Marketing 337
Principles of Marketing
Spring 2012
Linique number 04820

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MW 8-9:15am Instructor: Niket Jindal

CBA 4.332 Office Hours: MW 9:30-10:30am, CBA 1.203 Email: niket.jindal@phd.mccombs.utexas.edu

This course is designed as an introduction to the fundamental aspects of marketing: how firms discover and translate customers' needs and wants into strategies for providing products and services. This course is intended to provide you with a foundation in the principles of marketing for subsequent courses and work experience.

Prerequisites: Admission to a business major, credit or registration for Accounting 312, Business Administration 324, and Statistics 309. These requirements are necessary for this class because both statistical concepts and accounting measures are incorporated in sections related to marketing methods and marketing's role within a firm. In addition, this class requires such skills as in-class discussion, group work, and effective written communication, which are emphasized in Business Administration 324.

Course Objectives

Students will develop an understanding of:

- 1. The role of marketing in society and in an economic system.
- 2. The role of marketing in a firm and the relationships between marketing and the other functional areas of business.
- 3. Decision areas within marketing and the tools and methods used for making marketing decisions
- 4. Key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.

1 Course Materials

1.1 Textbook (required)

Marketing, 10/e by Kerin, Hartley, and Rudelius; published by McGraw-Hill/Irwin.

You need EITHER the hardcover (ISBN #978-0-07-352993-6) OR the loose leaf version (ISBN #978-0-07-740538-0). Do not try to get by with the 9th edition. Please make sure that you purchase the 10th edition. A copy of the 10th edition is on reserve in the Perry-Castañeda Library (PCL).

Blackboard

Course documents (e.g. announcements, lecture slides, readings) will be posted on Blackboard: https://courses.utexas.edu/

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Make sure that your preferred email is on file with UT. I will be contacting you through this email via Blackboard (you can check it at http://www.utexas.edu/directory/ or change it via UT Direct).

Please check the site regularly.

Class Format and Policies

Most class sessions will include lectures and class discussion of course concepts as well as their application to current issues in the business press. In addition, sessions will often include in-class group exercises and quizzes.

I expect you to conduct yourselves professionally. This includes arriving to class on time; turning off computers, cell phones, and all electronic devices; refraining from personal conversations in the class; and being respectful to your classmates and instructor. If you must miss a class, you are still responsible for everything covered in that class. It will be your responsibility to contact a classmate for missed notes, announcements, etc.

Course Requirements

3.1 Exams

Exams will cover the lectures, assigned chapters in the textbook, business press readings, class exercises, and class discussions. Each exam will be worth 20% of your grade. The four in-class exams will take place on the following dates:

Exam 1: 2/6/12

Exam 2: 3/5/12

Exam 3: 4/2/12

Exam 4: 4/25/12

Grades will be posted on Blackboard within one week. You can come to my office hours to find exactly which questions you missed and/or to discuss any of the questions on the test.

You will have the opportunity to take an optional comprehensive final. The optional final will replace your lowest test score. You cannot lower your grade by taking the final. The final exam for this class is scheduled for 5/9/12.

THERE WILL BE NO MAKE UP TESTS. If you miss a scheduled test for any reason, you can take the optional final to substitute for that missed test. If you should find that you will have to miss more than one of the scheduled tests, you should drop this course as there will be no way for you to make up for more than one missed test.

3.1.1 Exam format

Exams will comprise of multiple choice questions. As you prepare for the exams, I recommend that you make use of the practice quizzes provided on the textbook website (www.mhhe.com/kerin). To access those quizzes, go to the textbook website, click on 10th edition, click on student edition, choose a chapter from the pull down menu, click on a quiz.

3.1.2 Exam policies

You MAY NOT use any books, notes, or electronic devices during the exams.

You must bring a photo ID and a soft lead (#2) pencil (two pencils just in case) to the exams.

As per the departmental policy, I will not be handing your exam back to you in class. If you want to see your graded exam, please come to my office hours.

