

Foundations of Marketing

320F – Section 04935 Fall, 2010

T / Th 2:00 - 3:30 PM, UTC 2.102A

Instructor: Dr. Elizabeth Danon-Leva
Office Hours: Tuesdays & Thursdays 11:00-1:00, or by appointment
Office: GSB 6.314
Email: elizabeth.danon-leva@mcombs.utexas.edu
(Office hours will start on the 2nd day of class. No office hrs on Sept. 9)

TA: Gopal Subramaniam
Office Hours: Monday 2-3:30PM or by appointment
Office: CBA 4.304A Space C
Email: gopal.subramaniam@mba11.mcombs.utexas.edu

TA: Kyla Cunningham
Office Hours: Wednesday 2 - 3:30PM or by appointment
Office: CBA 4.304A Space A
Email: kylia.cunningham@mba11.mcombs.utexas.edu

Prerequisites

- Upper division standing (completion of a minimum of 60 credit hours); restricted to non-business students.
- Grade Point Average of 2.0 or better (for Business Foundations Certificate)

Required Textbook

Marketing, 10th edition, Kerin, Hartley and Rudelius, McGraw-Hill/Irwin, 2010,
(loose-leaf copy available for purchase at the University Co-Op; online version available at
www.coursesmart.com/007336195X)

Objectives

This course is designed to introduce non-business students to the foundations of marketing as they relate to the whole business enterprise. This course will be focused on the *understanding* and *application* of key marketing concepts. You will find that, although the text serves as a useful foundation for the concepts covered in the class, simple memorization of the material in the text will not be sufficient. **It is the attendance in lectures and the participation in discussions during class that will cement the concepts, allow you to apply them to real business problems, and prepare you for the exams.**

I will provide insight into the way in which customer wants and needs are transformed into a firm's strategies and tactics. This course will consist of class lectures, textbook, speakers, films, articles, and cases all designed to give you a comprehensive understanding of marketing.

1. To provide you with knowledge of the history of marketing activities and the evolution of the modern marketing system.
2. To heighten your awareness of the interaction between business and society as it relates to marketing activities; what role it plays in the economy and within an organization.

3. To expand your understanding of the marketing system and basic marketing vocabulary.
4. To develop your understanding of basic marketing activities and ways that marketing relates to other business activities.
5. To sharpen your analysis of business strategy and tactics from a marketing person's perspective.
6. To provide you with a framework for developing marketing strategy and a working understanding of tools and tactics useful in implementing marketing strategy.

Course Description

Marketing 320F is a mass section survey course. As a result, the course will be taught in a lecture format. I will personalize the class with outside information, guest speakers, films, and personal business experiences. However, in addition to this material, the course will include discussions of articles on "current events" related to marketing. You will be responsible for all speakers, films, articles and personal business example covered in each class.

The course will utilize Blackboard; class lecture notes will be posted on the Web site prior to class and will provide an outline of what will be discussed in class and will help you understand the organization of the lecture.

The class lecture notes are subject to modification at the time of class and additional material will be provided during class. You will find the course a much more positive learning experience if you bring a copy of the posted notes with you to class. However, you will not be able to absorb all of the material that is presented in class by merely reading the posted lecture notes. You are responsible for not only attending class, but also reading the assigned text material prior to the class.

Several guest lecturers will be invited to class. They have special marketing expertise that will enrich the course content. There may be questions on examinations or quizzes from material that is presented by the guest lecturers.

As much as possible I will try to involve you in all the course material by asking for your opinions and comments on topics as they are covered in class. As we cover different aspects of marketing, you will probably notice examples of marketing in the world around you. I encourage you to keep up with current events in business and marketing by regularly reading the popular business press, such as *Business Week*, *Financial Times*, *USA Today* (money section), *Fortune*, *Forbes*, and *The Wall Street Journal*.

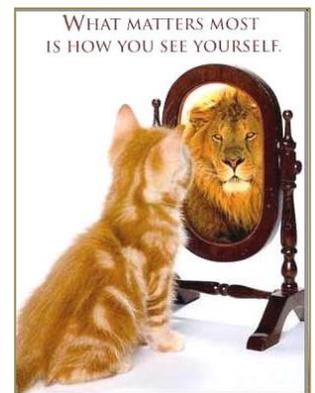
We will cover a great deal of information throughout the semester. In addition, each new topic in the course builds on previously covered material. It is essential that you remain current in your assignments, reading the appropriate text chapters *prior* to the class in which the relevant material will be covered. This will both enhance your understanding of the lecture material and enable you to comment and contribute in class.

