

# **MKT 3300-015 “Principles of Marketing” Course Syllabus Fall 2016**

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## **Course Information**

MKT 3300, Principles of Marketing, Fall 2016, M/W 16:00-17:15 p.m., JSOM 12.214

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## **Instructor Contact Information**

Xiaolin Li, 972-883-5821 or Email: [Xiaolin.Li@utdallas.edu](mailto:Xiaolin.Li@utdallas.edu)

Office: JSOM 13.221.

Office Hours are held on Mondays/Wednesdays 1-2:30 p.m. or upon request.

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## **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.

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## **Course Description**

This is a first course in marketing. The objective of this course is to introduce students to the principals and concepts of marketing, and to provide students with a framework to investigate how these principals and concepts can be used by a marketing manager to develop, evaluate and implement effective marketing strategies. The topics covered will be considered in light of the dynamically changing marketplace. Much of the material in this course builds upon itself; the key to success is staying current with the readings, and actively participating in class. Please feel free to ask questions if you don't understand something.

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## **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 evaluate and implement ethical constraints.
  4. Students will be able to evaluate marketing environment and identify significant problems and/or opportunities facing an organization.
  5. Students will be able to design and implement marketing programs, which include tactical decisions in product, pricing, distribution and promotion.
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## **Required Textbooks and Materials**

“Marketing”, 12<sup>th</sup> Edition or an older edition (for example, 11<sup>th</sup> edition), by Roger A. Kerin, Steven W. Hartley and William Rudelius, McGraw-Hill Irwin, 2013, ISBN: 9780077861032  
The course schedule describes the topics we will discuss and the required reading assignments for each class. Please read the assigned material ahead of time so that our discussions in the classroom maximize your learning. During the course, I may distribute some supplementary readings in the class to support our discussion periodically.

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**Tentative Course Schedule: Fall 2016**

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<b>Dates</b>	<b>Topics</b>	<b>Textbook Chapter</b>	<b>Assignment</b>
M Aug. 22	Course Overview		
W Aug. 24	Marketing Concept	Ch. 1	
M Aug. 29	Strategic Planning	Ch. 2	
W Aug. 31	Marketing Environment	Ch. 3	
M Sep. 5	Labor Day No Class		
W Sep. 7	Social Responsibility in Marketing	Ch. 4	
M Sep. 12	Consumer Behavior (I)	Ch. 5	<i>Study group membership form due</i>
W Sep. 14	Consumer Behavior (II)	Ch. 5	
M Sep. 19	Organizations and Customers	Ch. 6	<i>Class project introduced</i>
W Sep. 21	Marketing Research	Ch. 8	
M Sep. 26	Segmentation, Targeting, and Positioning (I)	Ch. 9	<i>Case 1 Introduced</i>
W Sep. 28	Segmentation, Targeting, and Positioning (II)	Ch. 9	
M Oct. 3	New Product Development (I)	Ch. 10&12	
W Oct. 5	New Product Development (II)	Ch. 10&12	<i>Case 1 write-up due</i>
M Oct. 10	Product and Brand Strategy	Ch. 11	<i>Class project outline due</i>
W Oct. 12	Review for Exam I (Midterm)		
M Oct. 17	Exam I (Midterm)		
W Oct. 19	Price Foundations	Ch. 13	
M Oct. 24	Pricing Strategy	Ch. 14	
W Oct. 26	Channel Strategy (I)	Ch. 15	
M Oct. 31	Channel Strategy (II)	Ch. 16	<i>Break-even analysis due</i>
W Nov. 2	Integrated Marketing Communication	Ch. 17	
M Nov. 7	Advertising & Sales Promotion	Ch. 18	
W Nov. 9	Guest Speaker (tentative)		<i>Case 2 write-up due</i>
M Nov. 14	Social Media and the Internet	Ch. 19	
W Nov. 16	Class Project Presentation		
M Nov. 21	Happy Thanksgiving!	No Class	
W Nov. 23	Happy Thanksgiving!	No Class	
M Nov. 28	Class Project Presentation		
W Nov. 30	Class Project Presentation		Group Project Report Collection

M Dec. 5	Recap and Quiz		
W Dec. 7	Exam II (Final Exam)		

Please note that the schedule is subject to change and you are responsible for keeping up with all the changes.

## Grading Policy

Final grades will be determined by your performance on:

Exam #I (Midterm)	25%
Exam #II(Final Exam)	25%
End of Semester Quiz	5%
Homework Assignments	15%
Class Project	20%
Class Attendance & Participation	10%

Your final score is determined by a weighted total of numerical scores for the above 5 grade components. Your letter grade for the course will be based on your final score relative to the class average. I expect approximately the top 30-40% of the class receive an A- or higher grade, the next 40-50% receive a B- to B+ grade, and the next 10-20% receive a C- to C+, and the remaining (up to 5% of the class) receive a D+ or lower, including an F.

## Exams

The two main midterm exams will be closed-book exams and will consist of multiple choice and/or short answer questions. I will look for application of what we have learnt in class. Sample exam questions will be available on course website one week before the exam. The exams will be non-cumulative, and will take place during regular class time and in our regular classroom.

