

	Course	MKT 3300.004 – Principles of Marketing
	Term	Fall 2016
	Instructor	Carol Miu
	Time	MWF, 8:00-8:50AM
	Classroom	JSOM 2.103

INSTRUCTOR'S CONTACT INFORMATION

Email	carol.miu@utdallas.edu
Office	JSOM 13.323
Office Hours	By appointment

COURSE INFORMATION

MKT 3300 Principles of Marketing (3 semester hours) An overview of marketing principles including marketing planning, understanding customer's decision making environment, measurement of market performance, product and branding decisions, advertising and promotions, pricing, and distribution. Special emphasis placed upon the determination and evaluation of market segments.

This course will also cover social media strategy.

Student Learning Objectives/Outcomes

Upon completion of the course, students will be able to understand/define/apply/implement:

- Segmentation-Targeting-Positioning Framework
- Marketing mix using the 4P framework: Product, Price, Promotion, Place
- Pricing strategies such as markup pricing and target pricing
- Ethical constraints when making marketing decisions

COURSE WEBSITE

<http://elearning.utdallas.edu>

Lecture slides, assignments, and additional readings will be posted on eLearning. Students are also expected to submit their homework, group projects, and peer evaluations on eLearning.

TEXTBOOK

Kerin, Roger A., Steven W. Hartley, and William Rudelius. *Marketing*. McGraw-Hill Irwin. 9780077861032 (12th edition)

Search for the textbook by ISBN number on <http://www.addall.com> to find the best prices across many different websites, such as Abebooks, Alibris, Amazon, Barnes & Noble, Half.com, etc.

Previous versions of the textbook (*e.g.*, 11th or 10th editions) may be acceptable, as long as students keep track of the differences between their textbook edition and the 12th edition. It is each student's individual responsibility to make sure that s/he reads the correct chapters in the textbook.

ISBN: 9780078028892 (11th edition)

ISBN: 9780073529936 (10th edition)

SCHEDULE

Date	Agenda	Readings	Assignment Due
Monday, August 22, 2016	Course Overview		
Wednesday, August 24, 2016	Introduction to Marketing	Chapter 1	
Friday, August 26, 2016	Marketing and Organizational Strategies	Chapter 2	
Monday, August 29, 2016	The Marketing Environment	Chapter 3	
Wednesday, August 31, 2016	Ethical and Social Responsibility	Chapter 4	Group Project Members
Friday, September 02, 2016	Consumer Behavior	Chapter 5	
Wednesday, September 07, 2016	Consumer Behavior, continued	Chapter 5	Homework 1
Friday, September 09, 2016	Global Consumers and Markets	Chapter 7	
Monday, September 12, 2016	Marketing Research	Chapter 8	
Wednesday, September 14, 2016	Marketing Research, continued	Chapter 8	
Friday, September 16, 2016	Marketing Research, continued	Chapter 8	Homework 2
Monday, September 19, 2016	Market Segmentation, Targeting, and Positioning	Chapter 9	
Wednesday, September 21, 2016	Market Segmentation, Targeting, and Positioning	Chapter 9	
Friday, September 23, 2016	Market Segmentation, Targeting, and Positioning	Chapter 9	
Monday, September 26, 2016	Business-to-Business Marketing	Chapter 6	
Wednesday, September 28, 2016	Group Project Proposals		Group Project Proposals
Friday, September 30, 2016	Group Project Proposals		
Monday, October 03, 2016	Guest Lecture		
Wednesday, October 05, 2016	Midterm 1 Review		
Friday, October 07, 2016	Midterm 1		
Monday, October 10, 2016	Developing New Products and Services	Chapter 10	
Wednesday, October 12, 2016	Managing Successful Products and Brands	Chapter 11	
Friday, October 14, 2016	Services Marketing	Chapter 12	Homework 3
Monday, October 17, 2016	Pricing	Chapter 13	
Wednesday, October 19, 2016	Pricing, continued	Chapter 13	
Friday, October 21, 2016	Pricing, continued	Chapter 14	
Monday, October 24, 2016	Pricing, continued	Chapter 14	Homework 4
Wednesday, October 26, 2016	Social Media Strategy	Chapter 19	
Friday, October 28, 2016	Social Media Strategy, continued	Chapter 19	

