

## *Course Syllabus*

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### **Course Information**

<i>Course Number/Section</i>	MKT 3300-006
<i>Course Title</i>	Principles of Marketing
<i>Term</i>	Fall 2016
<i>Days &amp; Times</i>	M/W/F 10:00 - 10:50 a.m.

### **Professor Contact Information**

<i>Professor</i>	Rita Bargerhuff
<i>Other Phone</i>	214-321-3456
<i>Email Address</i>	rxb154430@utdallas.edu
<i>Office Location</i>	SOM 13.417
<i>Office Hours</i>	Mondays / Wednesdays 11:00 - 12:00 p.m. or upon request

### **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**

An overview of marketing principles including marketing planning, understanding customer's decision making environment, measurement of market performance, product and branding decisions, advertising and promotions, pricing, and distribution. Special emphasis placed upon the determination and evaluation of market segments.

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

1. Be able to describe and identify the vital components of Marketing Management
2. Be able to use and apply the Segmentation-Targeting-Positioning framework in Marketing.
3. Be able to describe and implement different pricing methods such as markup pricing and target pricing.
4. Be familiar with the terminology of marketing.
5. Be familiar with ethical issues in marketing.
6. Be able to develop and present a marketing plan.

### **Required Textbooks and Materials**

#### *Required Texts and Materials*

"Marketing" 12 by Kerin, Hartley, Rudelius, McGraw-Hill 2015 ISBN: 9780077861032 (Older versions permissible)

### **Suggested Course Materials**

Suggested course materials also include exposure to reputable business publications such as the Wall Street Journal, Bloomberg Business Week, Forbes and Wired, and to the course textbook website at [www.mhhe.com/kerin](http://www.mhhe.com/kerin) for supplemental reading and learning materials.

## Assignments & Academic Calendar

*Topics, Reading Assignments, Due Dates, Exam Dates*

*Tentative and subject to change at discretion of instructor.*

Week	Date	Topic	Reading Assignments, Due Dates, Exam Dates
1	M 8/22	➤ Course Introduction ➤ In-Class Exercise	
1	W 8/24	Creating Customer Relationships and Value through Marketing	Chapter 1
1	F 8/26	Developing Successful Marketing & Organizational Strategies	Chapter 2
2	M 8/29	Developing Successful Marketing & Organizational Strategies	Chapter 2
2	W 8/31	➤ Developing Successful Marketing & Organizational Strategies ➤ Paradise Kitchens (Class Exercise)	Chapter 2 + Appendix
2	F 9/2	Scanning the Marketing Environment	Chapter 3
3	M 9/5		<b>LABOR DAY HOLIDAY</b>
3	W 9/7	Ethical & Social Responsibility in Marketing	Chapter 4 <b>Group Member List Due</b>
3	F 9/9	Ethical & Social Responsibility in Marketing	Chapter 4
4	M 9/12	Understanding Consumer Behavior	Chapter 5
4	W 9/14	Understanding Consumer Behavior	Chapter 5
4	F 9/16	Exam 1 Test Review	
5	M 9/19		<b>EXAM 1</b> (Chapters 1, 2, 3, 4 & 5)
5	W 9/21	➤ Exam 1 Post-Test Review ➤ Marketing Research: From Customer Insights to Actions	Chapter 8
5	F 9/23	Marketing Research: From Customer Insights to Actions	Chapter 8
6	M 9/26	➤ Group Project Check-in ➤ Market Segmentation, Targeting & Positioning	Chapter 9
6	W 9/28	Market Segmentation, Targeting & Positioning	Chapter 9 <b>Group Project Proposal Due</b>
6	F 9/30	Guest Speaker: TBA	Chapter 9
7	M 10/3	Market Segmentation, Targeting & Positioning	Chapter 9
7	W 10/5	Developing New Products & Services	Chapter 10
7	F 10/7	Developing New Products & Services	Chapter 10
8	M 10/10	Managing Successful Products, Services & Brands	Chapter 11

