



**Course:** Principles of Marketing  
MKT3300.0E1.16F

**Term:** Fall 2016

**Prerequisites:** None.

**Class meetings:** Tue Thu 8:30AM - 9:45AM

**Classroom:** JSOM 2.804

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### **Instructor's information**

**Instructor:** Mina Ameri

**E-mail:** [mina.ameri@utdallas.edu](mailto:mina.ameri@utdallas.edu)

**Office:** JSOM 13.204

**Office Hours:** Tue Thu 10:00AM – 11:00AM or By appointment

**Course website:** <http://elearning.utdallas.edu>

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### **Course description**

This course teaches students the basic marketing concepts and functions in modern firms. As such, this is a survey class designed to provide insights into the basic principles of marketing management. In particular, it focuses on the strategies and tools a marketing manager may undertake to meet the needs of their customers.

We will first discuss the role of marketing and the business environment in which firms face their primary challenges and opportunities. We will then concentrate on marketing strategy, including segmentation, targeting, and positioning. A substantial amount of time will then be devoted to the execution of marketing strategies using specific marketing mix decisions.

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### **Student learning objectives/outcomes**

1. Define and understand the marketing concept and the marketing process.
  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 group and organize marketing mix activities into the product, price, promotion, place (4P) classification framework.
  5. Students will be able to evaluate and implement ethical constraints.
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### **What will you gain from this course?**

The class will help you increase your Marketing knowledge to make more informed business decisions, develop problem-solving skills useful as a business professional, and understand how your role as a Marketing manager will affect the environment in which the organization operates in.

### **Required Textbook**

“Marketing” (13<sup>th</sup> Edition) by Kerin, Hartley, and Rudelius, McGraw-Hill/Irwin, 2017,  
(ISBN: 978-1259573545)

(You can also use 10<sup>th</sup>, 11<sup>th</sup>, or 12<sup>th</sup>)

## Classroom and Instructor Policies

- *Attendance* is important and will be taken regularly every session. It is your responsibility to sign the attendance sheet. Signing the attendance sheet for another student is academic dishonesty. You have 1 free absent day that does not affect your grade. However, this free day can't be used on the days we have a guest speaker, in class group work or group presentations.
- *Laptops & Cellphones*: please do NOT use laptops or any web surfing device in the class unless for course-related purposes. Also, please make sure that your cellphone is on silent in the class.
- *Be punctual!* Please make every effort to be present for the beginning of class. I will take attendance at random times during the class, so do NOT come late or leave early.
- Assignments are individual and can be submitted either by email (to mina.ameri@utdallas.edu) or hard copy in class.
- Please ensure all assignment and group report submissions are made on time. Assignments turned in late will be penalized. Normally, every day's delay will lower the maximum points by 10%.
- **No make-up exam** will be arranged except in the case of a pre-approved university absence.
- Your participation in class discussions is an important part of learning. 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. Always bring your name tags so that I can properly record your participation points.

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## Grading Policy

Activity	Percentage %
Exam 1	20%
Exam 2	20%
Assignment 1	5%
Assignment 2	5%
Group Project	25%
Participation	5%
Total	100%
Class Attendance Bonus (max 3 absents)	+5%

- Your letter grade will be determined based on your Total points relative to class average. I expect approximately the top 30-40% receive an A- or higher, the next 40-50% receive a B- to B+ grade, 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.

