

MKT 3300.502: PRINCIPLES OF MARKETING

Spring 2016

Instructor: Ye Qiu
Class hours: Friday 7:00pm-9:45pm
Class Location: JSOM 2.107
Office: JSOM 13.313
Office Hours: Friday 2:00pm-4:00pm or by Appointment
E-mail: yxq110430@utdallas.edu
Phone: 518-530-0194 (for emergency only)
Course Website: elearning.utdallas.edu (For downloading lecture notes, submitting assignments and accessing grades)

Textbook:

Kerin, Hartley and Rudelius, *Marketing* (12th ed.), Irwin McGraw-Hill, 2013
(*The 11th 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
Marketing Plan (written report + presentation)	25 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 and Quiz

Three closed-book/closed-note exams will be given throughout the semester. The exams and quiz 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 or quiz will only be considered under special circumstances such as governmental duties or a written medical excuse. Please plan your schedule accordingly.

Marketing Plan:

Mini presentation & Proposal	5 points
Final presentation & Report	20 points
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Total	25 points

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. 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 **4-6 members**. Group roaster should be submitted to the instructor by **week 2 (Sep 2)**. I reserve the right to add members to fill out a group or subtract members if your group has exceeded the required

maximum size (6 people). Students looking for a group and groups looking for additional member(s) are encouraged to contact classmates directly, or talk with the instructor.

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.

More information about the class project will be posted on eLearning by first class.

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. Students need to sign the attendance sheet each class except exam weeks and presentation week. Each student is allowed to be absent at most one time during the whole semester. If you cannot attend the class, please notify me through email before the class. Any subsequent absences will cost you 0.5 point of participation each time.

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 I, 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)

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

TENTATIVE CLASS SCHEDULE

Date	Topic	Reading	Notes
Aug 26	Course Overview, Introduction to Marketing	CH 1	
Sep 2	Strategic Planning and Marketing Environment	CH 2 & 3	Group roster
Sep 9	Consumer Behavior	CH 5	
Sep 16	Marketing Research	CH 8	
Sep 23	Segmentation, Targeting and Positioning (STP)	CH 9	Project Proposal Exam 1 Review
Sep 30	Exam 1		Assignment 1 Due

			Mini presentation
Oct 7	Product Strategy	CH 10 & 11	
Oct 14	Pricing (I)	CH 13	
Oct 21	Pricing (II) and Ethics	CH 14 & 4	Exam 2 Review
Oct 28	Exam 2 Social Media	 CH 19	Assignment 2 Due
Nov 4	Advertising and Promotions	CH 17 & 18	
Nov 11	Channels Strategy	CH 15 & 16	Exam 3 Review
Nov 18	Final Presentation		
Nov 25	Fall Break		
Dec 2	Exam 3		Report Due