8	W 10/12	Managing Successful Products, Services & Brands	Chapter 11
8	F 10/14	Exam 2 – Test Review	
9	M 10/17		<b>Exam 2</b> (Chapters 8, 9, 10 & 11)
9	W 10/19	Exam 2 – Post-Test Review	
9	F 10/21	Advertising, Sales Promotion and Public Relations	Chapter 18
10	M 10/24	Advertising, Sales Promotion and Public Relations	Chapter 18
10	W 10/26	Group Project Check-in	
10	F 10/28	Guest Speaker: TBA	Chapter 18
11	M 10/31	Using Social Media to Connect with Consumers	Chapter 19
11	W 11/2	Using Social Media to Connect with Consumers	Chapter 19
11	F 11/4	Guest Speaker: TBA	Chapter 19
12	M 11/7	Arriving at the Final Price	Chapter 14
12	W 11/9	Arriving at the Final Price	Chapter 14
12	F 11/11	Managing Marketing Channels and Supply Chains	Chapter 15
13	M 11/14	Managing Marketing Channels and Supply Chains	Chapter 15
13	W 11/16	Guest Speaker - TBA	Chapter 15
13	F 11/18	Group Project Check-in	
14	M 11/21		<b>Fall Break</b>
14	W 11/23		<b>Fall Break</b>
14	F 11/25		<b>Thanksgiving Break</b>
15	M 11/28	Exam 3 – Test Review	
15	W 11/30		<b>Exam #3</b> (Chapters 14, 15, 18 & 19)
15	F 12/2	Group Presentations	Group 1, 2, 3
16	M 12/5	Group Presentations	Group 4, 5, 6
16	W 12/7	Group Presentations	Group 7, 8, 9, 10
16	F 12/9	Group Written Project	<b>Written Project Report Due</b>

**Grading Policy**

Grades will be determined using the following point system:

Assignment	Maximum Points Available
Exam #1	100
Exam #2	100
Exam #3	100
Group Project	150
Team Presentation	50
Participation Points	20
Total points	520

The grading scale based on total points of 520 is as follows:

510-520	(98-100%)	= A+
489-509	(94-97%)	= A
468-488	(90-93%)	= A-
452-467	(87-89%)	= B+
437-451	(84-86%)	= B
416-436	(80-83)	= B-
400-415	(77-79%)	= C+
385-399	(74-76%)	= C
364-384	(70-73)	= C-
348-363	(67-69)	= D+
333-347	(64-66)	= D
312-332	(60-63)	= D-

and below 312 is failing

**Course Policies***Make-up exams*

Make-up exams may be taken under certain circumstances of illness/family death or emergency if students contact me (if possible before the scheduled exam) and provide written proof of why they could not take the exam (i.e., doctor's note).

*Extra Credit*

Extra Credit work may be assigned to the class in the course of the semester at the discretion of the instructor.

### *Assignment Due Dates*

Assignments are due at the *beginning* of class on the indicated due date.

### *Late Work*

Late work will be accepted IF the student has advised me in advance and I have approved the revised deadline. Depending on circumstances, 5 points per each late day may be deducted.

### *Special Assignments*

#### **Group Project**

There will be one Group Project worth 150 points. The objectives of the Group Project is as follows:

- Apply the principles of marketing learned in class
- Develop an informative and engaging presentation; a highly-valued skill set for many roles and professions
- Work collaboratively with a team and benefit from varied backgrounds and perspectives
- Further develop public speaking and presentation skills.

### *Project Grading:*

The group project is worth 200/520 points (38%). The written report is worth 150 points; the group presentation is also worth 50 points.

#### ***Below are the due dates related to the Group Project:***

Group Member List: Each group will consist of 4 or 5 members. This list must be provided to the instructor by **Friday, September 6 (Week 2)**.

Project Proposal: The project proposal is a one page document, and will outline the new product, service or concept you plan to launch. The document will include the following:

- List of group members
- Brief description of the product / service / concept you plan to launch
- Rationale for the selection (e.g., product needed by university students we spoke with; Moms have found current service levels of a particular type of baby service frustrating; young professionals are looking for this type of entertainment). For guidance, reference Chapters 5 (Understanding Consumer Behavior) and Chapter 8 (Marketing Research: From Customer Insights to Actions).