Date	Agenda	Readings	Assignment Due
Monday, October 31, 2016	Social Media Strategy, continued	Chapter 19	
Wednesday, November 02, 2016	Social Media Strategy, continued	Chapter 19	
Friday, November 04, 2016	Integrated Marketing Communications and Direct Marketing	Chapter 17	
Monday, November 07, 2016	Advertising, Sales Promotion, and Public Relations	Chapter 18	
Wednesday, November 09, 2016	Personal Selling and Sales Management	Chapter 20	
Friday, November 11, 2016	Interactive and Multichannel Marketing	Chapter 21	Homework 5
Monday, November 14, 2016	Midterm 2 Review		
Wednesday, November 16, 2016	Midterm 2		
Friday, November 18, 2016	Work on Group Projects		
Monday, November 28, 2016	Group Project Presentations		Group Projects
Wednesday, November 30, 2016	Group Project Presentations		
Friday, December 02, 2016	Group Project Presentations		
Monday, December 05, 2016	Group Project Presentations		
Wednesday, December 07, 2016	Group Project Presentations		Peer Evaluations

ATTENDANCE

Attendance and class participation constitute **10%** of the final grade. Students are expected to ask relevant questions and give relevant examples to demonstrate their understanding and aid their classmates. Students are expected to be punctual, and to stay for the entire duration of the lecture. Please email me beforehand if you will be absent.

EXAMS

There will be two exams, Midterm 1 and Midterm 2. Each will count **15%** toward the final grade, for a total of **30%**. The exam format is multiple choice. Midterm 1 will be administered during regular class time on Wednesday, October 5. Midterm 2 will be administered during regular class time on Wednesday, November 16.

ASSIGNMENTS

Homework

Five homework assignments will comprise **30%** of the final grade. Each assignment is worth 6 points (out of a total of 30 points). Homework assignments will consist of multiple choice, designed to strengthen students' understanding of the material taught in class and to prepare students for the midterm exams. Please see the schedule for homework due dates. Homework is due at 11:59PM on the listed date.

Group Project

The group project will consist of a presentation (**15%**) and a research paper (**15%**). Group projects are worth **30%** of the final grade. Each group will create a marketing plan for a product, which can be a good, service, or idea for social change (*e.g.*, recycling, healthy eating, exercise, etc.). The project will include background information, a marketing strategy, and data collection and analysis. More details will be included in the group project assignment to be distributed during the first class meeting.

Students will form groups of 4-6 during the first week of class. Each group will notify the instructor by email on or before Wednesday, August 31 as to which students are in the group.

Groups will present their initial project proposals during regular class time on September 28 and September 30. The purpose of the project proposal is for groups to receive feedback from the instructor as to whether they are on the right track with their projects. This will serve to improve the quality (and thus the grades) of the group projects. All groups must submit their group project proposals on eLearning by 7AM on September 28, regardless of the presentation schedule.

Groups will present their final projects during regular class time on November 28, November 30, December 2, December 5, and December 7. Group presentation order will be determined by random number draw. **All groups must submit their PowerPoint slides and group project paper on eLearning by 11:59PM on November 28, regardless of the presentation schedule.**

Each group member must submit a peer evaluation for all of the other group members. The peer evaluation form will be posted on eLearning and must be completed and submitted on or before December 7. Each student's group project paper and presentation grades will be weighted by the peer evaluation score given to him/her by the other group members.

GRADING POLICY

Midterm 1	15 points
Midterm 2	15 points
Group Project Paper	15 points
Group Project Presentation	15 points
Attendance and Participation	10 points
Homework 1	6 points
Homework 2	6 points
Homework 3	6 points
Homework 4	6 points
Homework 5	6 points
Peer Evaluation	1 point
Total	101 points

Please note that final grades may be curved upward at the discretion of the instructor, based on the grade distribution of the class.

Total Points	Letter Grade
101-98	A+
97-93	A
92-90	A-
89-87	B+
86-83	B
82-80	B-
79-77	C+
76-73	C
72-70	C-
69-67	D+
66-63	D
62-60	D-
< 60	F

The aforementioned descriptions and timelines are subject to change at the discretion of the instructor.

UT Dallas Syllabus Policies and Procedures

The information below constitutes the University's policies and procedures segment of course syllabi and may be referenced by faculty members in their course syllabi.

