test to be completed by Nov 8 PowerPoint Case Presentation by Gp 6 - post on Nov 2
Nov 9	11	<i>Managing Marketing Channels & Retailing.</i> Gp 7~ Case Presentation: <u>Optical Distortion Inc.</u>	15, 16	Mod 11 Self-Test to be completed by Nov 15 PowerPoint Case Presentation by Gp 7 - post on Nov 9
Nov 16	12	<i>Integrated Marketing Communications. Advertising & Sales Promotion.</i>	18	Mod 12 Self-Test to be completed by Nov 22
Nov 23		FALL BREAK		Group Marketing Plan reports to be submitted by posting on discussion board by 11 pm, Nov 30

Nov 30		<i>Read ALL Marketing Plan reports posted by all the gps and participate in weeklong Q&A and discussions.</i>		Peer Evaluations to be submitted by 11 pm Dec 5 Marketing Plans Q&A and discussions from Nov 30 – Dec 7
		FINAL EXAM On campus proctored exam: Fri. Dec. 11, during 11:00 am – 1:00 pm, at UTD Testing Center. Individually arranged exam using a testing service: Dec. 10 - Dec. 13		All exams must be received latest by Mon, Dec. 14, 11 am CT.

Scholastic Honesty

The University has policies and discipline procedures regarding scholastic dishonesty. Detailed information is available on the [UTD Judicial Affairs](#) web page. All students are expected to maintain a high level of responsibility with respect to academic honesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

Course Evaluation

As required by UTD academic regulations, every student must complete an evaluation for each enrolled course at the end of the semester. An online instructional assessment form will be made available for your confidential use. Please watch for the email notification at your UTD email inbox with course evaluation access information towards the end of semester.

University Policies

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.

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

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