



Course: Principles of Marketing
MKT3300.013.16F

Term: Fall 2016

Prerequisites: None.

Class meetings: MoWe 01:00PM - 02:15PM

Classroom: JSOM 12.218

Instructor's information

Instructor: Boram Lim

E-mail bx1131330@utdallas.edu

Office: JSOM 13.327

Office Hours: Tuesday 9AM – 12PM or by Appointment

Course website: <http://elearning.utdallas.edu>

Course description

This course teaches students the basic marketing concepts and functions in modern firms. As such, this is a survey class designed to provide insights into the basic principles of marketing management. In particular, it focuses on the strategies and tools a marketing manager may undertake to meet the needs of their customers.

We will first discuss the role of marketing and the business environment in which firms face their primary challenges and opportunities. We will then concentrate on marketing strategy, including segmentation, targeting, and positioning. A substantial amount of time will then be devoted to the execution of marketing strategies using specific marketing mix decisions.

Student learning objectives/outcomes

1. Students will be able to use and apply the Segmentation-Targeting-Positioning theoretical framework in marketing;
 2. Students will be able to describe and implement different pricing methods such as markup pricing and target pricing.
 3. Students will be able to group and organize marketing mix activities into the product, price, promotion, place (4P) classification framework.
 4. Students will be able to evaluate and implement ethical constraints.
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What will you gain from this course?

The class will help you increase your Marketing knowledge to make more informed business decisions, develop problem-solving skills useful as a business professional, and understand how your role as a Marketing manager will affect the environment in which the organization operates in.

Required Textbook

“Marketing” (12th Edition) by Kerin, Hartley, and Rudelius, McGraw-Hill/Irwin, 2012,
(ISBN: 978-0-07-802889-2)

Classroom and Instructor Policies

- *Attendance* is important and will be taken regularly every session.
- *Laptops & Cellphones*: please do NOT use laptops or any web surfing device in the class unless for course-related purposes. Also, please make sure that your cellphone is on silent before coming to the class.
- *Be punctual!* Please make every effort to be present for the beginning of class. I will take attendance at random times during the class, so do NOT come late or leave early.
- Assignments are individual and can be submitted either by email (to bxl131330@utdallas.edu) or hard copy in class.
- Please ensure all assignment and group report submissions are made on time. Assignments turned in late will be penalized. Normally, every day's delay will lower the maximum points by 10%.
- **No make-up exam** will be arranged except in the case of a pre-approved university absence.
- On this course there is no provision for 'extra credit' assignment in case of poor performance, so please make sure that you stay on top of all tests and assignments and perform consistently well throughout the course.

Grading Policy

Activity	Percentage %
Exam 1	20%
Exam 2	20%
Exam 3	20%
Assignment 1	5%
Assignment 2	5%
Class Participation	10%
Group Project	20%
Total	100%

- Your letter grade will be determined based on your Total points as follows:

Points	Letter grade
$97 \leq \text{Total} \leq 100$	A+
$93 \leq \text{Total} < 97$	A
$90 \leq \text{Total} < 93$	A-
$87 \leq \text{Total} < 90$	B+
$83 \leq \text{Total} < 87$	B
$80 \leq \text{Total} < 83$	B-
$77 \leq \text{Total} < 80$	C+
$73 \leq \text{Total} < 77$	C
$70 \leq \text{Total} < 73$	C-

$67 \leq \text{Total} < 70$	D+
$63 \leq \text{Total} < 67$	D
$60 \leq \text{Total} < 63$	D-
$\text{Total} < 60$	F

Class schedule (tentative and subject to change)

TENTATIVE CLASS SCHEDULE

Week	Date	Topic	Reading	Notes
1	Aug 22	Course Overview	Chapter 1	
	Aug 24	Introduction to Marketing	Chapter 1	Group Members List
2	Aug 29	Strategic Planning	Chapter 2	
	Aug 31	Marketing Environment	Chapter 3	
3	Sep 5	Labor day		
	Sep 7	Consumer Behavior	Chapter 5	Due of Project proposal
4	Sep 12	Consumer Behavior	Chapter 5	
	Sep 14	Segmentation, Targeting, and Positioning	Chapter 9	
5	Sep 19	Segmentation, Targeting, and Positioning	Chapter 9	
	Sep 21	Review for Exam 1		
6	Sep 26	Exam 1		
	Sep 28	Mini Presentations		
7	Oct 3	Marketing Research	Chapter 8	
	Oct 5	Advertising and Promotions	Chapter 17	
8	Oct 10	Advertising and Promotions	Chapter 18	
	Oct 12	New Product Development	Chapter 10	Due of Assignment 1
9	Oct 17	Product and Brand Strategy	Chapter 11	
	Oct 19	Review for Exam 2		
10	Oct 24	Exam 2		
	Oct 26	Pricing (I)	Chapter 13	
11	Oct 31	Pricing (I) & Pricing (II)	Chapter 13 & 14	
	Nov 2	Pricing (II)	Chapter 14	

