

MKTG 3300 Principles of Marketing

Naveen Jindal School of Management

Professor	Dr. Gonca P. Soysal
Term	Fall 2016
Section	002
Class Hours	Fridays 1:00 -3:45 p.m.
Class Location	JSOM 2.803

Contact Information

Office	JSOM 13.324
Phone	972-883-5921
Email	gonca.soysal@utdallas.edu (preferred method of communication)
Office Hours	By appointment
Course Website	http://elearning.utdallas.edu
Teaching Assistant	Chenxi Liao, cx1143730@utdallas.edu

Textbook

Kerin, Hartley and Rudelius, **Marketing** (13th edition), McGraw Hill-Irwin, ISBN: 978-1259573545

Course Description and Objectives

This course is intended to introduce students to the essentials of marketing: the creation of value for customers and firms and the strategies and methods marketers use to successfully operate in today's dynamic business environment. Upon completion of the course, students will be able to:

1. Define and understand the marketing concept and the marketing process.
 2. Conduct situation analysis using the 4C's (Company-Customers-Competition-Context) framework.
 3. Describe and implement marketing strategy setting applying the STP (Segmentation-Targeting-Positioning) framework.
 4. Describe and implement elements of a company's marketing mix (4P's): Product, price, promotion/advertising, place/distribution channels.
 5. Describe and implement different pricing methods such as markup pricing and target pricing.
 6. Recognize, evaluate and implement ethical constraints when making marketing decisions.
-

Tentative Class Schedule

Date	Topic	Due	Reading
August 26	Course Overview		
September 2	Introduction to Marketing		Ch. 1
September 9	Strategic Planning Marketing Environment	Personal Info Sheets	Ch. 2, 3
September 16	Consumer Behavior	Assignment 1	Ch. 5
September 23	Marketing Research		Ch. 8
September 30	EXAM 1		
October 7	Segmentation, Targeting, and Positioning		Ch. 9
October 14	Product Strategy	Assignment 2	Ch. 10,11
October 21	In Class Group Work		
October 28	Pricing Strategy	Assignment 3	Ch. 13,14
November 4	EXAM 2	Assignment 4	
November 11	Channel Strategy		Ch.15,16, 21
November 18	Promotion Strategy Ethical Issues		Ch. 17,18, 19 Ch. 4
November 25	NO CLASS – HAPPY THANKSGIVING	Happy Thanksgiving	
December 2	EXAM 3		

Course Requirements and Grading Policy

Exam 1	25 %
Exam 2	25 %
Exam 3	30 %
Assignments	10 %
Class Participation and Attendance	<u>10 %</u>
TOTAL	100%

Letter Grade Distribution:

A	90 and above	C	70 – 72
A-	87 – 89	C-	67 – 69
B+	83 – 86	D+	63 – 66
B	80 – 82	D	60 – 62
B-	77 – 79	D-	57 – 59
C+	73 – 76	F	56 and below

Course Communication:

We will heavily use the web based eLearning tool. You will use your UTD NetID to login directly at <https://elearning.utdallas.edu>. Please familiarize yourself if you have never used this tool before. <http://www.utdallas.edu/elearning/students/cstudents.htm> is a good place to start. I will regularly post announcements, assignments, class notes, project documents, group lists, grades and any other course related communication on the eLearning page. It is your responsibility to log in frequently and check for updates. Remember the instructors have the capability to track individual students' activity on eLearning. We will also use a Facebook closed group page to enhance our class and group discussions.

Exams: We will have three exams. The exams will be closed-book and will consist of a combination of multiple-choice and short answer type questions. The exams will be non-cumulative and added together will account for 80% of your total grade. The first exam will take place on **September 30th**, the second exam will take place on **November 4th**, and the third exam will take place on **December 2nd**. All exams will be at regular class time and in our regular classroom.

Important Note: No make-up exams will be allowed unless under extreme personal situations with proper documentation (e.g. doctor's note, accident report). Please plan accordingly.