### Make-Up Exams

**NO makeup or alternative exams will be given** unless something drastic happens to you and you can provide the instructor with valid proof (i.e., police report, hospital receipt with date and time on it).

## Homework Assignments

Homework assignments are individual assignments including two cases (one case study which will be introduced in class and one HBS case) and one break-even pricing exercise. The write-up should be typed, double space and not more than four pages long. All class assignments will be graded on a 5-POINT basis, unless otherwise noted,

and must be turned in at the beginning of class on the day specified to avoid receiving a zero for the assignment. No exceptions will be made on this.

The two cases:

Case 1: STP and New product development

Case 2: Harrington Collection: Sizing Up the Active-Wear Market

<https://hbr.org/product/harrington-collection-sizing-up-the-active-wear-market/3258-PDF-ENG>

## **Class Project**

The class project is group work. The project will have you apply marketing principles to a real world business situation. In this semester-long project, your group will be complete a marketing plan for an existing company of your choice. Groups will present their work in class at the end of the semester. There are two graded components:

- Project Outline (25%)
- Final presentation and deliverables (75%)

You may select your own study group for this project. By **September 12** you will need to have finalized your group (3~5 people). I reserve the right to add members to fill out a group or subtract members if your group has exceeded the required maximum size (5 people). Students looking for a group and groups looking for additional member(s) are encouraged to contact classmates directly, or talk with the instructor.

## **“Free Rider” Problem**

In the business world you live and die by the results of your team as a whole. I will give a single grade to all members of a group for group projects, but understand that there may be substantial “outlier” behavior by particular group members. Students are required to actively participate in group meetings and discussions, and complete all the work that is assigned by the study group. 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. If there appears to be consensus that one group member did not pull his or her weight (or alternatively, that one member was crucial to the team’s success), I will adjust an individual’s class project up or down according to the peer evaluation form (see “peer review” below). Please be fair in rating others.

More information about the class project is included in Appendix A.

## **Class Attendance and Participation**

Learning in this class will be related to your willingness to expose your insights and viewpoints to the critical judgment of your classmates. Thus, students are required to be prepared for class and participate in discussion and activities. Obviously, the best way to do this is to be in class. Here is how I grade it:

- High quality contributions in class on a Consistent Basis (80-100%)
- High or medium quality contributions on a Consistent or Semi-Consistent Basis (60-80%)
- Showed-up for every class (60%)

A nametag will be picked up by students at the beginning of each class, put at the students' desk during the class, and has to be turned back at the end of each class. At the back of the nametag, the students will assess their own performance of each class, and these scores will be considered when I grade participation scores. Besides, a roster will be circulated among the students to sign for the attendance in randomly selected classes. **PLEASE KEEP IN MIND: DO NOT SIGN FOR OTHERS & DO NOT FILL IN SCORES FOR OTHERS.**

## Re-Grade Policy

In case you are not satisfied with your scores on a particular segment of the evaluation (an examination, an assignment or the group write-up), you will need to submit a request to reevaluate **within one week** of receiving your scores. You will need to attach a sheet of paper to your assignment or exam with your name, student I.D. number and a short note explaining why you feel you deserve more points. Explanations should be precise and specific and should pertain to the content of the assignment or exam only. Thus explanations like "I worked really hard and deserve more points" or "My answer on this question is better than XYZ's" **will not be** acceptable.

Please note that reevaluation request for a particular segment of the course will entail a complete reevaluation of the entire exam or assignment. Thus, your score on that segment may go up, stay the same or move down depending on the new evaluation. I will return your reevaluation requests with the necessary changes within two weeks of receiving your requests.

## Classroom Policy for Cell Phones/Pager/PDA and Laptop

Students must turn their cell phones/pagers/PDAs off during class time. Laptop computer usage is also prohibited during class time.

## 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.

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 of the Board of Regents of the University of Texas System, Part 1, Chapter VI, Section 3, and in Title V, Rules on Student Services and Activities of the Course Syllabus Page 8, 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 (SSB 4.400, 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 and administration of the School of Management expect from our 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. We want to establish a reputation for the honorable behavior of our graduates, which extends throughout their careers. Both your individual reputation and the school's reputation matter to your success.

The Judicial Affairs website lists examples of academic dishonesty. Dishonesty includes, but is not limited to cheating, plagiarism, collusion, facilitating academic dishonesty, fabrication, failure to contribute to a collaborative project and sabotage. Some of the ways students may engage in academic dishonesty are:

- Coughing and/or using visual or auditory signals in a test;
- Concealing notes on hands, caps, shoes, in pockets or the back of beverage bottle labels;
- Writing in blue books prior to an examination;
- Writing information on blackboards, desks, or keeping notes on the floor;
- Obtaining copies of an exam in advance;
- Passing information from an earlier class to a later class;
- Leaving information in the bathroom;
- Exchanging exams so that neighbors have identical test forms;
- Having a substitute take a test and providing falsified identification for the substitute;
- Fabricating data for lab assignments;
- Changing a graded paper and requesting that it be regraded;
- Failing to turn in a test or assignment and later suggesting the faculty member lost the item;
- Stealing another student's graded test and affixing one's own name on it;
- Recording two answers, one on the test form, one on the answer sheet;
- Marking an answer sheet to enable another to see the answer;
- Encircling two adjacent answers and claiming to have had the correct answer;
- Stealing an exam for someone in another section or for placement in a test file;

