



Course **BA 3365 Sec. 502**  
**Principles of Marketing**  
Professor **Howard F. Dover**  
Term **Fall 2006**  
Meetings **W 7:00 – 9:45 P.M. – Rm. 1.110**

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#### **Professor's Contact Information**

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Other Phone NA  
Office Location SOM 3.618  
Email Address [howard.dover@student.utdallas.edu](mailto:howard.dover@student.utdallas.edu)  
Office Hours Wednesday 5 – 6:30 P.M. or by appointment  
Other Information

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#### **General Course Information**

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Pre-requisites, Co-requisites, & other restrictions N/A

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#### **Course Description**

This introductory course in marketing will expose students to the fundamental concepts and applications of modern marketing management. Students will gain an understanding of marketing's strategic role in the organization. Topics we will cover include marketing strategy, ethics, advertising, consumer behavior, new product and service development, pricing, e-commerce, segmentation, retailing, and sales management.

The objectives of this course will require your participation both in and out of class. The presentation of materials will be a mix of lecture, cases, guest speakers, class discussion, projects, and in-class activities. Please plan to participate each class period by coming prepared and being willing to share your unique perspective on the materials we are discussing as a class.

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#### **Learning Outcomes**

- Students will be able to **apply** the Segmentation-Targeting-Positioning (STP) theoretical framework in Marketing.
  - Students will be able to **describe** and **implement** different pricing methods such as markup pricing and target pricing.
  - Student will be able to apply break even analysis to a new product scenario and determine the break even volume.
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#### **Required Texts & Materials**

Marketing by Berkowitz, Kerin, Hartley, and Rudelius  
8th Edition, Irwin McGraw-Hill, 2006

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#### **Suggested Texts, Readings, & Materials**

Wall Street Journal

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## Assignments\*, Exams\*, & Academic Calendar

Date	Topic
August 23	<b>Introduction, Motivation, and Course Overview</b> Chapter 1
*August 29 <sup>th</sup>	<b>Personal Assignment:</b> Submit Market Yourself Assignment (WebCT)
August 30	<b>Successful Marketing and Corporate Strategies</b> Chapter 2
September 6	<b>Scanning the Marketing Environment</b> Chapter 3
September 13	<b>Buyers and Markets</b> Chapter 5, 6, & 7
*September 16 – 18	<b>Exam 1: WebCT</b>
*September 20	<b>Marketing Research</b> Chapter 8 <b>Group Assignment:</b> Marketing Plan I: SWOT Analysis (2-3)
September 27	<b>Segments and Targets</b> Chapter 9
October 4	<b>Product</b> Chapter 10, 11, & 12
*October 7 – 9	<b>Exam 2: WebCT</b>
*October 11	<b>Price</b> Chapter 13 & 14 <b>Group Assignment:</b> Marketing Plan II: Market & Product Focus Section
October 18	<b>Placement</b> Chapter 15, 16, & 17
October 25	<b>Promotion</b> Chapter 18, 19, & 20
*October 21 – 23	<b>Exam 3: WebCT</b>
November 1	<b>Managing the Marketing Process</b> Chapter 21 & 22 <b>Group Assignment:</b> Marketing Plan III: Marketing Program Section
November 8	<b>Group Presentations</b>
November 15	<b>Group Presentations</b>
*November 22	<b>Written Marketing Plan Due</b>
November 29	<b>Final Exam</b>

### Course Policies

<b>Grading (credit) Criteria</b>	Class Participation: 10% Exams (Best 2/3) 30 % Final Exam: 30% Group Project: 30%
<b>Class Participation (10%)</b>	<p>A small but critical component of your grade will be based on your participation as a member of this class. The following three components will be combined to determine your participation grade:</p> <ul style="list-style-type: none"> <li><u>Attendance at class is required and will be taken at random throughout the class period.</u> If you must miss a lecture, please inform me by e-mail 24 hours prior to the scheduled class period.</li> <li>Class participation will also be measured by contributions during</li> </ul>

