

# MKT3300 Principles of Marketing

---

<b>Professor</b>	Parneet Pahwa
<b>Term</b>	Spring 2017
<b>Section</b>	004
<b>Class Hours</b>	Monday & Wednesday: 1:00pm-2:15pm
<b>Class Location</b>	JSOM 11.202

---

## Contact Information

<b>Office</b>	SOM 13.308
<b>Phone</b>	972-883-5042
<b>Email</b>	elearning (Messages tab) or <a href="mailto:Parneet.Pahwa@utdallas.edu">Parneet.Pahwa@utdallas.edu</a> (emergency only)
<b>Office Hours</b>	Tuesdays 1:00 – 2:00 p.m. or by appointment
<b>Course Website</b>	<a href="http://elearning.utdallas.edu">http://elearning.utdallas.edu</a>

---

## Textbook

Kerin, Hartley and Rudelius, **Marketing** (12<sup>th</sup> edition), McGraw Hill-Irwin.

---

## 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.
-

## **COURSE FORMAT**

A variety of teaching methodologies are used in this course. Class periods include lecture (to describe basic concepts and their applications), discussions (to get your perspective on marketing topics), group activities (to encourage you to learn from one another) and speaker presentations (to see how marketing concepts are applied in a company environment). All students are encouraged to participate in class and to demonstrate their preparation and level of understanding of the material being discussed.

## **READING ASSIGNMENTS/CLASS NOTES:**

You are expected to come prepared to class. Preparation means reading the assigned chapter and/or case prior to class and accessing the appropriate chapters' PowerPoint slides on eLearning. I **strongly** encourage you to bring the assigned chapter's PowerPoint slides to class so you can take your lecture notes on them.

## **EXAMS:**

There are two exams in this course. Each exam will be closed-book and each will count 100 points to your final grade. **Exam 1(Mid-term)** will take place at regular class times, on **Wednesday, March 1<sup>st</sup> and Exam 2 (Final) on Wednesday April 26<sup>th</sup>**, in our regular classroom, SOM 11.202. These exams are designed to test your understanding of the basic terminology and tools in marketing as well as your depth of understanding of important marketing concepts. Exams cover information from the textbook, PowerPoint slides, handouts, videos, plus all topics and cases discussed in class.

You are required to take each exam. **A make-up exam is only permitted with a written doctor's excuse or under an extreme personal situation.** If you have a legitimate or extraordinary scheduling conflict and must miss an exam, please see me IMMEDIATELY upon knowing the conflict. I will make every effort to schedule a make-up exam.

Notification of needing to miss an exam must be given prior to the exam. Failure to give notification results in an automatic 15 point deduction for that exam and is computed into the student's overall average.

To prepare for the exam, according to the announced schedule, we will have Exam Reviews. It is very important and in your interest to attend them. Also, every week, I will upload self-assessment tests based on the material covered in class in that week. The tests will NOT be graded and will NOT count toward your final grade. However, I **strongly** recommend every student prepare and take the tests. Of course, it is better to manage your time carefully and take as many of the tests as possible and throughout the entire semester rather than cram them in an hour or so just before the exams.

## **INDIVIDUAL and GROUP MARKETING PROJECT:**

A major focus of this class is the development of a marketing plan where students have the opportunity to apply the concepts covered in class to a business problem. This Project accounts for 200 points of your total grade and is developed as follows:

1. The students will organize themselves into groups of 5. The groups will be finalized by the end of second class on **Jan 11th**.
2. Each group will choose a company/product/service on which it will write a marketing plan for either an existing or a new company (extra credit for a new company or product idea). NO LATER than Friday **Jan 20th**, each group will submit a list of 3 companies for possible research.

If two groups want to research the same company (existing company), the group that sent the choice first will get that company. For example, if group 1 sends in its list of companies A, B and C first, and group 2 sends in its list of companies A, C, and E, second, group 1 will research company A and group 2 will research company C. If a group cannot choose a company, I will assign one by default. All the groups and the companies assigned will be announced on “Project Kick-off Day” on Jan 25<sup>th</sup>.