The project proposal is due to the instructor by **Monday, September 28 (Week 6)**.

### **Project Report:**

- Cover page to include: Name of new product / service / concept; Team number; Team members' names; Date
- Executive summary: A one page summary of the main points of the plan
- Body of the report to include:
  - SWOT & STP Analysis, as foundational elements for the plan
  - Identify the need and the target
  - Validate the need and the marketing approach with research
  - Define the competitive landscape
  - Identify any relevant economic, political or social trends (impact can be positive or negative)
  - Define the uniqueness of the offering; how will you position
  - Where will you launch (channels of distribution)

- How will you price and why
- How will you get the word out (provide a 1 year marketing calendar)
- What does success look like
- Present financial projections of revenues and costs for 1st 12 months; footnote the rationale
- Are there complementary products / services that could be introduced at some point
- Include a Reference page for sources; use the bibliography form and proper footnoting
- Include images, prototypes, diagrams or any visuals to help illustrate the product or service.

For guidance, reference Appendix A - Building an Effective Marketing Plan.

#### Class Presentation:

The group will present the new product / service plan to the class. ALL team members are required to participate; anyone not participating will receive zero points. Presentations must be no longer than 10 minutes. The presentation format and content will be decided by the team; using the written report as a guideline is recommended. **Group presentations will be scheduled December 2, December 4 and December 7.**

#### 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.”

#### Sharing Confidential Information

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Students considering sharing personal information in email, in person, or within assignments or exams should be aware that faculty members and teaching/research assistants are required by UT Dallas policy to report information about sexual misconduct to the UT Dallas Title IX Coordinator. Per university policy, faculty have been informed that they must identify the student to the UT Dallas Title IX Coordinator. Students who wish to have confidential discussions of incidents related to sexual harassment or sexual misconduct should contact the Student Counseling Center (972-883-2527 or after hours 972-UTD-TALK or 972-883-8255), the Women's Center (972-883-8255), a health care provider in the Student Health Center (972-883-2747), the clergyperson (or other legally recognized religious advisor) of their choice, or an off-campus resource (i.e., rape crisis center, doctor, psychologist). Students who are sexually assaulted, harassed, or victims of sexual misconduct, domestic violence, or stalking, are encouraged to directly report these incidents to the UT Dallas Police Department at 972-883-2222 or to the Title IX

Coordinator at 972-883-2218. Additional information and resources may be found at <http://www.utdallas.edu/oiec/title-ix/resources>.

## **Campus Carry**

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The University's concealed handgun policy is posted on the campus carry website: <https://www.utdallas.edu/campuscarry/>

## **Technical Support**

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If you experience any issues with your UT Dallas account, contact the UT Dallas Office of Information Technology Help Desk: [assist@utdallas.edu](mailto:assist@utdallas.edu) or call 972-883-2911.

UT Dallas provides eLearning technical support 24 hours a day/7 days a week. The services include a toll free telephone number for immediate assistance (1-866-588-3192), email request service, and an online chat service. Please use this link to access the UTD eLearning Helpdesk: <http://www.utdallas.edu/elearning/eLearningHelpdesk.html>.

## **Field Trip Policies, Off-Campus Instruction and Course Activities**

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Off-campus, out-of-state, foreign instruction/travel, and course-related field trip activities are subject to state law and University policies and procedures regarding travel and risk-related activities.

Detailed information regarding this policy, in accordance to *Texas Education Code*, Section 51.950, can be accessed at the UT Dallas Policy Navigator, <http://policy.utdallas.edu/utdbp3023>, and at <http://www.utdallas.edu/administration/insurance/travel>. Additional information is available from the office of the school dean.

## **Student Conduct and Discipline**

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The University of Texas System (Regents' Rule 50101) 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 UT Dallas online catalogs (<http://catalog.utdallas.edu>).