**Class schedule (tentative and subject to change)**

<b>Date</b>	<b>Topic</b>	<b>Due</b>	<b>Reading</b>
Aug 23	Course Overview		
Aug 25	Introduction to Marketing		Ch.1
Aug 30	Strategic Planning	<b>Group Sign-up</b>	Ch.2
Sep 1	Marketing Environment		Ch. 3
Sep 6	Ethical and Social Responsibility Consumer Behavior		Ch. 4, 5
Sep 8	Consumer Behavior		Ch. 5
Sep 13	Marketing Research		Ch. 8
Sep 15	Segmentation, Targeting and Positioning	<b>Project Proposal</b>	Ch. 9
Sep 20	Segmentation, Targeting and Positioning Review for Exam 1	Assignment 1	Ch. 9
Sep 22	<b>EXAM 1</b>		
Sep 29	New Product Development		Ch. 10
Oct 4	Product Strategy		Ch. 11
Oct 6	Pricing		Ch. 13
Oct 11	Pricing		Ch. 13, 14
Oct 13	Pricing		Ch. 14
Oct 18	Project Mini Presentation	Assignment 2 Peer Evaluation	
Oct 20	Project Mini Presentation Review for Exam 2	Peer Evaluation	
Oct 25	<b>EXAM 2</b>		
Oct 27	Channel		Ch. 15
Nov 1	Integrated Marketing Communication		Ch. 17
Nov 3	Advertising and Sales Promotion		Ch. 18
Nov 8	Social Media and Internet		Ch. 19
Nov 10	Sales		Ch. 20
Nov 15	Guest Speaker (tentative) Review for Exam 3		
Nov 17	<b>EXAM 3</b>		
Nov 22	No Class - Fall Break		
Nov 24	No Class - Happy Thanksgiving		
Nov 29	Group Project Presentation	<b>Project Report</b> Peer Evaluation	
Dec 1	Group Project Presentation	<b>Project Report</b> Peer Evaluation	
Dec 6	Group Project Presentation	<b>Project Report</b> Peer Evaluation	

## Guidelines for Group Project

### *Summary of Objectives*

The Group Marketing Project is the cornerstone of the Principles of Marketing class. The purpose of the group project is to provide each group of students the opportunity to demonstrate their comprehension of the subject material covered in the class by applying their knowledge towards a marketing objective of their choice.

In addition to the main objectives of identifying (1) an interesting Marketing Management problem and (2) developing a strategic solution to that problem, there are four objectives of the project:

- Gain hands-on experience applying the concepts you learn in class to realistic marketing situation, using a framework generally accepted by practitioners.
- Gain experience working with a team towards a common objective – a situation common in the business world.
- Practice public speaking / presentation skills
- Succinctly, but efficiently convey their plan in a well-organized and readable manner.

### *Project Grading Policy*

The group project is worth 25% of each student's final grade (25 out of 100) and will be graded according to the following criteria:

Activity	Points
Mini Presentation	5
Final Presentation	8
Written report	8
Peer Evaluation	4
Total	30

*Peer Evaluations:* 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. Peer evaluation form will be attached to your Exam 3 paper. Please work as team and don't slack off on your groupmates! Be fair in rating others in peer evaluation form.

The project consists of a series of deliverables. The due dates for these are shown in the class schedule.

- **Group roster:** You will get into groups of 4-6 members. The names of these members must be delivered to the instructor. **(Due on Aug 30)**
- **Project proposals:** You must deliver a project proposal for the semester group project. The proposal should be at least one page, and include the company you want to work with and **what do you want to accomplish by doing so**. For example, a proposal which describes a company (say, Nintendo) is unacceptable. You should write about what you want to do to help Nintendo by identifying Marketing problems/opportunities. If you have several ideas, you can hand in more than one proposal. The instructor will consider these and will let each group know which idea will be carried out throughout the semester. **(Due on Sep 15)**
- **Mini presentations:** Each group in class will give a 10-minute presentation on the current status of their project. This is to ensure you have made adequate progress. Focus on mentioning what's done and what needs to be done. The instructor and the class will comment on this and provide feedback. **(Due on Oct 18-20)**

- **Final presentation:** Group members must deliver a 15-20-minute presentation of the Marketing plan. The presentation should focus on marketing mix (4p) and plans/recommendations/solutions for the company. Questions will then be asked by the instructor and audience. **(Due on Nov 29 - Dec 1-6)**
- **Written report:** You must deliver a written report with your Marketing plan. The report should include the Marketing problem that is being addressed, SWOT analysis, STP framework application and the Marketing mix. **(Due on Nov 29 - Dec 1-6, same day as presentation)**

### ***Choosing an Interesting (and attainable) Problem***

The objective of the Group Project consists of identifying a Marketing problem or opportunity for an organization and proposing a strategic solution to this problem using the tools and techniques discussed in this course. The following are some guidelines in this regard:

*Which organization?:* the organization can be a for-profit or non-profit organization. It may be a local business that you patronize or work for. Alternatively, the organization can also be related to the university or simply an organization that you are interested in but have no connection to. There is no requirement as to the scope of the selected organization – therefore, the selected organization may operate on a local, national or international level.

