

Course Syllabus

Course Information

MKT 3300.501 “Principles of Marketing”

Section 83900

Professor Contact Information

Ms. Sandy Pacyna

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Office Hours: Monday, Wednesday 4:00 – 5:30 or by appointment

Term: Fall 2016

Class Meetings: Monday, Wednesday, 5:30 – 6:45 Room JSOM 2.115

Course Pre-requisites, Co-requisites, and/or 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 all aspects of marketing and its place in the world of business. It provides a strong foundation of all the principles that make up the art and science of marketing. Students are introduced to the theory and application of advertising, promotion, sales, public relations, marketing research and consumer behavior. Subsequent marketing courses build on this important foundation of marketing knowledge. This is an essential course for anyone interested in business.

Student Learning Objectives/Outcomes

Upon completion of this course, students will have mastered a basic understanding of:

- 1) Marketing vocabulary
 - 2) Core marketing concepts, including the marketing mix, the concept of positioning, and marketing strategy
 - 3) How controllable variables can be manipulated for a desired marketing purpose.
 - 4) Risks/Opportunities created by marketing globalization
 - 5) Why a good marketer is an ethical marketer
 - 6) The concept of the four stages of the product life cycle and associated promotional objectives
 - 7) How an idea can be transformed into a marketed product
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Required Textbooks and Materials

Marketing 13th Edition by Kerin, Hartley. McGraw-Hill Irwin, 2017. ISBN: 978-1-259-57354-5.

Suggested Course 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.

Assignments & Academic Calendar

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

Working Class Schedule PRINCIPLES OF MARKETING Fall 2016

NOTE: The Class Schedule can be modified at the instructor's discretion.

Date	Activities and Assignments
8/22, 8/24	<ul style="list-style-type: none">○ Overview of Syllabus○ What is Marketing?○ Chapter 1 – Creating Customer Relationships and Value through Marketing○ Profile due by Friday, 8/26○ Quiz 1 available Thursday, 8/25 – Wednesday, 8/31
8/29, 8/31	<ul style="list-style-type: none">○ Chapter 2 – Developing Successful Marketing and Organizational Strategies○ Decide who you want to work on a team for 2 projects throughout the semester. One team member needs to notify me as to which people are working together by Friday, September 2. Teams should be 2 – 3 people.○ Quiz 2 available Thursday, 9/1 – Wednesday, 9/7
9/5, 9/7	<ul style="list-style-type: none">○ No Class 9/5: Labor Day○ Chapter 3 – Understanding the Marketing Environment○ Quiz 3 available Thursday, 9/8 - Wednesday, 9/14
9/12, 9/14	<ul style="list-style-type: none">○ Chapter 4 – Ethical and Social Responsibility○ Chapter 5 – Understanding Consumer Behavior○ Quiz 4 available Thursday, 9/15 -Wednesday 9/21
9/19, 9/21	<ul style="list-style-type: none">○ Chapter 7 – Understanding and Reaching Global Consumers and Markets○ Quiz 5 available Thursday, 9/22 - Wednesday, 9/28○ Group Assignment #1 is due on Friday, 9/30
9/26, 9/28	<ul style="list-style-type: none">○ Review for Test 1○ Test 1: Chapters 1-5, 7
10/3, 10/5	<ul style="list-style-type: none">○ Chapter 8 – Market Research○ Quiz 6 available Thursday, 10/6 - Wednesday, 10/12
10/10, 10/12	<ul style="list-style-type: none">○ Chapter 9 – Market Segmentation○ Quiz 7 available Thursday, 10/13 - Wednesday, 10/19

10/17, 10/19	<ul style="list-style-type: none"> Chapter 10 – Developing New Products and Services Quiz 8 available Thursday, 10/20 - Wednesday, 10/26 What's Hot in Marketing Assignment Due Friday, 10/21 (individual)
10/24, 10/26	<ul style="list-style-type: none"> Chapter 11 – Managing Successful Products, Services and Brands Chapter 18 – Advertising, Sales Promotion and Public Relations Quiz 9 available Thursday, 10/27 - Wednesday, 11/2
10/31, 11/2	<ul style="list-style-type: none"> Review for Test 2 Test 2: Chapters 8-11, 18
11/7, 11/9	<ul style="list-style-type: none"> Chapter 19 – Social Media Review Marketing Plan Quiz 10 available Thursday, 11/10 - Wednesday, 11/16
11/14, 11/16	<ul style="list-style-type: none"> Chapter 13 & 14 – Arriving at the Final Price Quiz 11 available Thursday, 11/17 - Wednesday, 11/23
11/21, 11/23	<ul style="list-style-type: none"> No Classes: Fall Break
11/28, 11/30	<ul style="list-style-type: none"> Chapter 15 – Managing Marketing Channels and Supply Chains Quiz 12 available Thursday, 12/1 - Wednesday, 12/7 Group Assignment #2 is due on Wednesday, November 30 (Marketing Plan)
12/5, 12/7	<ul style="list-style-type: none"> Chapter 17: Integrated Marketing Communications Quiz 13 available Thursday 12/8 - Wednesday, 12/14 Review for Test 3
12/12	<ul style="list-style-type: none"> Test 3: Chapters 19, 14, 15, 17

Grading Policy

The course grade will be determined by the following:

Profiles	20 points
Chapter Quizzes (10 points ea,)	130 points
Group Assignment: SWOT	100 points
Group Assignment: Mktg Plan	150 points
Test 1	100 points
Test 2	100 points
Test 3	100 points
“What’s Hot in Marketing” Assignment	150 points
Attendance	100 points
<u>Class Participation</u>	<u>50 points</u>
Total	1,000 points

Course & Instructor Policies

Profile Replies are due by Friday, August 26.

