

## **MKT 3300.011: Principles of Marketing (Spring 2019)**

**Class Meetings:** JSOM 12.202 Tues Thurs 4:00 - 5:15 PM  
**Instructor:** Fereshteh Zihagh  
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**Office:** 13.617, JSOM  
**Office Hours:** Wednesday, 1:30 PM to 3:00 PM

### **Course Resources**

Blackboard: <https://elearning.utdallas.edu>

- To download lecture slides, notes, and exam study guides.
- To submit assignments, check announcements and access grades.

### **Required Textbook**

Title: Marketing (13<sup>th</sup> or 12<sup>th</sup> Edition)

Authors: Kerin, Hartley and Rudelius

Publisher: Irwin McGraw-Hill (ISBN: 978-1259573545)

Link: [http://highered.mheducation.com/sites/0077861035/student\\_view0/index.html](http://highered.mheducation.com/sites/0077861035/student_view0/index.html)

### **Course Content**

The primary purpose of this course is to provide an overview of marketing and to introduce basic marketing concepts. The course will explore how organizations direct their resources to create value for customers by satisfying their wants and needs at a reasonable profit to the organization.

The course begins with introducing how firms set their marketing strategies considering the environment in which they operate. Then it continues explaining how these marketing strategies are formulated through segmentation, targeting and positioning (STP) framework. The rest of the class will be devoted to the execution of marketing strategy through marketing mix elements including product, price, promotion, and place of distribution (4Ps of marketing). Throughout the course, students are exposed to retailing, marketing research, consumer behavior, and new product development. Students will have the opportunity to apply the discussed concepts in developing/analyzing a successful marketing plan.

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

Upon completion of the course, the students will be able to demonstrate a basic understating of:

- the key concepts and vocabulary in marketing
- the segmentation-targeting-positioning framework (STP) and its application in marketing
- different pricing methods such as markup, cost-plus, and target pricing
- Use concepts to persuasively communicate suggested solutions to marketing problems and identify marketing mix elements (4Ps)

## Attendance

- Attendance is not mandatory. However, the course outline shows that you will miss the grades of quizzes if you skip the sessions.
- Showing up for class late creates a disruption for the teacher and students. If you come to class more than 10 minutes late, your attendance will not count for that day. In addition, if you leave 10 minutes before class ends, your attendance will not count for that day.

## Exams/ Quizzes/Assignments

- There will be NO Make-up for a missed report assignment and exam except in pre-approved cases. You need to show valid documentation regarding your absence, and I will schedule a new date for you to take the exam. The make-up exam must be taken no later than one week after the main scheduled exam.
- We will have 2 take-home assignments. Assignments are mandatory, and you must upload your assignments using eLearning assignment link on the due date by 4:00 PM.
- Late assignment and report submissions will be accepted, but there will be a 10% grade deduction for every day of delay.
- Exams are closed book/closed note, assignments are individual/group submissions and project reports are group submissions.
- In-class quizzes are open book. You will take them at the end of certain classes.
- Any act of academic dishonesty found in signing the attendance sheet, assignments, exams and group projects will be penalized by a grade of “0” for the task.
- There will be NO lectures on exam days.
- There will be NO final exam. Final Project Report and Peer Evaluation Forms are due on exam date May 7, 4:00 PM.

## Course Policies

- If you miss a class for any reason, it is your responsibility to consult your friends or course page on eLearning to learn about the covered materials. I will NOT respond to emails regarding this.
- Using laptops and cell phones to do non-course related activities such as playing games, watching movies is not allowed.
- Disruptive behavior in the classroom is prohibited in Section 49.07 of UTD’s Student Code of Conduct and includes behavior that substantially or repeatedly interferes with the conduct, instruction, and education of a class. The complete Conduct of Classes policy is available at <https://policy.utdallas.edu/utdsp5003>.

## Tentative Class Schedule

Date	Chapter	Deliverables
1/15, 1/17	<ul style="list-style-type: none"><li>• Course Overview</li><li>• Ch1. Creating Customer Relationships and Value through Marketing</li></ul>	
1/22, 1/24	<ul style="list-style-type: none"><li>• Ch2. Marketing and Organizational Strategies</li><li>• <b>Quiz 1:</b> Ch 1&amp;2</li></ul>	<b>Group Roster</b>