I would like to learn more about each of you personally. Please, feel free to take the time to visit me or your TA during office hours.

Class Policies and Expectations

Class sessions will include lecture, discussion, tests, and other activities. The class sessions will be based on content from the textbook, assigned readings, guest speakers, and videos.

The keys to having a successful experience in this class include:



- Commit yourself to learn the concepts presented in this class. Don't simply memorize vocabulary words.
- Be present at every class. At least 1/2 of the questions on all exams will be based on lectures, other in-class activities, and the ensuing discussions that take place in class.
- Blackboard is required for this course. Look at Blackboard announcements weekly for updates, important class notices, and grades. Print the PowerPoint slides beforehand and bring them to class. PowerPoint slides will be available on Blackboard by midnight the day before each scheduled class. It is your responsibility to check Blackboard regularly.
-
- Place your name tag in front of you at all times.
- Take notes during class on everything, including the videos and speakers.
- Due to abuse by those who came before you, I regret to announce there is a NO LAPTOP policy in my classroom. Also, please turn off your cell phone ring tone.
- Participate in class discussions. I reserve the right to call on you, so be prepared!
- The material in this class builds on itself. Do not get behind. Read assigned chapters and articles prior to the class in which they will be discussed. This will provide you with an overview of the concepts and vocabulary so that our class discussion will be much more meaningful.
- Observe the marketing principles we discuss in class as you journey through your daily life:
 - Read articles in the business press (e.g., Wall Street Journal, Business Week, etc.) and think about the marketing implications for you, other consumers, the organizations, the industry, the economy, and society.
 - Think about the reasons why you buy a certain brand of clothes, beverages, or cars.
 - Consider why the products you buy are priced the way they are.
 - Observe how many forms of advertising you encounter every day.
 - Consider how diverse consumers can be and the effect this has on marketing strategy.
 - "Reverse engineer" the marketing efforts you are exposed to and understanding how these efforts utilize (or don't utilize) the marketing principles we discuss in this class.
- Conduct yourselves professionally. This includes arriving to class on time, turning off your cell phones, refraining from personal conversations during class, and being respectful of your classmates, guest speakers, the TAs, and your instructor. Students not conducting themselves professionally will be asked to leave the classroom. If you must leave class early, please tell me before class starts. I would appreciate it greatly.
- I have no tolerance for acts of academic dishonesty. Such acts damage the reputation of the school and the degree and demean the honest efforts of the majority of students. The minimum penalty for an act of academic dishonesty will be a zero for that assignment or exam. I reserve the right to scan all submitted documents for plagiarism using such tools as Google, TurnItIn, SafeAssign and other such tools.

Extra Credit Opportunity

You can earn up to **TWO** extra credit points on your *final grade* by participating in research studies through the Marketing Department Subject Pool. You can earn one point for each study you participate in. You may not participate in the same study twice. These extra credit points will be added to your final grade.

You can register and check your extra credit status via the Marketing Department Subject Pool website at: <http://mcombs.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.mcombs.utexas.edu/dept/marketing/undergrad/subjectpool.asp>

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 the 2nd to last week* of the regular semester (not including finals), so plan ahead.

Questions regarding extra credit can be directed to Szu-Chi Huang, the Subject Pool Coordinator, at Szu-Chi.Huang@phd.mcombs.utexas.edu.

Other

TA: Your TAs should be contacted on all grade, review, test, speaker, article, textbook, and absence issues, etc. Feel free to copy me on all email correspondence.

Students who use TA office hours regularly to ask questions about course material or simply to ask directions regarding study methods tend to do better in class.

Grading

Your grade in the course will be a function of three multiple-choice examinations, an optional final examination, homework quizzes, participation in extra credit marketing department research projects, and in-class discussion when guest lecturers make presentations.

The course grade will be computed as follows. There will be no rounding of grades.

- A 93.0 and above
- A- 90.0-92.9
- B+ 87.0-89.9
- B 83.0-86.9
- B- 80.0-82.9
- C+ 77.0-79.9
- C 73.0-76.9
- C- 70.0-72.9
- D+ 67.0-69.9
- D 63.0-66.9
- D- 60.0-62.9
- F 59.9 and below



To be fair to all students, grade changes or additional extra credit opportunities will not be considered. There will be no exceptions. No arguments about +s or –s because this would remove the benefits of the +/- system, which was introduced to insure a more accurate grading system. The way to get the grade that you want is by earning it *during* the semester and not by asking for a favor at the end of it..