Go onto Elearning and post the answers to the following questions in “Discussion”. This will also serve as something of an introduction of yourself to the class.

Questions:

1. What is your name?
2. Do you work? If yes, where and how many hours/week?
3. How many credits of coursework are you taking this semester?
4. What is your major?
5. Have you taken any Marketing courses before? (high school or college)
6. What is the most important reason that you are taking this course?
7. What is your career objective? Do you anticipate a career in Marketing?
8. What are your thoughts about Marketing and its place in corporate America?
9. What talents do you believe you will bring to a job after graduation?

Chapter Quizzes – Weekly, Available 10 am Thursdays – End of Day Wednesdays

Chapter Quizzes will be posted weekly on Elearning. Students are required to read the assigned Chapter and complete the Chapter Quiz.

Because quizzes are available for a week at a time, missed quizzes cannot be made up.

Group Assignments – see due dates below

Notify me of who you are working with on a team by Friday, September 2. Due dates of assignments are listed below.

Students will work in groups of 2-3 people and provide a written, 3 page double-spaced paper that addresses each one of the topics below. Students will use marketing terminology, cite resources used, and use spell-check in these assignments. Please make sure all names are on each paper.

1. SWOT Analysis (Due September 30): Identify the SWOT of either (pick one): Google, Uber, Airbnb, or Amazon.

Note for this assignment you must provide specific information for all controllable aspects (the marketing mix) as well as all uncontrollable environments. For example, is Google doing a good job promoting its services? Regarding uncontrollable factors: What part(s) of the economy (GNP, inflation, interest rates, unemployment, etc.) affect Google and why? Are there political/cultural/regulatory affectations?

2. Marketing Plan (Due November 30): Choose a product or service. It can be real or something that you would like to create. Develop a marketing plan using the principles and the outline learned in class.

Assignments will be evaluated using criteria reflecting the nature of the assignment. These may include:

- Answering all questions completely, using marketing vocabulary and writing at a college level
- Applying information from text and class discussions.
- Analyzing information.

Assignments will be evaluated using criteria reflecting the nature of the assignment. These may include:

- Answering all questions completely and clearly, using business vocabulary and writing at a college level.
- Applying information from text and class discussions.
- Analyzing information.
- Using marketing tools and techniques appropriately in creative assignments.

Tests

There are 3 multi-chapter examinations. Exam questions consist of a combination of multiple-choice, true/false questions. The test questions will come from the assigned readings (text and handouts), classroom exercises, projects and/or other assignments associated with the class.

Late exams lose 20% of their point value and can only be taken with the approval of the instructor following an assessment of the students excuse. Further, late exams must be completed before the next class meeting (midterm) or within 2 school days (final). Exams not completed as noted, will receive a grade of 0.

Exam availability will be announced in class. Make sure you take the exams when they are scheduled to be available.

What's Hot In Marketing – due Friday, October 21

1. Each student will submit a 2 page double-spaced paper on a HOT marketing product/ad/service/initiative that the student has found in the marketplace or in the media. It can be anything that demonstrates exceptionally effective marketing principles. Due date is Friday, October 21.

Required content of Paper

1. Overview of content: Show us a picture if possible. If a visual is not available, describe the product/ad/service/initiative that you thought was “hot”.
2. Identify the Marketing principle or theme.
3. Explain the Marketing principle, strategy or theme being used.

Grading for What’s Hot in Marketing

Each student will be graded based on the following criteria:

- **A** – The student identified a fantastic marketing example and explained in great detail the merits of the marketing example, tying in many concepts from the chapter materials. Paper has no grammatical, spelling, typing, or writing errors.
- **B** – The student identified a good marketing example and explained in some detail the merits of the marketing example, and tied in some concepts from the chapter materials. Paper has one or two grammatical, spelling, typing or writing errors.
- **C** – The student did not perform sufficient research to identify a good example. The example the student presented was not strong, the presentation was not sufficiently detailed and insufficient concepts from the chapter materials were tied in. Paper has several grammatical, spelling, typing or writing errors.
- **D** – The student did not perform the assignment as instructed.
- **F** – The student was unprepared and unable to present.

Attendance and Participation

Attendance is a crucial part of the class. Students are allowed 2 absences before deductions begin from the total 100 points. For every class missed after the allotted 2 absences, a total of 25 points will be deducted from the total.

Showing up for class late creates a disruption for the teacher and students. If you come to class more than 15 minutes late, your attendance will not count for that day.

Participation is also important. Students should strive to contribute to earn the possible 50 points.

Comet Creed

This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

“As a Comet, I pledge honesty, integrity, and service in all that I do.”

UT Dallas Syllabus Policies and Procedures

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.