

# **MKT 3300.017/018: PRINCIPLES OF MARKETING**

**Fall 2016**

**Instructor:** Yiyi Li  
**Class hours:** Tues & Thurs 10:00am-11:15am (MKT3300.017)  
Tues & Thurs 11:30am-12:45pm (MKT3300.018)  
**Class Location:** JSOM 1.212 (MKT3300.017)  
JSOM 1.107 (MKT3300.018)  
**Office:** JSOM 13.210  
**Office Hours:** Tues 3:00-5:00 PM or by Appointment  
**E-mail:** [yx111020@utdallas.edu](mailto:yx111020@utdallas.edu)  
**Phone:** 214-912-5866 (for emergency only)  
**Course Website:** [elearning.utdallas.edu](http://elearning.utdallas.edu) (For downloading lecture notes, submitting assignments and accessing grades)

## **Textbook:**

Kerin, Hartley and Rudelius, *Marketing* (12<sup>th</sup> ed.), Irwin McGraw-Hill, 2013  
(\*The 11<sup>th</sup> edition is also acceptable.)

## **Course Description:**

This course introduces basic marketing concepts and functions in modern business world. In particular, it focuses on STP: market segmentation, targeting and positioning and 4Ps of marketing: product development, pricing, promotion and places of distribution. In addition, students are exposed to marketing research, marketing strategy, Internet and global marketing, consumer and organizational behavior, retailing, and ethical and social responsibility in marketing. A special emphasis will be placed on how to apply the concepts and methods learned in class in real world situations.

## **Student Learning Objectives/Outcomes:**

1. Students will be able to group and organize marketing mix activities into the product, price, promotion/advertising, place (4P) classification framework;
2. Students will be able to use and apply the Segmentation-Targeting-Positioning theoretical framework in Marketing;

3. Students will be able to describe and implement different pricing methods such as markup pricing and target pricing;
4. Students will be able to evaluate and implement ethical constraints.

### **Grading Policy:**

Exam 1	20 points
Exam 2	20 points
Exam 3	20 points
Term Project Proposal	5 points
Term Project Presentation	20 points
Individual Assignments	10 points
Attendance and Participation	5 points
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Total	100 points

Letter grades will be assigned as follows:

A+: 96 - 100	A: 92 – 95	A-: 88 - 91	B+: 84 - 87	B: 80 - 83	B-: 76 - 79
C+: 72 - 75	C: 68 – 71	C-: 64 - 67	D+: 60 - 63	D: 56 - 59	D-: 52 - 55
F: 0 - 51					

### **Exams**

Three closed-book/closed-note exams will be given throughout the semester. The exams will be non-cumulative, and will take place during regular class time and in our regular classroom. They will consist of multiple choices and short answer questions. Specifics of the exam will be given during the review session before each exam.

Requests for rescheduling an exam will only be considered under special circumstances such as governmental duties or a written medical excuse. Please plan your schedule accordingly.

### **Marketing Plan:**

A major objective of this class is the development of the ability to apply the concepts and methods covered in class to a real business problem. The “Marketing Plan” project is designed to serve this purpose. It will be composed of a written report as well as an oral presentation. The project will be conducted in a group format to develop student’s communication skills and the ability to work in a team. Each group should have **no more than SIX members**. Group roaster should be submitted to the instructor by **week 3 (Sep 8)**.

Choosing a valid topic that entuses you is the first step in writing a successful marketing plan. The instructor will provide a suggested list of business for you to choose from. You are

also strongly encouraged to pick topics – family businesses, local small businesses, or student organizations - on your own. Do pick a topic that you can gather enough detailed first-hand information. Talk to the instructor if you are unsure about how to select the topic of your marketing plan. A two-page project proposal should be submitted by **week 6 (Sep 29)**. In the proposal, you need to describe the business or organization that you want to work with, and briefly explain what you want to accomplish by doing so.

We will discuss how to develop a marketing plan in class. But in general, the marketing plan should include the following contents:

1. Situation Analysis

Your marketing plan will include a situation analysis based on internal and external factors that are likely to affect your marketing program. Useful tools to help organize situation analysis include **SWOT analysis, 5-force analysis, 4-C framework**, etc.

2. Marketing Strategy

Use **STP** framework to analyze which products will be directed toward which customers.

3. Strategy Implementation

Based on the analysis in the first two parts, you need to make recommendations to the company on the marketing mix (**the 4Ps**) in this part. You can give a comprehensive recommendation on all four Ps, or you may choose one or two Ps that you think is the most important to the firm's success.

Groups will present their work in class at the end of the semester. Each group is expected to prepare a 20-minute presentation with PowerPoint slides. Every member should participate in the presentation.

### **Assignments:**

Two individual assignments will be given based on the material discussed in class and assigned readings. Each assignment is worth 5 points. The assignments will consist of simple calculations, short answer questions and small write-ups. I will post the assignments on course website during the semester.

Unless otherwise noted, the assignments must be turned in at the beginning of class on the day specified to avoid receiving a zero. **Late homework will not be accepted.**

### **Attendance and Participation:**

Active class participation is important to your learning. Class participation contributions will be based on the creativity, frequency, and quality of your input.

## **Course & Instructor Policies**

### **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, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3*, 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.

### **Off-Campus Instruction and Course Activities**

Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at the website address given below. Additional information is available from the office of the school dean. ([http://www.utdallas.edu/BusinessAffairs/Travel\\_Risk\\_Activities.htm](http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm))

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

## TENTATIVE CLASS SCHEDULE

Date	Topic	Reading	Notes
Aug 23 Aug 25	Course Overview, Introduction to Marketing	CH 1	
Aug 30 Sep 1	Strategic Planning and Marketing Environment	CH 2 & 3	
Sep 6 Sep 8	Consumer Behavior	CH 5	Group roster due
Sep 13 Sep 15	Segmentation, Targeting and Positioning (STP)	CH 9	
Sep 20	Writing a Marketing Plan & Exam 1 Review		Assignment 1 due
<b>Sep 22</b>	<b>Exam 1</b>		
Sep 27 Sep 29	New Product Development	CH 10	Project proposal due
Oct 4 Oct 6	Product Strategy	CH 11	
Oct 11 Oct 13	Advertising and Promotions	CH 17 & 18	
Oct 18	Guest Speaker (TBD) & Exam 2 Review		
<b>Oct 20</b>	<b>Exam 2</b>		
Oct 25 Oct 27 Nov 1	Pricing	CH 13 & 14	
Nov 3 Nov 8 Nov 10	Channels of Distribution and Retailing	CH 15 & 16	
Nov 15	Ethical Issues and Social Responsibility & Exam 3 Review	CH 4	Assignment 2 due
<b>Nov 17</b>	<b>Exam 3</b>		
Nov 22 Nov 24	Fall Break – Have Fun!		
Nov 29 Dec 1 Dec 6	Group Presentations		