1/29, 1/31	<ul style="list-style-type: none"> <li>Ch3. Marketing Environment</li> <li>Ch4. Ethical and Social Responsibility</li> <li><b>Quiz 2:</b> Ch 3&amp;4</li> </ul>	<b>Assignment 1:</b> SWOT
2/05, 2/07	<ul style="list-style-type: none"> <li>Ch5. Consumer Behavior</li> <li><b>Quiz 3:</b> Ch 5</li> </ul>	
2/12, 2/14	<ul style="list-style-type: none"> <li>Ch7. Global Marketing</li> <li><b>Quiz 4:</b> Ch 7</li> </ul>	<b>Project Proposal</b>
<b>2/19, 2/21</b>	<ul style="list-style-type: none"> <li>Review for Exam 1</li> <li><b>Exam 1: Chapters 1-5, Ch7</b></li> </ul>	
2/26, 2/28	<ul style="list-style-type: none"> <li>Ch8. Market Research</li> <li><b>Quiz 5:</b> Ch 8</li> </ul>	
3/05, 3/07	<ul style="list-style-type: none"> <li>Ch9. Segmentation, Targeting, and Positioning</li> <li><b>Quiz 6:</b> Ch 9</li> </ul>	
3/12, 3/14	<ul style="list-style-type: none"> <li>Ch10. New Product Development</li> <li>Ch11. Managing Successful Products, Services and Brands</li> <li><b>Quiz 7:</b> Ch10</li> </ul>	
3/19, 3/21	<b>No Class: Spring Break</b>	
3/26, 3/28	<ul style="list-style-type: none"> <li>Ch 19. Social Media &amp; Mobile Marketing</li> <li>Review for Exam 2</li> <li><b>Quiz 8:</b> Ch 11&amp;19</li> </ul>	
4/02, 4/04	<ul style="list-style-type: none"> <li><b>Exam 2: Ch 8-11, Ch19</b></li> <li>Ch13. Pricing</li> <li><b>Quiz 9:</b> Ch 13</li> </ul>	
4/09, 4/11	<ul style="list-style-type: none"> <li>Ch14. Pricing</li> <li><b>Quiz 10:</b> Ch 14</li> </ul>	<b>Assignment 2:</b> Pricing
4/16, 4/18	<ul style="list-style-type: none"> <li>Ch 15. Channels Strategy</li> <li>Ch 17. Integrated Marketing Communications</li> <li><b>Quiz 11:</b> Ch 15&amp;17</li> </ul>	
4/23, 4/25	<ul style="list-style-type: none"> <li>Ch 18. Advertising, Public Relations, and Sales Promotions</li> <li><b>Quiz 12:</b> Ch 18</li> </ul>	
4/30, 5/02	<ul style="list-style-type: none"> <li>Exam Review</li> <li><b>Exam 3: Chapters 13, 14, 15, 17, 18</b></li> </ul>	
5/07	<b>NO Class: Final Project</b>	<b>Final Report Peer Eval</b>

## Grading Policies

Evaluation of students' performance in the course will be based on the following Scheme:

### Grading:

Component	Basis of Evaluation	Weight	Points	Date/ Deadline
Exam I	Individual	15%	150	21 Feb, Thursday
Exam II	Individual	15%	150	2 Apr, Tuesday
Exam III	Individual	15%	150	2 May, Thursday
Quizzes (12)	Top 10, 10 points each	10%	100	In class
Assignment (2)	Individual/Group, 50 points each	10%	100	HW1: 31 Jan HW2: 11 April 4:00 PM
Final Project	Group	35%	350	7 May, 4:00 PM
<b>Total</b>	<b>Individual</b>	<b>100%</b>	<b>1000 Points</b>	--

The grading scale will be as follows:

Grade	Overall Total Points	Grade	Overall Total Points
A+	960 – 1000	C+	760 – 799
A	920 – 959	C	720 – 759
A-	900 – 919	C-	700 – 719
B+	860 – 899	D+	660 – 699
B	820 – 859	D	620 – 659
B-	800 – 819	D-	600 – 619
		F	Less Than 600

**Note 1. Grading Submissions:** Assignment and Project report will be evaluated using criteria including:

- Answering all questions completely and clearly, using business vocabulary and writing at a college level.
- Applying information from lectures and class discussions.
- Analyzing information.

**Note 2. Quizzes:** We will have twelve in-class quizzes. Each week, we will have one quiz that covers the current lecture. Quizzes are open-book and are randomly given on Tuesday or Thursday session of the week. Out of the twelve quizzes, I will eliminate your two lowest grades. Moreover, if your overall score

is more than 85 out of the 100 possible score for quizzes, I will add up to 10 points to your final grade based on your score. Overall, your extra credit will be calculated according to this formula:

$$\text{Extra Credit} = \begin{cases} \left\lfloor \frac{\text{Your Total Score} - 85}{15} \right\rfloor * 10, & \text{if you take 11 or 12 quizzes} \\ 0, & \text{Otherwise} \end{cases}$$

**Make-up Quizzes:** No make-up quizzes will be given!

**Note 3. Attendance:** Throughout the whole semester, if you miss just 2 sessions or fewer, I will add 10 points to your overall grade. NO excuse will be accepted, under any circumstances. Please keep your two free sessions for family emergencies, school-affiliated trips and so on.