Please use the following permanent address when referring to this page: <http://go.utdallas.edu/syllabus-policies>

Sharing Confidential Information

Students considering sharing personal information in email, in person, or within assignments or exams should be aware that faculty members and teaching/research assistants are required by UT Dallas policy to report information about sexual misconduct to the UT Dallas Title IX Coordinator. Per university policy, faculty have been informed that they must identify the student to the UT Dallas Title IX Coordinator. Students who wish to have confidential discussions of incidents related to sexual harassment or sexual misconduct should contact the Student Counseling Center (972-883-2527 or after hours 972-UTD-TALK or 972-883-8255), the Women's Center (972-883-8255), a health care provider in the Student Health Center (972-883-2747), the clergyperson (or other legally recognized religious advisor) of their choice, or an off-campus resource (i.e., rape crisis center, doctor, psychologist). Students who are sexually assaulted, harassed, or victims of sexual misconduct, domestic violence, or stalking, are encouraged to directly report these incidents to the UT Dallas Police Department at 972-883-2222 or to the Title IX Coordinator at 972-883-2218. Additional information and resources may be found at <http://www.utdallas.edu/oiec/title-ix/resources>.

Technical Support

If you experience any issues with your UT Dallas account, contact the UT Dallas Office of Information Technology Help Desk: assist@utdallas.edu or call 972-883-2911.

UT Dallas 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 Helpdesk: <http://www.utdallas.edu/elearning/eLearningHelpdesk.html>.

Field Trip Policies, Off-Campus Instruction and Course Activities

Off-campus, out-of-state, foreign instruction/travel, and course-related field trip activities are subject to state law and University policies and procedures regarding travel and risk-related activities.

Detailed information regarding this policy, in accordance to *Texas Education Code*, Section 51.950, can be accessed at the UT Dallas Policy Navigator, <http://policy.utdallas.edu/utdbp3023>, and at <http://www.utdallas.edu/administration/insurance/travel>. Additional information is available from the office of the school dean.

Student Conduct and Discipline

The University of Texas System (Regents' Rule 50101) 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 online catalogs (<http://catalog.utdallas.edu>).

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 Student Code of Conduct, UTDSP5003 (<http://policy.utdallas.edu/utdsp5003>). Copies of these rules and regulations are available to students in the Office of Community Standards and Conduct, where staff members are available to assist students in interpreting the rules and regulations (SSB 4.400, 972-883-6391) and online at <https://www.utdallas.edu/conduct/>.

A student at the University neither loses their 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 its standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

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 demonstrates a high standard of individual honor in his or her scholastic work.

Academic Dishonesty: Academic dishonesty can occur in relation to any type of work submitted for academic credit or as a requirement for a class. It can include individual work or a group project. Academic dishonesty includes plagiarism, cheating, fabrication, and collaboration/collusion. In order to avoid academic dishonesty, it is important for students to fully understand the expectations of their professors. This is best accomplished through asking clarifying questions if an individual does not completely understand the requirements of an assignment.

Additional information related to academic dishonesty and tips on how to avoid dishonesty may be found here: <https://www.utdallas.edu/conduct/dishonesty/>.

Copyright Notice

It is the policy of the University of Texas at Dallas to adhere to the requirements of the United States Copyright Law of 1976, as amended, (*Title 17, United States Code*), including ensuring that the restrictions that apply to the reproduction of software are adhered to and that the bounds of copying permissible under the fair use doctrine are not exceeded. Copying, displaying, reproducing, or distributing copyrighted material may infringe upon the copyright owner's rights. Unauthorized distribution of copyrighted material, including unauthorized peer-to-peer file sharing, may subject students to appropriate disciplinary action as well as civil and criminal penalties. Usage of such material is only appropriate when that usage constitutes "fair use" under the Copyright Act. For more information about the fair use exemption, see <http://copyright.lib.utexas.edu/copypol2.html>. As a UT Dallas student, you are required to follow UT Dallas' copyright policy (UTDPP1043 at <http://policy.utdallas.edu/utdpp1043>) and the UT System's policy, UTS107 at <http://www.utsystem.edu/board-of-regents/policy-library/policies/uts107-use-copyrighted-materials>.

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. All official student email correspondence will be sent only to a student's UT Dallas email address and UT Dallas will only consider email requests originating from an official UT Dallas student email account. This allows the University to maintain a high degree of confidence in the identity of each individual's corresponding via email and the security of the transmitted information. The University of Texas at Dallas furnishes each student with a free email account that is to be used in all communication with university personnel. The Office of Information Technology provides a method for students to have their UT Dallas mail forwarded to other email accounts. To activate a student UT Dallas computer account and forward email to another account, go to <http://netid.utdallas.edu>.