*The objective:* once you identified a focal organization for your project, you must identify a meaningful and relevant Marketing objective to solve during the semester. To this end there are two main requirements:

1. The objective has to be broad in the sense that a full marketing plan must be created. Thus, a marketing research or advertising project cannot be pursued (those are projects for more specialized classes you may take in the future).
2. The objective must have a *well-defined* marketing goal and objective. For example, “how can AT&T improve their profit?” is NOT a valid problem because strategies other than Marketing strategies can be implemented to affect such an outcome. Developing a plan to help Barnes and Noble compete with Amazon’s new Kindle E-reader, increase awareness of Comet Cleaners dry-cleaning services among University of Texas at Dallas students, or launch a new environmentally-friendly Inkjet printer ink cartridge for Hewlett-Packard or all “valid” marketing objectives.

### ***Project Requirements***

With an interesting and well-defined plan identified, you will begin work on the group project. The core of your work consists of preparing, delivering and presenting a Marketing Plan which outlines your group’s solution to the Marketing problem you have identified. Your group is responsible for turning in both a written proposal report and a deck of PowerPoint presentation slides that will accompany the in-class presentation. Although you have some license to determine the content of your presentation slides, it is highly recommended that they follow a similar form as the written proposal report which **MUST** contain the following elements:

1. *Cover Page:*
  - The cover page must contain your group name (or number), the title of your project, the focal organization of your proposal and the list of group members.
2. *Table of Contents:*
  - The table of contents follows the cover page and should enumerate the elements of your proposal that follows.
3. *SWOT Analysis:*

- To be able to produce solutions for an organization's problems you must first know the context in which the organization is operating currently. The SWOT analysis is useful as it summarizes the internal characteristics of the organization.
  - **Important:** be thorough and explore all possibilities here. Try to incorporate as much data as you can possibly find here (e.g. sales trends, industry reports, third-party surveys).
4. *STP Analysis:*
- After the SWOT analysis is complete, you will need to use the STP framework. Here you will need to assess how the organization can most effectively segment their customers (i.e. the basis for segmentation), identify and describe these segments, and ultimately determine how best to position the organization's offering so it provides value for the targeted customers.
  - **Important:** again focus on the data here. You can collect either secondary (e.g. industry surveys) or primary (e.g. focus groups, interviews, your own surveys) data to justify the identified segments, why it is worthwhile to target them, and how to position the organization's offering.
5. *Marketing Mix:*
- Once the previous two analyses are completed, the marketing mix can be developed for the chosen segment(s). Please keep in mind that your project should focus on the *strategic level* more so than the tactical level. For example, choosing between EDLP or HI-LO pricing strategy (and why) should be an objective, rather than determining the price of single item.
  - **Important:** Do not forget to use data to justify how you build your Marketing mix. Also, be creative and spend time looking at sources such as books or the trade press to come up with interesting ideas for the organization.
6. *Conclusion:*
- Once you analyzed the problem from all marketing aspects, you will summarize all your suggested solutions in this section.
7. *References:*
- The reference list should follow the APA citation format (c.f., <http://www.library.cornell.edu/resrch/citmanage/apa>).

### *Notes:*

- Avoid generalized statements in your reports and your presentation. Collect data from multiple sources including, the organization itself, industry magazines, third party sources, reference sources, interviews, focus groups, and surveys. The expectation is that your marketing plan will reflect your strategic analysis of the data that you collect. And that your findings and proposals will be based on some underlying data analysis.
- The report should be at least 15 pages (font 12, double spaced) and at most 30 pages (including all pictures and tables).
- The cover page must include (1) the project title, (2) the focal organization, (3) the group number and, (4) the group member's names.
- Consult your text book for guidance in preparing your marketing plan. The appendix of Chapter 2 provides an example of a marketing plan. In addition, please see the section, "building your marketing plan" at the end of each chapter to help you progress through the development of your own plan.
- Good Luck!

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Student Conduct & Discipline, Academic Integrity, and Other Policies Common across UT Dallas Campus: Please visit <https://coursebook.utdallas.edu/syllabus-policies>

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