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 Student Code of Conduct, UTDSP5003 (<http://policy.utdallas.edu/utdsp5003>). Copies of these rules and regulations are available to students in the Office of Community Standards and Conduct, where staff members are available to assist students in interpreting the rules and regulations (SSB 4.400, 972-883-6391) and online at <https://www.utdallas.edu/conduct/>.

A student at the University neither loses their 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 its 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**

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

**Academic Dishonesty:** Academic dishonesty can occur in relation to any type of work submitted for academic credit or as a requirement for a class. It can include individual work or a group project. Academic dishonesty includes plagiarism, cheating, fabrication, and collaboration/collusion. In order to avoid academic dishonesty, it is important for students to fully understand the expectations of their professors. This is best accomplished through asking clarifying questions if an individual does not completely understand the requirements of an assignment.

Additional information related to academic dishonesty and tips on how to avoid dishonesty may be found here: <https://www.utdallas.edu/conduct/dishonesty/>.

## **Copyright Notice**

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It is the policy of the University of Texas at Dallas to adhere to the requirements of the United States Copyright Law of 1976, as amended, (*Title 17, United States Code*), including ensuring that the restrictions that apply to the reproduction of software are adhered to and that the bounds of copying permissible under the fair use doctrine are not exceeded. Copying, displaying, reproducing, or distributing copyrighted material may infringe upon the copyright owner's rights. Unauthorized



distribution of copyrighted material, including unauthorized peer-to-peer file sharing, may subject students to appropriate disciplinary action as well as civil and criminal penalties. Usage of such material is only appropriate when that usage constitutes "fair use" under the Copyright Act. For more information about the fair use exemption, see <http://copyright.lib.utexas.edu/copypol2.html>. As a UT Dallas student, you are required to follow UT Dallas' copyright policy (UTDPP1043 at <http://policy.utdallas.edu/utdpp1043>) and the UT System's policy, UTS107 at <http://www.utsystem.edu/board-of-regents/policy-library/policies/uts107-use-copyrighted-materials>.

## **Email Use**

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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. All official student email correspondence will be sent only to a student's UT Dallas email address and UT Dallas will only consider email requests originating from an official UT Dallas student email account. This allows the University to maintain a high degree of confidence in the identity of each individual's corresponding via email and the security of the transmitted information. The University of Texas at Dallas furnishes each student with a free email account that is to be used in all communication with university personnel. The Office of Information Technology provides a method for students to have their UT Dallas mail forwarded to other email accounts. To activate a student UT Dallas computer account and forward email to another account, go to <http://netid.utdallas.edu>.

## **Class Attendance**

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Regular and punctual class attendance is expected. Students who fail to attend class regularly are inviting scholastic difficulty. Absences may lower a student's grade where class attendance and class participation are deemed essential by the instructor. In some courses, instructors may have special attendance requirements; these should be made known to students during the first week of classes.

## **Withdrawal from Class**

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The administration at UT Dallas has established deadlines for withdrawal from any course. These dates and times are published in the Comet Calendar (<http://www.utdallas.edu/calendar>) and in the Academic Calendar (<http://www.utdallas.edu/academiccalendar>). It is the student's responsibility to handle withdrawal requirements from any class. In other words, a

professor or other instructor cannot drop or withdraw any student unless there is an administrative drop such as the following:

- Have not met the prerequisites for a specific course
- Have not satisfied the academic probationary requirements resulting in suspension
- Office of Community Standards and Conduct request
- Have not made appropriate tuition and fee payments
- Enrollment is in violation of academic policy
- Was not admitted for the term in which they registered

It is the student's responsibility to complete and submit the appropriate forms to the Registrar's Office and ensure that he or she will not receive a final grade of "F" in a course if he or she chooses not to attend the class after being enrolled.

## **Student Grievance Procedures**

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Procedures for student grievances are found in university policy UTDSP5005 (<http://policy.utdallas.edu/utdsp5005>). In attempting to resolve any student grievance regarding disputes over grades, application of degree plan, graduation/degree program requirements, and thesis/and dissertation committee, adviser actions and/or decisions, evaluations, and/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 originated.