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 at UT Dallas has established deadlines for withdrawal from any course. These dates and times are published in the Comet Calendar (<http://www.utdallas.edu/calendar>) and in the Academic Calendar (<http://www.utdallas.edu/academiccalendar>). 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 unless there is an administrative drop such as the following:

- Have not met the prerequisites for a specific course
- Have not satisfied the academic probationary requirements resulting in suspension
- Office of Community Standards and Conduct request
- Have not made appropriate tuition and fee payments
- Enrollment is in violation of academic policy
- Was not admitted for the term in which they registered

It is the student's responsibility to complete and submit the appropriate forms to the Registrar's Office and ensure that he or she will not receive a final grade of "F" in a course if he or she chooses not to attend the class after being enrolled.

Student Grievance Procedures

Procedures for student grievances are found in university policy UTDSP5005 (<http://policy.utdallas.edu/utdsp5005>). In attempting to resolve any student grievance regarding disputes over grades, application of degree plan, graduation/degree program requirements, and thesis/and dissertation committee, adviser actions and/or decisions, evaluations, and/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 may be given, at the discretion of the instructor of record for a course, when a student has completed at least 70% of the required course material but cannot complete all requirements by the end of the semester. An incomplete course grade (grade of 'I') must be completed within the time period specified by the instructor, not to exceed eight (8) weeks from the first day of the subsequent long semester. Upon completion of the required work, the symbol 'I' may be converted into a letter grade (A through F). If the grade of Incomplete is not removed by the end of the specified period, it will automatically be changed to F.

AccessAbility 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 this course, please discuss it with your professor and allow one week advance 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 OSA for a confidential discussion. OSA is located in the Student Services Building, SSB 3.200. They can be reached by phone at 972-883-2098, or by email at studentaccess@utdallas.edu.

Religious Holy Days

The University of Texas at Dallas will excuse a student from class or other required activities, including examinations and travel time for the observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, of the *Texas Tax Code*.

Students are encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment.

Excused students will be allowed to take missed exams or complete assignments 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 President of UT Dallas or from the President's designee. The chief executive officer or designee must take into account the legislative intent of *Texas Education Code* 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

Resources to Help You Succeed

The Office of Student Success operates the Student Success Center (SSC, <http://www.utdallas.edu/studentssuccess>), which offers assistance to students in the areas of writing, mathematics, communication, multiple science fields, reading, study skills, and other academic disciplines. These services are available through individual and small group appointments, workshops, short courses, and a variety of online and instructional technologies. All students enrolled at UT Dallas are eligible for these services.

The **Math Lab** gives short-term and semester long support for a variety of introductory and advanced mathematics courses. Students may drop in to visit with a math tutor on a regular basis. Comet card is required.

The **Writing Center** offers a collaborative learning environment for one-to-one and small group assistance with general and advanced writing assignments and overall writing skills. Scheduling an appointment is strongly recommended, but walk in appointments are possible if a tutor is available.

The **Peer Tutoring** program offers free tutoring assistance in multiple locations for many of the historically challenging undergraduate subjects at UT Dallas. Tutoring sessions, offered every weekday on a drop-in basis, are one-on-one or in a small group format. The sessions are designed to meet students' individual questions and needs related to course/subject concepts. All peer tutors are current UT Dallas students who made an A- or better in the course and have a strong faculty/staff recommendation. Students should check the Student Success Center website each semester for subject offerings and session times.

The **Peer-Led Team Learning (PLTL)** program provides an active, engaged learning experience for students who meet in small groups once a week with a Peer Leader who helps guide them through a potentially difficult gateway course. Students that attend sessions regularly typically earn a half to a whole letter grade higher than students that do not participate in the PLTL program.

Supplemental Instruction (SI) provides free, peer-facilitated weekly study sessions for students taking historically difficult courses. SI sessions encourage active, collaborative learning based on critical thinking and transferable study skills. SI leaders attend lectures, take notes, and read assigned material just like the enrolled students. Students should check the SSC website for subject and session times.

The **Communication Lab (CommLab)** offers one-on-one and group consultations where you will gain practical feedback for improving oral and group presentations.

Success Coaches are available for individual student appointments to discuss study skills, time management, note taking, test taking and preparation, and other success strategies.

The Student Success Center's main office is located in the McDermott Library Building and can be contacted by calling 972-883-6707 or by sending an email to ssc@utdallas.edu.