	<p>guest speakers, case studies, project evaluations, and group evaluations.</p> <ul style="list-style-type: none"> <li>Students will be required to complete participation assignments announced either in class or on WebCT (i.e. Introductions, Perceptual Survey, Market Yourself, etc).</li> </ul>
<b>Exams (60%)</b>	<p>There will be three (3) section exams and one (1) final for this course.</p> <ul style="list-style-type: none"> <li><i>Section Exams (30%)</i>: There will be 3 section exams, each covering approximately 5 chapters from the book and the supporting lecture materials. To assist you in preparing for exams, chapter quizzes are provided on the publisher's website. Your two (2) highest scores will be counted from these three (3) exams. If you are unable to take an exam, make-up exams will not be given.</li> <li><i>Final Exam (30%)</i>: The final exam will be comprehensive and will include both short answer and multiple choice questions. The final exam is scheduled for Nov 29<sup>th</sup> at 7:00 PM in our regularly scheduled classroom and can only be taken on this date.</li> </ul>
<b>Make-up Exams</b>	None
<b>Group Project (30%)</b>	<p>Time will be given during the second lecture to facilitate the forming of groups for a group assignment. By the September 6th any member of the class who has not joined a group will be assigned to a group. The number or groups will be determined by the instructor based on course enrollment.</p> <p>Your product development team (group) is responsible for creating a one-year marketing plan for a real or imaginary new product or service. The audience for your marketing plan is a group of venture capitalists (the class) and your goal is to get all of their \$1,000,000 investment. Each product development team will have 20 minutes to present the marketing plan to the class. Groups will rate each other's plans and the best marketing plan will win a prize at the end of the semester. Your individual grade for this assignment will be based on group section assignments, the submitted marketing plan, class evaluation of your in-class presentation, and evaluations from your group peers.</p> <p><i>Group Assignments: Marketing Plan I,II,III</i></p> <p>To assist in the development of your marketing plan, your group will be required to submit three portions of your marketing plan as indicated in the course schedule. The purpose of these assignments is to provide your group with valuable feedback prior to completion of the group project at the end of the semester.</p> <p><i>Written Marketing Plan (Due: November 22nd)</i></p> <p>Use the first weeks of the semester to choose an exciting product (or service) for which you can develop a creative marketing plan. Review Appendix A of Chapter 2 in your textbook to become familiar with the layout and purpose of a marketing plan. Keep in mind that you want a product with <i>a distinctive point of difference that will satisfy the needs of your potential customer</i>. A written marketing plan will be turned in from each group (one plan per group) on the day indicated on the schedule. The written presentation should be 10 - 15 pages in length, double-spaced, 12 point font.</p>

	<p>Your written marketing plan should cover (but is not limited to) the following. Bold indicates most important areas:</p> <table><tr><td>1</td><td>Executive Summary</td><td>“Sell” your idea. 1 page maximum length.</td></tr><tr><td>2</td><td>Situation Analysis</td><td>Where is the industry now? What are the critical success factors in the industry? Competitors? SWOT Analysis</td></tr><tr><td>3</td><td>Market-product focus</td><td>One-year product and marketing objectives. Target markets. Product/market grid. Differentiating attributes. Positioning strategy.</td></tr><tr><td>4</td><td>Marketing program, strategy, and tactics</td><td>4 P’s.</td></tr><tr><td>5</td><td>Financial projections</td><td>Projected sales, revenues, expenses.</td></tr><tr><td>6</td><td>Organizational structure</td><td>How is your company structured?</td></tr><tr><td>7</td><td>Implementation plan</td><td>How does your plan translate into results?</td></tr></table> <p><i>Class Evaluation of Project Presentation:</i> Each member of the group is required to participate in presenting their marketing plan to the class. You will evaluate each other’s presentations with a form similar to the following using WebCT. These evaluations will be part of your class participation grade.</p> <table><tr><td>Evaluation Area</td><td>Potential points</td><td>Points earned</td></tr><tr><td>Product – does it creatively satisfy a consumer need?</td><td>10</td><td></td></tr><tr><td>Situation – SWOT analysis clear, competition well identified</td><td>10</td><td></td></tr><tr><td>Target market &amp; positioning well defined</td><td>10</td><td></td></tr><tr><td>Marketing program – 4 P’s</td><td>10</td><td></td></tr><tr><td>Overall presentation style</td><td>10</td><td></td></tr><tr><td>Capital Investment</td><td>\$1,000,000</td><td></td></tr></table> <p><i>Peer Evaluations:</i> Group dynamics can sometimes prove challenging with some members being critical to the success of the project while others may be tempted to not carry their share of the work. Each group member will evaluate the contribution of their peers and these evaluations will be a component of the individual project grades. Before the final exam, each member of the group should provide a peer evaluation using the form that will be provided on WebCT or in class.</p>	1	Executive Summary	“Sell” your idea. 1 page maximum length.	2	Situation Analysis	Where is the industry now? What are the critical success factors in the industry? Competitors? SWOT Analysis	3	Market-product focus	One-year product and marketing objectives. Target markets. Product/market grid. Differentiating attributes. Positioning strategy.	4	Marketing program, strategy, and tactics	4 P’s.	5	Financial projections	Projected sales, revenues, expenses.	6	Organizational structure	How is your company structured?	7	Implementation plan	How does your plan translate into results?	Evaluation Area	Potential points	Points earned	Product – does it creatively satisfy a consumer need?	10		Situation – SWOT analysis clear, competition well identified	10		Target market & positioning well defined	10		Marketing program – 4 P’s	10		Overall presentation style	10		Capital Investment	\$1,000,000	
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<b>Late Work</b>	Late work will not be accepted.																																										
<b>Extra Credit</b>	Up to 5% provided for at most two (2) submissions of profiles of																																										

	companies with abnormal advertising. Requires the submission of actual advertising and full profile of the company including years in business, size of firm, sales, and company contact information.
<b>Field Trip Policies</b>	N/A
<b>Student Conduct and 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 1, Chapter VI, Section 3</i>, and in Title V, Rules on Student Services and Activities of the university's <i>Handbook of Operating Procedures</i>. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).</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 expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.</p> <p>Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, 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>
<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>

<p><b>Student Grievance Procedures</b></p>	<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>
<p><b>Incomplete Grades</b></p>	<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 <b>F</b>.</p>
<p><b>Disability Services</b></p>	<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.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</p>

	<p>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 executive officer or designee.</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>

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