## **Incomplete Grade Policy**

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As per university policy, incomplete grades may be given, at the discretion of the instructor of record for a course, when a student has completed at least 70% of the required course material but cannot complete all requirements by the end of the semester. An incomplete course grade (grade of 'I') must be completed within the time period specified by the instructor, not to exceed eight (8) weeks from the first day of the subsequent long semester. Upon completion of the required work, the symbol 'I' may be converted into a letter grade (A through F). If the grade of Incomplete is not removed by the end of the specified period, it will automatically be changed to F.

## **AccessAbility Services**

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It is the policy and practice of The University of Texas at Dallas to make reasonable accommodations for students with properly documented disabilities. However, written notification from the Office of Student AccessAbility (OSA) is required. If you are eligible to receive an accommodation and would like to request it for this course, please discuss it with your professor and allow one week advance notice. Students who have questions about receiving accommodations, or those who have, or think they may have, a disability (mobility, sensory, health, psychological, learning, etc.) are invited to contact OSA for a confidential discussion. OSA is located in the Student Services Building, SSB 3.200. They can be reached by phone at 972-883-2098, or by email at [studentaccess@utdallas.edu](mailto:studentaccess@utdallas.edu).

## **Religious Holy Days**

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The University of Texas at Dallas will excuse a student from class or other required activities, including examinations and travel time for the observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, of the *Texas Tax Code*.

Students are encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment.

Excused students will be allowed to take missed exams or complete assignments 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 President of UT Dallas or from the President's designee. The chief executive officer or designee must take into account the legislative intent of *Texas Education Code* 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

## Resources to Help You Succeed

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The Office of Student Success operates the Student Success Center (SSC, <http://www.utdallas.edu/studentsuccess>), which offers assistance to students in the areas of writing, mathematics, communication, multiple science fields, reading, study skills, and other academic disciplines. These services are available through individual and small group appointments, workshops, short courses, and a variety of online and instructional technologies. All students enrolled at UT Dallas are eligible for these services.

The **Math Lab** gives short-term and semester long support for a variety of introductory and advanced mathematics courses. Students may drop in to visit with a math tutor on a regular basis. Comet card is required.

The **Writing Center** offers a collaborative learning environment for one-to-one and small group assistance with general and advanced writing assignments and overall writing skills. Scheduling an appointment is strongly recommended, but walk in appointments are possible if a tutor is available.

The **Peer Tutoring** program offers free tutoring assistance in multiple locations for many of the historically challenging undergraduate subjects at UT Dallas. Tutoring sessions, offered every weekday on a drop-in basis, are one-on-one or in a small group format. The sessions are designed to meet students' individual questions and needs related to course/subject concepts. All peer tutors are current UT Dallas students who made an A- or better in the course and have a strong faculty/staff recommendation. Students should check the Student Success Center website each semester for subject offerings and session times.

The **Peer-Led Team Learning (PLTL)** program provides an active, engaged learning experience for students who meet in small groups once a week with a Peer Leader who helps guide them through a potentially difficult gateway course. Students that attend sessions regularly typically earn a half to a whole letter grade higher than students that do not participate in the PLTL program.

**Supplemental Instruction (SI)** provides free, peer-facilitated weekly study sessions for students taking historically difficult courses. SI sessions encourage active, collaborative learning based on critical thinking and transferable study skills. SI leaders attend lectures, take notes, and read assigned material just like the enrolled students. Students should check the SSC website for subject and session times.

The **Communication Lab (CommLab)** offers one-on-one and group consultations where you will gain practical feedback for improving oral and group presentations.

**Success Coaches** are available for individual student appointments to discuss study skills, time management, note taking, test taking and preparation, and other success strategies.

The Student Success Center's main office is located in the McDermott Library Building and can be contacted by calling 972-883-6707 or by sending an email to [ssc@utdallas.edu](mailto:ssc@utdallas.edu).

*Content of this document was last modified by the Provost's Office, 2016-07-20  
Webpage updated by the Provost's Technology Group, 2016-08-02*

***The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.***