12	Nov 7	Distribution Strategy	Chapter 15	
	Nov 9	Distribution Strategy	Chapter 15	Due of Assignment 2
13	Nov 14	Marketing Ethics	Chapter 4	
	Nov 16	Review for exam 3		
14	Nov 21	Fall Break. Happy Thanksgiving		
15	Nov 28	Exam 3		
15	Nov 30	<i>Student presentations</i>		
16	Dec 5	<i>Student presentations</i>		
	Dec 7			

Guidelines for Group Project

Summary of Objectives

The Group Marketing Project is the cornerstone of the Principles of Marketing class. The purpose of the group project is to provide each group of students the opportunity to demonstrate their comprehension of the subject material covered in the class by applying their knowledge towards a marketing objective of their choice.

In addition to the main objectives of identifying (1) an interesting Marketing Management problem and (2) developing a strategic solution to that problem, there are four objectives of the project:

- Gain hands-on experience applying the concepts you learn in class to realistic marketing situation, using a framework generally accepted by practitioners.
- Gain experience working with a team towards a common objective – a situation common in the business world.
- Practice public speaking / presentation skills
- Succinctly, but efficiently convey their plan in a well-organized and readable manner.

Project Grading Policy

The group project is worth 20% of each student's final grade (20 out of 100) and will be graded according to the following criteria:

Activity	Points
Presentation	5
Written report	10
Peer Evaluation	5
Total	20

Peer Evaluations: In order to evaluate individual student's contribution to the group work, each student will have an opportunity to evaluate other team members' contribution and performance confidentially on a peer

evaluation form at the end of the semester. Peer evaluation form will be attached to your Exam 3 paper. Please work as team and don't slack off on your groupmates! Be fair in rating others in peer evaluation form.

The project consists of a series of deliverables. The due dates for these are shown in the class schedule.

- **Group roster:** You will get into groups of 5-6 members. The names of these members must be delivered to the instructor. **(Due on Aug 24)**
- **Project proposals:** You must deliver a project proposal for the semester group project. The proposal should be at least one page, and include the company you want to work with and **what do you want to accomplish by doing so**. For example, a proposal which describes a company (say, Nintendo) is unacceptable. You should write about what you want to do to help Nintendo by identifying Marketing problems/opportunities. If you have several ideas, you can hand in more than one proposal. The instructor will consider these and will let each group know which idea will be carried out throughout the semester. **(Due on Sep 7)**
- **Mini presentations:** Each group in class will give a 7-minute presentation on the current status of their project. This is to ensure you have made adequate progress. Focus on mentioning what's done and what needs to be done. The instructor and the class will comment on this and provide feedback. **(on Sep 28)**
- **Final presentation:** Group members must deliver a 20-minute presentation of the Marketing plan. The presentation should focus on marketing mix (4p) and plans/recommendations/solutions for the company. Questions will then be asked by the instructor and audience. **(on Nov30, Dec 5)**
- **Written report:** You must deliver a written report with your Marketing plan. The report should include the Marketing problem that is being addressed, SWOT analysis, STP framework application and the Marketing mix. **(Due on Dec 5)**

Choosing an Interesting (and attainable) Problem

The objective of the Group Project consists of identifying a Marketing problem or opportunity for an organization and proposing a strategic solution to this problem using the tools a techniques discussion in this course. The following are some guidelines in this regard:

Which organization?: the organization can be a for-profit or non-profit organization. It may be a local business that you patronize or work for. Alternatively, the organization can also be related the university or simply an organization that you are interested in but have no connection to. There is no requirement as to the scope of the selected organization – therefore, the selected organization may operate on a local, national or international level.