- Using an electronic device to store test information, or to send or receive answers for a test;
- Destroying or removing library materials to gain an academic advantage;
- Consulting assignment solutions posted on websites of previous course offerings;
- Transferring a computer file from one person's account to another;
- Transmitting posted answers for an exam to a student in a testing area via electronic device;
- Downloading text from the Internet or other sources without proper attribution;
- Citing to false references or findings in research or other academic exercises;
- Unauthorized collaborating with another person in preparing academic exercises.
- Submitting a substantial portion of the same academic work more than once without written authorization from the instructor.

<http://www.utdallas.edu/judicialaffairs/UTDJudicialAffairs-Basicexamples.html>

Updated: August, 2011

Plagiarism on written assignments, especially from the web, from portions of papers for other classes, and from any other source is unacceptable.

During tests and quizzes, students in this section are not allowed to have with them any food or drinks, scratch paper, course materials, textbooks, notes, invisible ink pens, or electronic devices, including iPads, iPhones, iPods, MP3 Players, earphones, radios, smart phones, cameras, calculators, multi-function timepieces, or computers. When possible, students should sit in alternating seats, face forward at all times, and remove any clothing which might conceal eye movements, reflect images of another's work, or hide course material for copying. Exam proctors will monitor any communication or signaling between students by talking, whispering, or making sounds, or by using your hands, feet, other body movements, the test paper itself or your writing implement.

Students in this course suspected of academic dishonesty are subject to disciplinary proceedings, and if found responsible, the following minimum sanctions will be applied:

1. Homework – Zero for the Assignment
2. Case Write-ups – Zero for the Assignment
3. Quizzes – Zero for the Quiz
4. Presentations – Zero for the Assignment
5. Group Work – Zero for the Assignment for all group members
6. Tests – F for the course

These sanctions will be administered only after a student has been found officially responsible for academic dishonesty, either through waiving their right for a disciplinary hearing, or being declared responsible after a hearing administered by Judicial Affairs and the Dean of Student's Office .

In the event that the student receives a failing grade for the course for academic dishonesty, the student is not allowed to withdraw as a way of preventing the grade from being entered on their record. Where a student receives an F in a course and chooses to take the course over to improve their grade, the original grade of F remains on their transcript, but does not count towards calculation of their GPA.

The School of Management also reserves the right to review a student's disciplinary record, on file with the Dean of Students, as one of the criteria for determining a student's eligibility for a scholarship.

## Judicial Affairs Procedures

Under authority delegated by the Dean of Students, a faculty member who has reason to suspect that a student has engaged in academic dishonesty may conduct a conference with the student in compliance with the following procedures:

- (i) the student will be informed that he/she is believed to have committed an act or acts of academic dishonesty in violation of University rules;
- (ii) the student will be presented with any information in the knowledge or possession of the instructor which tends to support the allegation(s) of academic dishonesty;
- (iii) the student will be given an opportunity to present information on his/her behalf;
- (iv) after meeting with the student, the faculty member may choose not to refer the allegation if he/she determines that the allegations are not supported by the evidence; or
- (v) after meeting with the student, the faculty member may refer the allegations to the dean of students along with a referral form and all supporting documentation of the alleged violation. Under separate cover, the faculty member should forward the appropriate grade to be assessed if a student is found to be responsible for academic dishonesty;
- (vi) the faculty member may consult with the dean of students in determining the recommended grade;
- (vii) the faculty member must not impose any independent sanctions upon the student in lieu of a referral to Judicial Affairs;
- (viii) the faculty member may not impose a sanction of suspension or expulsion, but may make this *recommendation* in the referral documentation

If the faculty member chooses not to meet with the student and instead forwards the appropriate documentation directly to the dean of students, they should attempt to inform the student of the allegation and notify the student that the information has been forwarded to the Office of Dean of Students for investigation.

The student, pending a hearing, remains responsible for all academic exercises and syllabus requirements. The student may remain in class if the student's presence in the class does not interfere with the professor's ability to teach the class or the ability of other class members to learn. (See Section 49.07, page V-49-4 for information regarding the removal of a student from class).

Upon receipt of the referral form, class syllabus, and the supporting material/documentation from the faculty member, the dean shall proceed under the guidelines in the Handbook of Operating Procedures, Chapter 49, Subchapter C. If the respondent disputes the facts upon which the allegations are based, a fair and impartial disciplinary committee comprised of UTD faculty and students, shall hold a hearing and determine the responsibility of the student. If they find the student in violation of the code of conduct, the dean will then affirm the minimum sanction as provided in the syllabus, and share this information with the student. The dean will review the student's prior disciplinary record and assess additional sanctions where appropriate to the circumstances. The dean will inform the student and the faculty member of their decision.

## 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.*