Exams:

Exam #1	30 points
Exam #2	30 points
Exam #3	30 points
Surprise Quizzes (6)	10 points
Extra Credit	2 points

Total 102 points

Final Exam (Optional, cumulative, replaces your lowest exam grade) 30 points

Please note that after the Final Exam, the only student meetings I will schedule are for discussing exams from a learning perspective, and these will be scheduled during the next semester. No grade discussions of any kind (other than to correct data entry or calculation errors) will occur at the end of the semester.

Exam Policies

Please consult the calendar and establish that the exam dates/times will not conflict with your schedule during the first day of class. **You must take the exam on the dates indicated in the class calendar.** You will need to come to class ten minutes early on test days and bring your student ID card.

No alternative test dates or times will be provided except as required for those students presenting a letter of accommodation from the Dean of Students SSD office. **No make-up dates are offered for students who miss an exam.** Remember that if you miss an exam, while you will be given a zero, you may take the optional Final Exam to replace the zero grade.

Do not make any plans to leave town before the Final Exam to assure yourself the opportunity to make up a missed exam or low exam score.

- Exams will cover assigned chapters in the textbook, other assigned readings, lectures, class exercises, class discussions, videos, and guest speakers. You are responsible for everything covered in the previously stated areas.
- Exams will consist of multiple choice questions. The emphasis on these exams will be on the application of concepts and not on memorization.
- Test grades will be posted on Blackboard within two business days following the test.

The following rules are key to exam efficiency in a large class. Failure to follow any of these rules will result in a penalty:

1. *Bring a photo ID to all exams* You must bring your student ID card to each exam and present it. Students without any ID will be checked by the Professor against the photo roster for the course. If you leave the exam without showing a photo ID or being checked against the roster, you will receive a zero grade regardless of your test answers. In other words, do not leave in a hurry. No exceptions will be made to this rule.

2. *Turn off all cell phones, PDAs, pagers, calculators, or any other personal technology* during exams, and do not have them on your desk or otherwise visible during the exam. No additional notes, books, headphones, or tools are allowed. This is for exam security.
3. *Bubble in Exam "A" or "B", your EID and full name in pencil on your Scantron* for all exams. Exams completed in ink cannot be read by the scanner and must be hand graded. If you miss to include any of this information you run the risk of a wrong grade or not being graded at all
4. Stop writing and stand up to hand in your exam when I call 'time'. Students arriving late to an exam will not be given additional time.
5. *Use of pencils and erasers are allowed.* The professor, TA and proctors will randomly examine your space and anything found to be more than your Scantron and exam questions material will be confiscated and your grade penalized with zero.
6. Stay in your seat until you are ready to turn in your exam. Leaving the room unaccompanied during the exam will not be permitted except in cases of medical emergencies (i.e. don't drink a Big Gulp right before a test!).
7. When you finish your exam, you must hand in your Scantron and exam questions sheets together.
8. Students who have English as their second language may bring a language book dictionary only (no electronic foreign language dictionary is permitted). It will be inspected and should not include any notes, loose pages, or any additional course material/information.
9. Please accept the responsibility of aggressively *avoiding ANY behavior that may appear to be cheating.* Keep your Scantron sheet in front of you, your eyes on your own paper. *NO ball caps allowed during the exam.*

Should any TA or exam proctor observe a student behaving in a way that arouses their suspicion, they may ask the student to move to the back of the classroom to complete the exam and will ask the student to speak with me after class. This is not an accusation, I will merely ask for an explanation of what was observed. Please be advised that I reserve the right to use 'undercover' proctors posing as students taking the exam. I will refer any suspected violations to the Office of the Dean of Students for investigation. An 'F' in the course will be the recommended penalty in most cases of exam cheating or other scholastic dishonesty.

Exams will be available for review for two weeks only following the posted grades during TA and instructor office hours only. You may take notes, but you may not remove the scantron, exam, or exam key (including verbatim notes or pictures of these items) from the TA or instructor's office. Removal of exam-related material from the instructor's office is considered cheating and will be treated as an incident of scholastic dishonesty. (Because of the size of the class, we cannot extend this beyond the stated time frame).

Please note that after the Final Exam, the only student meetings I will schedule are for discussing exams from a learning perspective, and these will be scheduled during the next semester. No grade discussions of any kind (other than to correct data entry or calculation errors) will occur at the end of the semester.