You are required to take all exams. Giving a makeup test is solely in my discretion. Vacation plans, project or class conflicts, doctor's appointments do not count as valid excuses.

Being late to a test is very disruptive to your classmates and I will deduct points (the number of points is in my discretion) if you are late. Also, if one student finishes the test and leaves the classroom before you arrive, you will **not** be allowed to take the exam and you will **not** be allowed a make-up.

Class Attendance and Participation: You are expected to come to class on time and not to walk in and out of class. You are also expected to pay attention and contribute to class discussions.

Attendance: Lectures cover important topics from the text book and other materials not covered in the book. Therefore, it is strongly recommended that you attend class. Attendance grade is equal to 5% of the final grade.

- I will check attendance regularly throughout the semester using a sign-in sheet. It is **your** responsibility to sign the attendance sheet. Signing the attendance sheet for another student is academic dishonesty.
- If you are more than 15 minutes late or if you leave class more than 10 minutes early, it is counted as an absence and I will take points off even if you have signed in the attendance sheet.
- You are not allowed to text, surf the internet, check your e-mail, etc. during class. If you are not paying attention, I reserve the right to take off attendance points and/or ask you to leave the class.
- You have 1 free absent day that does not affect your grade. You can use this day for a religious holiday, sick day, doctor's appointment, necessary travel etc. Excused absences are only allowed

under extreme personal situations with proper documentation (in my discretion). For all other occasions, please do not tell me, that is what the free day is for.

Participation: Your participation in class discussions is an important part of learning. You can participate in many ways. Ask questions, share your observations, and contribute to class discussion with examples. You can participate effectively by a) reading the text book and other assigned materials prior to class, b) thinking about the concepts, and c) paying attention to various marketing activities while you are shopping, watching television and reading. This course is primarily built around a discussion format. For this to be successful you must read the assignments prior to class so that the class time can be spent developing and exploring the issues raised in the readings. Quality and quantity of your participation will impact your participation score; I will reward consistently thoughtful and informed comments. Your participation grade is equal to 5% of your grade.

- Your attendance score can impact your participation score negatively. If you are not in class, you lose the opportunity to participation in class discussions.
- Being in class, however, does not grant you participation points, you need to earn your participation points by taking an active part in class discussions. You will not be awarded participation points if you are not paying attention or not participating.
- Always bring your name tags so that I can properly record your participation points.
- Participation points cover not only regular class discussions, but also discussion, questions and feedback on guest speaker days and group presentations. I will highly reward active participation on online forums on e-learning and the course Facebook group page.

Assignments: We will have 4-5 individual or group assignments aimed at enhancing your understanding of key topics. Your performance on the individual assignments will account for 5% of your total grade. A hard copy for the assignments must be turned in at the beginning of the class on the due date (unless otherwise stated). **No late assignments are accepted.**

Course & Instructor Policies

All deadlines are to be strictly followed throughout the semester. I will **not** accept any submissions after the assigned due time. A **hard** copy of all submissions should be turned in at the beginning of the class on the due day. An **electronic** copy, if required, should also be submitted on the same day.

Make-Up Exams	Not allowed
Late Work	Not accepted
Re-grading	Should you think that something is graded incorrectly and would like to have it re-graded, you must submit a written request within a week after receiving the grade. Late submissions will not be accepted. Keep in mind that the <u>entire</u> exam will be re-graded and as a result your new and final grade for that test could be higher or lower than the original one.
Comet Creed	<i>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:</i> <i>“As a Comet, I pledge honesty, integrity, and service in all that I do.”</i>
UT Dallas Syllabus Policies and Procedures	The information contained in the following link constitutes the University’s policies and procedures segment of the course syllabus. Please go to http://go.utdallas.edu/syllabus-policies for these policies.

All contents of this syllabus are subject to change at the discretion of the Professor.