If you think there may have been a mistake in your posted exam grade, you must submit a WRITTEN request to me within 10 days of when the exam grades are posted. Your request must include:

- 1. Why you believe your answer is correct
- 2. Why your answer is better than the other answers
- 3. Evidence from the textbook, readings, or class discussions to support your reasoning

No appeals will be considered after 10 days.

3.2 Quizzes

During the course you will be given approximately 5-6 quizzes. Since we have 24 sessions in this class, (when there is no exam or holiday) about 25% of the sessions will have a quiz. It will, therefore, be helpful for you to be prepared for a quiz when you come to each class. These quizzes will be unannounced. Each quiz will cover the material taught in that particular session, the assigned book reading, and the assigned business press articles. Quizzes will be closed book. Given the potential for a quiz at the end of each session, it will be to your advantage to pay attention during class, ask clarifying questions during the lecture, and read the assigned book chapters and business press articles before coming to class. Your average score on the quizzes will contribute 8% towards your overall grade for the course.

3.3 Group Exercises

The group exercises will consist of a situation or problem that a marketing manager would face. The situation/problem will be related to the class lecture and the readings that you are to have done before coming to class. These exercises are designed so that you can collaborate with other students in order to apply the concepts learned in class.

I expect you to make groups of 5 students each and hand me a written response to the exercises. Please make sure the names of all group members who contributed are on the written response. All students in a group are expected to contribute equally to the group exercises and hence, all students in the group will receive the same grade for the exercises. The average score on the exercises will contribute 8% towards your overall grade for the course.

Participation

There will be two business press articles assigned for each class session. I will cold call a student to summarize and discuss each of the articles in each class session. Contributions will be evaluated as follows:

0 points: student is not present in class when called upon

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1 point: student did not read article or only has a very basic recollection of the article

2 points: strong and concise summary of the article

3 points: strong summary of the article and links the article to specific concepts from the textbook chapter being covered in that lecture

Note that students will only have 1 or 2 opportunities during the semester to collect participation points. The average score for your participation will contribute 4% towards your overall grade.

Grading

Your final grade will be based on your performance on four exams, quizzes, group exercises, and participation.

| Exam 1 | 20% |
|-----------------|------|
| Exam 2 | 20% |
| Exam 3 | 20% |
| Exam 4 | 20% |
| Quizzes | 8% |
| Group Exercises | 8% |
| Participation | 4% |
| Total | 100% |

Letter grades will be assigned based on the following cut-off percentages:

| | | 88.0 - 89.9 | B+ | 78.0 - 77.9 | C+ | 68.0 - 69.9 | D+ | | |
|-------------|----|-------------|----|-------------|----|-------------|----|------------|---|
| 92.0 - 100 | A | 82.0 - 87.9 | В | 72.0 - 77.9 | C | 62.0 - 67.9 | D | | |
| 90.0 - 91.9 | A- | 80.0 - 81.9 | B- | 70.0 - 71.9 | C- | 60.0 - 61.9 | D- | Below 60.0 | F |

Extra Credit 5

You can earn extra credit points in this course by participating in research studies through the Marketing Department Subject Pool. You can earn 1% added to your lowest test score for each study you participate in. To earn the maximum of 4%, you must participate in four different studies. You may not participate in the

same study twice. You will receive this credit for any research studies offered via the Marketing Department Subject Pool website at: http://mccombs.sona-systems.com

You may go to the website and register today and you will be notified by email when the first studies are posted online. For more information on the Subject Pool, see the Marketing Department website: http://www.mccombs.utexas.edu/Departments/Marketing/Courses.aspx. Click 'Course Descriptions' tab and click the first link for 'Subject Pool: Extra Credit for MKT 337 and MKT 320F'.

You are strongly encouraged to participate in these studies. It is a good way to get exposed to marketing research and it is valuable to understanding marketing and consumer behavior. These opportunities are offered throughout the semester, but will end on April 27th, so plan ahead. Those not interested in participating in a research study may choose a research paper option (see the above website for details).

If you have questions regarding extra credit, please email Hyunjung Crystal Lee, the subject pool coordinator, at hyunjung.lee@phd.mccombs.utexas.edu.