Surprise Quizzes

- Six (6) unannounced quizzes will be given throughout the semester. These quizzes will generally consist of four (4) multiple choice questions: 2 from the previous lecture and 2 from the current day lecture in which the quiz is administered.
- There will be no make-up quizzes offered. Students missing a quiz will receive a zero for that quiz.

- The lowest of your six (6) quizzes will be dropped. The five (5) highest quiz grades will be counted towards your class grade.

Meeting Your Grade Goals

First, review this syllabus and the course requirements carefully. There are many opportunities provided to help you succeed in this course. However, you must take advantage of them throughout the semester since the extra credit opportunities are time-limited. A full 10 points of your grade is determined solely by your surprise quizzes, with an additional 2 extra credit points available to add to your final grade. Please note that grades are based on your output, not your effort, nor your improvement. I expect each of you to have the time management skills to evaluate course requirements and complete them on time and accept the consequences of your choices.

Please see the instructor or TA for guidance early in the semester if you are not meeting your grade goals. Your TA will NOT provide notes for missed classes! Any member of the teaching team is happy to assist you in using this information to devise a more successful study system.

It is always disappointing to hear from students at the end of the semester who did not take advantage of attendance and extra credit and end up only one or two points away from a higher grade. Do not be one of them! All choices—even ‘right’ ones – have consequences, so skipping class/studying less to meet other legitimate life needs will not excuse you from receiving the grade you earn in this class. The instructor will not discuss or consider any grade changes at the end of the semester (regardless of special circumstances, catastrophes, improvement, good intentions, needs, desires, etc), so please put your effort into this class throughout the semester and accept the consequences of your choices.

Attendance

Class attendance is essential and expected. All class meetings will be held as scheduled unless it is announced otherwise. You are expected to be in class on time to eliminate disruption of class discussions, class speakers and lectures.

Late to Class: Students coming into class late are requested to enter the class from the REAR DOORS ONLY. Entering the class doors through the side doors is disturbing to your fellow students, your instructor, and guest speakers.

University Policies

Services for Students with Disabilities (SSD):

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-4641 TTY. Please also contact me early in the semester regarding any special assistance I may provide, including during class. Letters of accommodation MUST be submitted within TWO weeks of the start of the semester. Students are RESPONSIBLE FOR MAKING ARRANGEMENTS FOR THEIR ACCOMODATIONS “NOT” the TA or the PROFESSOR.

Religious Holidays:

If any student will have to miss a class as a function of a religious Holy Day, they need to inform the Professor by the end of the third class day so that alternative arrangements can be made. If you must miss a class, a work assignment, or a project in order to observe a religious holy day, I will give you an opportunity to complete the missed work within a reasonable time after the absence. If you miss an exam, remember that is why 4 exams are offered in this course, you have the opportunity to take the Final Exam to make up for the one you missed. This policy can be reviewed online at: <http://www.utexas.edu/student/registrar/catalogs/gio3-04/ch4/ch4g.html#religious>

Academic Dishonesty:

Don't cheat. Integrity is important in the “real world” and the classroom alike. The bottom line is that I will not be tolerant of any unethical behavior in any way shape or form and will seek out the maximum penalties for any student violating the University’s policies.

This class will operate in full compliance with the Policy Statement on Scholastic Dishonesty for the McCombs School of Business, which is described in detail at

http://www.mcombs.utexas.edu/udean/advising/policy/code_of_conduct.asp.

The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the Policy Statement on Scholastic Dishonesty for the McCombs School of Business. By teaching this course, I have agreed to observe all of the faculty responsibilities described in that document. By enrolling in this class, you have agreed to observe all of the student responsibilities described in that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification.

By enrolling in this class you have agreed to observe all student responsibilities described in that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification.



CHEATING WILL NOT BE TOLERATED.....PERIOD!!!

All aspects of the delivery of this course, including the class lecture, are the intellectual property of the professor. Any unauthorized reproduction, transmission, transcription or duplication of any aspect of the delivery of this course is strictly prohibited.

Final Thoughts

Please take advantage of the opportunities in this course. I am here to help you. Please keep in mind that this is a dynamic course, constantly in development to incorporate the growth and changes in the field of international business. Your patience and understanding are appreciated. There **will be changes** to the course schedule, and I reserve the right to make changes to this syllabus. That said, your feedback is important to me and to the development of the class, so please feel free to give me your constructive criticism and feedback on the course.