The objective: once you identified a focal organization for your project, you must identify a meaningful and relevant Marketing objective to solve during the semester. To this end there two main requirements:

1. The objective has to be broad in the sense that a full marketing plan must be created. Thus, a marketing research or advertising project cannot be pursued (those are projects for more specialized classes you may take in the future).
2. The objective must have a *well-defined* marketing goal and objective. For example, “how can AT&T improve their profit?” is NOT a valid problem because strategies other than Marketing strategies can be implemented to affect such an outcome. Developing a plan to help Barnes and Noble compete with Amazon's new Kindle E-reader, increase awareness of Comet Cleaners dry-cleaning services

among University of Texas at Dallas students, or launch a new environmentally-friendly Inkjet printer ink cartridge for Hewlett-Packard or all “valid” marketing objectives.

Project Requirements

With an interesting and well-defined plan identified, you will begin work on the group project. The core of your work consists of preparing, delivering and presenting a Marketing Plan which outlines your group's solution to the Marketing problem you have identified. Your group is responsible for turning in both a written proposal report as well as a deck of PowerPoint presentation slides that will accompany the in-class presentation. Although you have some license to determine the content of your presentation slides, it is highly recommended that they follow a similar form as the written proposal report which **MUST** contain the following elements:

1. *Cover Page:*
 - The cover page must contain your group name (or number), the title of your project, the focal organization of your proposal and the list of group members.
2. *Table of Contents:*
 - The table of contents follows the cover page and should enumerate the elements of your proposal that follows.
3. *SWOT Analysis:*
 - To be able to produce solutions for an organization's problems you must first know the context in which the organization is operating currently. The SWOT analysis is useful as it summarizes the internal characteristics of the organization.
 - **Important:** be thorough and explore all possibilities here. Try to incorporate as much data as you can possibly find here (e.g. sales trends, industry reports, third-party surveys).
4. *STP Analysis:*
 - After the SWOT analysis is complete, you will need to use the STP framework. Here you will need to assess how the organization can most effectively segment their customers (i.e. the basis for segmentation), identify and describe these segments, and ultimately determine how best to position the organization's offering so it provides value for the targeted customers.
 - **Important:** again focus on the data here. You can collect either secondary (e.g. industry surveys) or primary (e.g. focus groups, interviews, your own surveys) data to justify the identified segments, why it is worthwhile to target them, and how to position the organization's offering.
5. *Marketing Mix:*
 - Once the previous two analyses are completed, the marketing mix can be developed for the chosen segment(s). Please keep in mind that your project should focus on the *strategic level* more so than the tactical level. For example, choosing between EDLP or HI-LO pricing strategy (and why) should be an objective, rather than determining the price of single item.
 - **Important:** Do not forget to use data to justify how you build your Marketing mix. Also, be creative and spend time looking at sources such as books or the trade press to come up with interesting ideas for the organization.
6. *Conclusion:*
 - Once you analyzed the problem from all marketing aspects, you will summarize all your suggested solutions in this section.
7. *References:*
 - The reference list should follow the APA citation format (c.f., <http://www.library.cornell.edu/resrch/citmanage/apa>).

Notes:

- Avoid generalized statements in your reports and your presentation. Collect data from multiple sources including, the organization itself, industry magazines, third party sources, reference sources, interviews, focus groups, and surveys. The expectation is that your marketing plan will reflect your strategic analysis of the data that you collect. And that your findings and proposals will be based on some underlying data analysis.
 - The report should be at least 15 pages (font 12, double spaced) and at most 30 pages (including all pictures and tables).
 - The cover page must include (1) the project title, (2) the focal organization, (3) the group number and, (4) the group member's names.
 - Consult your text book for guidance in preparing your marketing plan. The appendix of Chapter 2 provides an example of a marketing plan. In addition, please see the section, "building your marketing plan" at the end of each chapter to help you progress through the development of your own plan.
 - Good Luck!
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Student Conduct & Discipline

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, *A to Z Guide*, which is provided to all registered students each academic year.

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 *Rules and Regulations, Series 50000, Board of Regents, The University of Texas System*, and in Title V, Rules on Student Services and Activities of the university's *Handbook of Operating Procedures*. 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).

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.

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

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.

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.

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. 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.

Withdrawal from Class

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.

Student Grievance Procedures

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*.

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.

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.

Incomplete Grade Policy

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 **F**.

Disability Services

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.

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)

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 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.

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.

Religious Holy Days

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.

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.

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.

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