3. The marketing plan will have 10 parts, as shown below. Each member of the group is required to research at least two 2 parts and write a 1-2 page description and turn them in as individual homework throughout the semester, as announced. These 2 parts will be assigned at random to each student in the group on Jan 25<sup>th</sup>. For example, student 1 in a group will have to study and turn in a write-up on Competitors and Price; while student 2 will work on Product and Distribution. The deadline for submitting the parts is CLEARLY shown in the CLASS TENTATIVE SCHEDULE below and also posted on eLearning.
4. At the end of the semester, all the write-ups for each group will be put together as the group’s marketing plan. I expect every member of the group to contribute equally to the final report. It is not sufficient to just hand in your 2 page description and let others in your group worry about the final report. **Your contribution towards the final report will affect your peer evaluation grade.** The group will also create a PowerPoint presentation based on their final report and present it to the class on Apr 17<sup>th</sup>, 19<sup>th</sup> or the 24<sup>th</sup>. The time permitted for this presentation is 10-15 minutes for each group. Each group must also submit the final version of their presentation slides and the final marketing plan before class of the presentation.
5. At the end of the semester you will rate the performance of each member of your group including yourself on 40 points. I will expect your ratings to be fair and reflect the contribution of each member in your accurately. This will form the basis of the **peer evaluation** scores. I reserve the right to discard evaluations if I suspect collusive behavior.

The 10 parts of the marketing plan are:

1. Company Description, Strategic Focus and Plan .....
  - a. Mission/Vision
  - b. Goals
  - c. Core Competency and Sustainable Competitive Advantage
2. Industry Analysis
3. Competitor Analysis
4. Company Analysis
5. Customer Analysis
6. Market-Product Focus .....
  - a. Marketing and Product Objectives
  - b. Target Markets
  - c. Points of Difference
  - d. Positioning
7. Product Strategy
8. Price Strategy
9. Place (Distribution) Strategy
10. Promotion Strategy

You can choose an existing US company or a new one. You can choose an existing product/service or a new one that is to be launched on the market. Some suggested examples are: any public or private

company, non-profit organization or government organization. When choosing the company, make sure you will have access to a good description of the company, its products, prices, promotion strategy, distribution channels, competitive threats, etc.

Your group's grade for the project will be determined by: 1) how well you, individually analyze and write the 2 parts (as the 2 homeworks); 2.) how well you prepare the final report (100 points) and your group's powerpoint presentation to class (60 points) and 3.) how well you were evaluated by the peer members for your work in the group (40 pts).

### **CAPP (CLASS ATTENDANCE, PARTICIPATION, PROFESSIONALISM):**

The CAPP score (maximum 40 points) is based upon class attendance, participation, and professionalism and is subjectively assessed by the professor.

You are encouraged to participate in class discussions by asking questions, sharing your observations, and giving examples of "marketing in action." You can participate effectively by **reading the assigned text and/or case prior to class** and being alert to the various marketing activities around you while shopping, watching television, surfing the internet, etc. Participation is impacted more by the *quality* of your participation than the *quantity* of your participation. In other words, the mere quantity of comments counts less than consistently thoughtful and informed comments.

Regular attendance also impacts your CAPP score; if you are not in class, you lose the opportunity to participate in class discussion that day. Lectures cover important topics from the text plus other material not covered in your textbook. Therefore it is strongly recommended that you attend class. You are responsible for all announcements and material covered, regardless of the reason for your absence.

A class attendance sign-in sheet is circulated at the beginning of each class period. It is your responsibility to make certain you have signed the attendance sheet. Although I appreciate notification of a class absence, understand that telling me you will be absent does not necessarily mean that your absence does not "count." Having tests, projects, papers, etc. in other classes is not a valid reason for class absence. **Attendance when a guest speaker is invited to class is mandatory.** Absence of a mandatory class without prior approval from the Instructor counts as a two class absence, and will be reflected in your CAPP score.

I expect students to conduct themselves professionally in class, just as in any business meeting. Late arrivals, side conversations, and non-class related usage of laptop computers and/or hand-held messaging devices are rude, unprofessional, and distracting to your fellow students and the Instructor. Walking in and out of class, once class has begun, is also disruptive to the learning environment. These kinds of repeated disruptions will count against your CAPP score.

### **Grading Policy**

Midterm	100 points
Final Exam	100 points
Project:	
Written Report	100
Oral Presentation	60 points
Peer Evaluation	40 points
CAPP	<u>40 points</u>
TOTAL	440

Final grades are based on the following schedule. If course grades are curved, it is done at the end of the semester. No exam or final semester grades will be given out via e-mail or left on voice recorders.

440 Points

409 – 440 = A	311 – 321 = C
391 – 408 = A-	300 – 310 = C-
375 – 390 = B+	277 – 299 = D+
355 – 374 = B	264 – 276 = D
340 – 354 = B-	250 – 263 = D-
322 – 339 = C+	249 and Below = F

Please do not hesitate to contact me if you are having problems in this course, be it related to the course material and/or a group member not pulling their weight. Do not wait until the “next exam” or the “end of the term” if you need help.