Strategies for Success in this Class

- 1. Read the assigned chapter sections from the textbook before each class. Keeping up with the readings should help guide your learning efforts and preparation for your exams. In addition, in-class quiz questions and group exercises will draw from these readings.
- 2. Read the business press articles before each class. These articles will help you gain an appreciation of how marketing affects the business environment. In addition, quiz questions, exam questions, and class participation will draw from these readings.
- 3. Attend class. The class discussions and activities are intended to give you a chance to apply the information discussed in the text. This will help you understand the information more intuitively and recall the information for tests. In addition, 20% of your grade is dependent on in-class quizzes, group exercises, and participation.
- 4. Ask questions and participate in class discussions and activities. This is the best chance to clarify and reinforce the information presented in the text and lecture.

Academic Dishonesty

Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Judicial Services website at http://deanofstudents.utexas.edu/sjs/ or the General Information Catalog to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

Because of the large size of the group with whom you will be taking tests, some students may be tempted to cheat. DON'T. I will refer students to Student Judicial Services when necessary.

Students with Disabilities 8

Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 471-6259.

Class Schedule 9

| Class | Date | Topic | Chapters | |
|---------|-----------------|---|-------------------|--|
| 1 | Wed, 1/18 | Course Introduction | | |
| Initiat | ting the Market | ing Process | | |
| 2 | Mon, 1/23 | Discover and Satisfy | 1 | |
| 3 | Wed, 1/25 | Marketing and Corporate Strategies | 2 | |
| 4 | Mon, 1/30 | Scanning the Marketing Environment | 3 | |
| 5 | Wed, 2/1 | Ethical and Social Responsibility in Marketing | | |
| 6 | Mon, 2/6 | Exam 1 | 1-4 | |
| Under | standing Buye | rs and Markets | | |
| 7 | Wed, 2/8 | Consumer Behavior | 5 | |
| 8 | Mon, 2/13 | Organizations as Customers | 6 | |
| 9 | Wed, 2/15 | Reaching Global Markets | 7 | |
| 10 | Wed, 2/15 | Speaker: Manolo Sanchez, BBVA/Compass CEO 5:30-6:30pm | | |
| | Mon, 2/20 | No class | | |
| Targe | ting Marketing | Opportunities | | |
| 11 | Wed, 2/22 | Marketing Research | 8 | |
| 12 | Mon, 2/27 | Segmentation, Targeting, and Positioning | 9 | |
| 13 | Wed, 2/29 | Brand Positioning | Assigned Readings | |
| 14 | Mon, 3/5 | Exam 2 | 5-9, readings | |
| Satisfy | ying Marketing | Opportunities | | |
| 15 | Wed, 3/7 | Developing New Products and Services | 10 | |
| | Spring Break | | | |
| 16 | Mon, 3/19 | Managing Products and Brands | 11 | |
| 17 | Wed, 3/21 | Services Marketing | 12 | |
| 18 | Mon, 3/26 | Building the Price Foundation | 13 | |
| 19 | Wed, 3/28 | Arriving at the Final Price | 14 | |

| 20 | Mon, 4/2 | Exam 3 | 10-14 |
|------|----------------|--|------------|
| 21 | Wed, 4/4 | Channels and Wholesaling | 15 |
| 22 | Mon, 4/9 | Supply Chain and Logistics | 16 |
| 23 | Wed, 4/11 | Retailing | 17 |
| 24 | Mon, 4/16 | Marketing Communications and Direct Marketing | 18 |
| 25 | Wed, 4/18 | Advertising, Sales Promotion, and Public Relations | 19 |
| 26 | Mon, 4/23 | Personal Selling and Sales Management | 20 |
| 27 | Wed, 4/25 | Exam 4 | |
| Mana | nging the Mark | xeting Process | |
| 28 | Mon, 4/30 | Interactive and Multichannel Marketing | 21 |
| 29 | Wed, 5/2 | Pulling it all Together | 22 |
| | Wed, 5/9 | Final Exam | Cumulative |

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