Marketing will be demanding, at times difficult and quick paced course. It involves a mindset that forces you to integrate, to be imaginative, and to be decisive in situations with limited information. Developing a mindset – a way of thinking – is much more difficult than learning specific information or techniques. You must learn to think analytically. You may find the course requirements and evaluation to be very demanding. However, facing demands is the surest way I know to learn and grow. You will be able to use the skills and knowledge you have learned in this class in whatever path you take in your career as a means to effect positive change. At the same time the course is difficult, it will give you valuable insight into the real world that will benefit you as you pursue a career in an increasingly global world.

Finally, this course should be very enjoyable – I believe learning should be fun! Despite some of the formal rules in the course, much of the class discussion can be spontaneous and creative. More than most other courses you have had in college, **you will get out of this class what YOU put into it.** I can simply guide. If you will commit yourself to preparation, apply yourself to the tasks at hand, and then open yourself up to learn what you can from the process and from other students, I think you will find this among the most enjoyable and worthwhile courses you will have in your business education.

MKT 320F COURSE SCHEDULE

Note that course structure, guest speakers, and reading assignments *are subject to change*. It is your responsibility to remain informed of the routine changes and adjustments announced during each class meeting and/or posted on Blackboard.

CLASS	DAY	DATE		TOPIC	CHAPTER / READINGS
1	TH	Aug	26	Introduction to the Foundations of Marketing <i>Purpose & Scope of the Course</i>	Intro
2	T	Aug	31	The Marketing Environment	Chapter 3
3	TH	Sept	02	Creating Value & Customer Relationships	Chapter 1
4	T	Sept	07	Marketing & Organizational Strategies	Chapter 2
5	TH	Sept	9	Legal Aspects of Marketing	---
6	T	Sept	14	Consumer Behavior	Chapter 5
8	TH	Sept	16	Organizations as Customers	Chapter 6
9	T	Sept	21	Guest Speaker	---
10	TH	Sept	23	International Marketing	Chapter 7
11	T	Sept	28	EXAM 1 (Chapters 1-3, 5-7, Lectures, Articles, video clips & Guest speakers)	EXAM
12	TH	Sept	30	Marketing Research	Chapter 8
13	T	Oct	05	Marketing Research	Chapter 8
14	TH	Oct	07	Marketing Segmentation	Chapter 9
15	T	Oct	12	Product Development	Chapter 10
16	TH	Oct	14	Product & Brand Management	Chapter 11
17	T	Oct	19	Guest Speaker	---
18	TH	Oct	21	Marketing Ethics	Chapter 4
19	T	Oct	26	EXAM 2 (Chapters 4,8-11, Lectures, Articles, video clips & Guest speakers)	EXAM
20	TH	Oct	28	Pricing Strategy	Chapter 13
21	T	Nov	02	Guest Speaker	---
22	TH	Nov	04	Pricing Tactics	Chapter 14

23	T	Nov	09	Guest Speaker	---
24	TH	Nov	11	Marketing Communications	Chapter 18
25	T	Nov	16	Advertising, Promotion & PR	Chapter 19
26	TH	Nov	18	Wholesaling	Chapter 15
27	T	Nov	23	Retailing	Chapter 17
	TH	Nov	25	No Class - Thanksgiving Holiday - No Class	---
28	T	Nov	30	Personal Selling	Chapter 20
29	TH	Dec	02	EXAM 3 (Chapters 13-15,17- 20, Lectures, Articles, video clips & Guest speakers)	EXAM
	TH	Dec	09	FINAL EXAM (optional) 2-5 PM, Location : TBD	EXAM

This page is intentionally blank.

Student Personal Information Sheet

Marketing 320F

Fall 2010

Please complete the following information. This information will not be shared with others. This sheet provides me with your contact information as well as a brief background on you. The better I understand you & your interests, the more I am able to help & guide you to areas of your interest. Thank you!

NAME: _____

☎ Telephone(s): _____

✉ Email(s): _____

Major: _____

☺ Expected Graduation Date: _____

🏠 What is your nationality, where were you born? _____

🗣 What language(s) do you speak other than English? _____

✂ What are your professional career goals?

✂ What are your dreams & hopes?

✂ What are your expectations for this class to help you toward your career goals & personal dreams?

✂ Tell me something special and/or interesting about yourself (i.e. hobbies, interests, and accomplishments, family) and/or What did you do this summer?

✂ Do you have any question for me?