## Group Project

### Objectives:

Students will practice applying marketing principles to a real-world business situation in group projects. The project will be conducted in a group format to develop students' communication skills and the ability to work in teams. Moreover, students will have an opportunity to practice their presentation and report writing skills throughout the project.

### Project Grading Policy:

Group projects will be evaluated based on the grading scheme below:

Final Project Grading Scale		
Proposal	40 points	eLearning Submission; Due Feb 14
Final Report	300 points	eLearning Submission; Due May 7
Peer Evaluation	10 points	eLearning Submission; Due May 7
Total	350 points	

*Peer Evaluations.* To make sure each student is contributing to group project, students will have an opportunity to evaluate their group members' contribution. The evaluation forms are confidential and will be posted on eLearning. The peer evaluation form can be found at the end of the syllabus.

### Project deliverables:

**Group Roster.** Each group should have **2-4 members**. Group roster should be submitted to the instructor by **week 2 (Jan 24)**. Students looking for a group and groups looking for additional member(s) are encouraged to contact classmates directly, or talk with the instructor.

**Project Proposal.** Proposal is Due Feb 14 4:00 PM, eLearning submissions are accepted. Students are expected to create a marketing strategy for an “*existing company*” of their choice. The group can choose a product that is not launched yet but will be launched in the future (Sony plans to launch the new generation of LED TVs). The group can also choose an existing product that needs a marketing plan to implement its marketing strategies (Nestle wants to use its brand to sell a new product in India. Or Chevrolet needs a plan to increase its brand awareness and market share in existing markets). The proposal should include the *name of the company* and the *product/service* that you selected. Proposal for each idea should be at least one page and no more than two pages. *Students should briefly introduce the company and explain the marketing problem they want to address.*

**Final report.** Group Project Report should be in a report format (and not in a question-and-answer format) with headings for different sections. Please include tables, figures, graphs, list of references and other relevant materials in the report. There is no strict page limit for the report, but a typical report is 15-25 pages long (font 12, double spaced). A good report is concise and avoids generalized statements. *Please include an executive summary: one or two pages that introduce the project and summarizes the main analysis and suggestions.* The final project template can be found below.

### Summary of Group Project Requirements

1. Identify a company based on the group’s interest and familiarity. Keep in mind that the problem solution should be attainable.
2. Identify a product that is planning to be launched in the near future. Alternatively, select a company that is already in the market but wishes to tap into new consumer segments/markets.
  - Collect data: Secondary data and published reports, primary data and interviews
  - Data analysis to (a) Understand the company’s current goals and strategies and (b) Do situation analysis including SWOT and industry analysis
3. Recommended strategy, including:
  - The target segment for the product; Positioning of the product (STP)
  - Pricing, distribution, and promotional strategies for the product (4Ps)

More detailed information on marketing plan requirements will be posted on the course page later.

## FINAL PROJECT REPORT

I will give you a template for the final group project. You can also use the example in the course textbook (p.53, 12th Edition) as a reference for how to fill in the template. Following shows the items that must be included in the Final Report:

1. Executive Summary.....
2. Company Description.....
3. Strategic Focus and Plan.....
  - a. Mission/Vision
  - b. Goals
  - c. Core Competencies and Sustainable Competitive Advantage
4. Situation Analysis.....

- a. SWOT Analysis
- b. Industry Analysis
- c. Competitor Analysis
- d. Customer Analysis
- 5. Market-Product Focus.....
  - a. Market and Product Objectives
  - b. Target Markets
  - c. Points of Difference
  - d. Positioning
- 6. Marketing Program.....
  - a. Product Strategy
  - b. Price Strategy
  - c. Promotion Strategy
  - d. Place (Distribution) Strategy
- 7. Financial Data and Projections.....
  - a. Past Sales Revenues
  - b. Five-Year Projections
- 8. Appendix.....
- 9. References.....

### Group Peer Evaluation Form (Confidential)

<b>Your Name</b>	
<b>Group Number</b>	

Carefully evaluate the performance of each member (**from 1 to 5 on each item**), excluding yourself, over the period of the group project.

5 - Outstanding   4 - Good   3 - Satisfactory   2 - Poor   1 – Unacceptable

	Contributed helpful ideas to decisions/work of the day. Showed initiative.	Met project deadlines in a timely and efficient fashion.	Degree of cooperation, worked well with group.	Standard work. Emphasize on quality rather than “just get work done”.	Participated on a regular basis in group activities. Attended group meetings.
Member #1 Name:					

Member #2 Name:					
Member #3 Name:					
Member #4 Name:					
Member #5 Name:					

**Additional comments you would like to make:**




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**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.](http://go.utdallas.edu/syllabus-policies%20for%20these%20policies)

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