## 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.

<b>Make-Up Exams</b>	Permitted only with a written doctor’s excuse or under an extreme personal situation, as detailed in the Exam section above.
<b>Late Work</b>	Accepted, with a penalty of 5 points per each day of lateness.
<b>Re-grading</b>	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. <b>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.</b>
<b>Student Conduct &amp; Discipline</b>	<p>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, <i>A to Z Guide</i>, which is provided to all registered students each academic year.</p> <p>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 <i>Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3</i>, and in Title V, Rules on Student Services and Activities of the university’s <i>Handbook of Operating Procedures</i>. 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).</p> <p>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.</p>

<b>Academic Integrity</b>	<p>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.</p> <p>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.</p> <p>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.</p>
<b>Email Use</b>	<p>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.</p>
<b>Withdrawal from Class</b>	<p>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.</p>
<b>Student Grievance Procedures</b>	<p>Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's <i>Handbook of Operating Procedures</i>.</p> <p>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.</p> <p>Copies of these rules and regulations are available to students in the Office of the</p>

	Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.
<b>Incomplete Grades</b>	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 <b>F</b> .
<b>Disability Services</b>	<p>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.</p> <p>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)</p> <p>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.</p> <p>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.</p>
<b>Religious Holy Days</b>	<p>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.</p> <p>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.</p> <p>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</p>

	TEC 51.911(b), and the student and instructor will abide by the decision of the chief
<b>Off-Campus Instruction and Course Activities</b>	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 <a href="http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm">http://www.utdallas.edu/BusinessAffairs/Travel_Risk_Activities.htm</a> . Additional information is available from the office of the school dean.



## Tentative Class Schedule

Date	Topic	Reading	Homework Due Dates
9-Jan	Course Overview Introduction to Marketing	Ch. 1	
11-Jan	Introduction to Marketing	Ch. 1	Groups assigned
18-Jan	Strategic Planning	Ch. 2	
23-Jan	Strategic Planning	Ch. 2	
25-Jan	Environmental scanning <i>Project Kick-off Day</i>	Ch. 3	Companies assigned Homework assigned
30-Jan	Ethical Issues	Ch. 4	1. Company Description
1-Feb	Ethical Issues & Consumer Behavior I	Ch. 4& 5	
6-Feb	Consumer Behavior II	Ch. 5	2. Industry Analysis
8-Feb	Marketing Research	Ch. 8	3. Competitor Analysis
13-Feb	Marketing Research	Ch. 8	4. Company Analysis
15-Feb	Segmentation, Targeting,	Ch. 9	5. Customer Analysis
20-Feb	Positioning	Ch. 9	
22-Feb	Product Strategy	Ch. 10	6. Market-Product Focus a. Marketing and Product Objectives b. Target Markets c. Points of Difference d. Positioning
27-Feb	Product Strategy <i>Exam review</i>	Ch. 10	
1-Mar	*** Exam 1 ***	Ch 1,2,3,4,5,8& 9	
6-Mar	Product Strategy	Ch. 11	
8-Mar	Pricing Strategy	Ch. 13	7. Product Strategy
<i>Mon, Mar 13-Fri, Mar 17</i>	<i>Spring break</i>		
20-Mar	Pricing Strategy	Ch.13& 14	

22-Mar	Pricing Strategy	Ch. 14	
27-Mar	<i>Guest Speaker (Tentative)</i>		
29-Mar	Pricing Strategy	Ch. 14	
3-Apr	Channel/Distribution/Place Strategy	Ch. 15	8. Pricing Strategy
5-Apr	Channel Strategy	Ch. 16	
10-Apr	Advertising & Promotion Strategy	Ch. 18	9. Channel/Distribution/Place Strategy
12-Apr	Promotion Strategy  <i>Exam review</i>	Ch. 18	10. Advertising & Promotion Strategy (due Apr 15)
17-Apr	Group Marketing Plan Presentations		
19-Apr	Group Marketing Plan Presentations		
24-Jan	Group Marketing Plan Presentations		
26-Apr	<b>***EXAM 2***</b> <u>11.202</u> 11:30 AM - 12:45 PM	Ch 10, 11,13,14,15,16 , 17& 18	
30-Apr	Submit Final Group report	By End of Day	Peer evaluations

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