



Course MKT 3300.012 “Principles of Marketing”
Section 83757
Professor Semiramis Amirpour
Term Fall 2016
Meetings M/W 11:30-12:45p.m., JSOM 2.107

Professor’s Contact Information

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Office Hours By appointment only.
Other Information E-mail would be the best form of communication.

General Course Information

Pre-requisites, Co-requisites, & other restrictions Course Pre-requisites include completing University Core Curriculum Requirements and Major Preparatory Courses for the School of Management

Course Description

This course is an introduction to the language and issues of marketing with an emphasis on learning to develop responsive marketing strategies that meet customer needs. The course focuses on basic marketing concepts, the role of marketing in the organization, and the role of marketing in society. Topics include market segmentation, product development, promotion, distribution, and pricing. Other topics, which will be incorporated into the course, are external environment (which will focus on integrative topics with marketing, such as economics, politics, government, and nature), marketing research, international/global marketing with relevance to cultural diversity, ethics, the impact of technology on marketing, and careers in marketing.

Learning Outcomes Upon completion of this course, students will be able to define, implement and apply:

- 1) Segmentation-Targeting-Positioning framework in Marketing.
- 2) Different pricing methods such as markup pricing and target pricing.
- 3) Evaluate and implement ethical constraints.

Required Texts & Materials

“Marketing” 12th Edition by Kerin, Berkowitz, Hartley, Rudelius, McGraw-Hill Irwin, 2012

**Suggested Texts,
Readings, &
Materials**

Suggested course materials also include exposure to reputable business publications like the Wall Street Journal, Business Week and the course textbook website at www.mhhe.com/kerin for supplemental reading and learning materials.

Lecture Recordings

Any video/audio recording of the class lectures and material could take place solely after a written permission has been issued by the professor.

Assignments & Academic Calendar

Tentative Schedule (subject to change at the discretion of the instructor)

**Please check the E-Learning on regular basis as
I update the Calendar portion all the time to put
down the exact dates for different assignment
and activities.**

M 8/22	Introduction/Overview	Ch#1
W 8/24	Creating Customer Relationship and Value Through Marketing	Ch# 1
M 8/29	Developing Successful Organizational and Marketing Strategies	Ch#2
W 8/31	Developing Successful Organizational and Marketing Strategies	Ch# 2
M 9/5	No Class	Labor Day
W 9/7	Scanning the Marketing Environment	Ch# 3
M 9/12	Ethical and Social Responsibility in Marketing	Ch# 4
W 9/14	Ethical and Social Responsibility in Marketing	Ch# 4
M 9/19	Understanding Consumer Behavior	Ch# 5
W 9/21	Understanding Consumer Behavior/ Review for Exam 1	Ch#5
M 9/26	Exam 1 (Chapter 1-5)	
W 9/28	Understanding and Reaching Global Consumers and Markets	Ch# 7
M 10/3	Understanding and Reaching Global Consumers and Markets	Ch# 7
W 10/5	Marketing Research: From Customer Insights to Actions	Ch# 8
M 10/10	Marketing Research: From Customer Insights to Actions	Ch# 8
W 10/12	Market Segmentation, Targeting and Positioning	Ch# 9
M 10/17	Market Segmentation, Targeting and Positioning	Ch# 9

W 10/19	Developing New Products and Services	Ch# 10
M 10/24	Developing New Products and Services	Ch# 10
W 10/26	Managing Successful Products, Services, and Brands	Ch# 11
M 10/31	Managing Successful Products, Services, and Brands	Ch# 11
W 11/2	Managing Successful Products, Services, and Brands/ Review for Exam 2	Ch# 11
M 11/7	Exam 2 (Chapters 7-11)	
W 11/9	Building the Price Foundation	Ch# 13
M 11/14	Arriving at the Final Price	Ch# 14
W 11/16	Arriving at the Final Price	Ch# 14
M 11/21	Happy Thanksgiving	NO CLASS
W 11/23	Happy Thanksgiving	NO CLASS
M 11/28	Advertising, Sales Promotion and Public Relations	Ch# 18
W 11/30	Advertising, Sales Promotion and Public Relations/ Final Paper Due	Ch# 18
W 12/5	Personal Selling and Sales Management/ Review for Exam 3	Ch# 20
M 12/7	Exam 3 (Chapters 13,14,18,20)	Ch# 20
	In case of inclement weather school closing, the last exam will be moved to The University's official exam week, TBA.	

Course Policies

Grading (credit) Criteria	Exam 1	25%
	Exam 2	25%
	Exam 3(Final)	25%
	Written Assignment	20%
	Peer Evaluation	5%
	Total Points	100%
	97.5-100%	= A+
	93.5-97.4 %	= A
	89.5-93.4%	= A-
	87.5- 89.4%	= B+
	83.5-87.4%	= B
	79.5-83.4%	= B-

	<p>77.5-79.4% = C+</p> <p>73.5-77.4% = C</p> <p>69.5-73.4% = C-</p> <p>67.5-69.4% = D+</p> <p>63.5-67.4% = D</p> <p>59.5-63.4% = D-</p> <p><u>And below 59.5% is failing</u></p>
Exams	All Exams are closed booked, closed note, and proctored in the classroom. Students are required to keep up with chapter readings; therefore, anything in the textbook is a fair game.
Make-up Exams	Make-up exams are <u>ESSAY EXAMS</u> and may be taken under certain circumstances of illness/family death or emergency if students contact me (if possible before the scheduled exam) and provide written proof of why they could not take the exam (ie. doctor's note).
Extra Credit	Extra Credit work may be assigned to the class in the course of the semester at the discretion of the instructor.
Late Work	All the assignments are due at the beginning of the class; NO late assignment will be accepted.
Special Assignments	<p>There will be one major written assignment worth 25% of your grade (20% will come from the written portion and the other 5% will come from peer evaluation to insure all the members in the team contribute their fair share). The details for this assignment will be given several weeks in advance of the due date. It is the student's responsibility to ask the instructor for assignment information if the student has been absent.</p> <p>The assignment will focus on researching and putting together a business plan for a new product or service.</p> <p>This paper is due on November 30, 2016.</p>
Class Attendance	<p>Attendance will not be taken throughout the semester, however it is highly recommended. <i>I am known for giving name quizzes when I do not like the class turn out.</i></p> <p>Participating meaningful and relevant thoughts and discussions make the lectures a lot more interesting and dynamic for everyone, however I expect everyone to be polite and understanding of others thoughts and ideas.</p>
Classroom Citizenship	<ol style="list-style-type: none"> 1) Come to class on time. 2) Attend class regularly. 3) Turn off all cell phones. 4) Keep up with the assigned readings. 5) Be polite and respectful to your fellow classmates and your instructor. 6) Participate in class discussions.
UT Dallas Syllabus Policies and Procedures	<p>The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus.</p> <p>Please go to http://go.utdallas.edu/syllabus-policies for these policies.</p>

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