MKT337 – PRINCIPLES OF MARKETING

SECTION 04865, SPRING 2012

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Class	TTh 3:30-5:00, UTC 4.122
Required Textbook	MKTG5 Lamb/Hair/McDaniel

Course Objectives:

This class is intended to provide you with an overview of the basic marketing concepts and tools. Regardless of the field you ultimately choose to pursue, this course will give you a strong grounding in the marketing discipline. You will have the opportunity to learn:

1) What marketing is, and what role it plays in the economy and within an organization.
2) The key marketing issues that businesspeople face within various decision areas.
3) How to select and apply key marketing tools to exploit business opportunities.
4) Creative and critical thinking skills.
5) How to improve your presentation and writing skills.
6) An appreciation of how a marketing perspective is important in your own personal and professional development.

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 class 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.**

Class Format and Policies:

Class sessions will include lecture, discussion, exams, quizzes and other activities. The class sessions will be based on content from the textbook, assigned readings, guest speakers, and videos. With the exception of exam days, you will generally be expected to read one chapter in the textbook plus one or more articles (posted on Blackboard) in preparation for each class.

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.
- 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. As you read the material, note any questions you have and ask the questions during class time.
- Be present at every class. At least 1/2 of the questions on all exams and quizzes will be based on lectures, other in-class activities, and the ensuing discussions that take place in class.
- 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.
- Take notes during class on everything, including the videos and speakers.
- If you have questions, ask a classmate, a TA, or the professor. Don't tolerate not understanding the material.
- Bring your textbook with you to class so you can refer to examples or ask questions.
- Due to abuse by those who came before you, there is a no laptop/tablet/e-book/mobile phone policy in our classroom.
- Participate in class discussions. Answering questions posed by the professor, volunteering your insight, and asking questions is an excellent way to confirm your understanding of the concepts being discussed.
- Do not get behind. The material in this class builds on itself. You will find yourself struggling if you do not prepare for each class, attend each class, and commit yourself to learning the material. Be proactive - do not wait until the day before an exam for clarification.
- 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 understand 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 mobile phones, refraining from personal conversations and texting 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.

Class Schedule:

Date	Day	Class	Chapter(s)	Topic
1/17/2012	T	1	-	Course Overview
1/19/2012	Th	2	1	Overview of Marketing
1/24/2012	T	3	2	Strategic Planning
1/26/2012	Th	4	4	The Marketing Environment
1/31/2012	T	5	6/7	Consumer and Business Decision Making
2/2/2012	Th	6	8	Segmenting, Targeting and Positioning
2/7/2012	T	7	8	Segmenting, Targeting and Positioning
2/9/2012	Th	8		Exam
2/14/2012	T	9	10	Product Concepts
2/16/2012	Th	10	11	Developing and Managing Products
2/21/2012	T	11	12	Services and Nonprofit Organization Marketing
2/23/2012	Th	12	13	Marketing Channels
2/28/2012	T	13	13	Marketing Channels
3/1/2012	Th	14	14	Supply Chain Management
3/6/2012	T	15	15	Retailing
3/8/2012	Th	16		Exam
3/13/2012	T	-		(Spring Break)
3/15/2012	Th	-		(Spring Break)
3/20/2012	T	17	16	Integrated Marketing Communications
3/22/2012	Th	18	17	Advertising and Public Relations
3/27/2012	T	19	18	Sales Promotion and Personal Selling
3/29/2012	Th	20	19	Pricing Concepts
4/3/2012	T	21	20	Setting the Right Price
4/5/2012	Th	22		Exam
4/10/2012	T	23	9	Marketing Research
4/12/2012	Th	24	9	Marketing Research
4/17/2012	T	25	3	Ethics and Social Responsibility
4/19/2012	Th	26	5	Developing a Global Vision
4/24/2012	T	27	22	Digital Marketing
4/26/2012	Th	28	-	Guest Speaker
5/1/2012	T	29	21	Customer Relationship Management/Class Wrap-Up
5/3/2012	Th	30		Exam
TBD*		-		Optional Final Exam

** to be offered only at "official" exam time as published by the UT Registrar*

Grading:

The components of your semester grade will be:

Exam 1	20%
Exam 2	20%
Exam 3	20%
Exam 4	20%
Current Event Analyses	10%
Quiz Average	10%

Exams:

- Exams will cover assigned chapters in the textbook, other assigned readings, lectures, class exercises, class discussions, videos, and guest speakers.

- Exams will consist of multiple choice and short-answer questions. The emphasis on these exams will be on the application of concepts and not on memorization.

- Please bring your UT photo ID and two soft lead (#2) pencils to each exam. You may not use any books, notes, or electronic devices (including mobile phones) during exams. If you are found to be using any forbidden materials or violating the Scholastic Dishonesty Policy in any way, you will receive a zero on the exam in addition to being subjected to the maximum penalties described in the Policy Statement on Scholastic Dishonesty for the McCombs School of Business.

- Exams will be administered ONLY during the class period for which the exam is scheduled.

- Exams will end promptly at the designated time, regardless of when you arrive to class. No student will be allowed to begin their exam after the first student finishes.

- There will be no make-up exams for ANY reason – this includes interviews, personal issues, illnesses, school-sponsored trips, etc. Students missing an exam will receive a zero for that exam.

- If you miss an exam, or are unsatisfied with your grade for an exam, you may take the optional final exam. The optional final exam will be cumulative of the entire semester content. The grade for the optional final may be used to replace your lowest exam grade. The optional final can only improve your grade - it cannot lower your grade (i.e. if your optional final exam grade is lower than your grades on any of the four regular exams, the grade for the optional final will not be considered in your final grade). The optional final will be administered only during the University-designated final examination period.

- All exams will be available for review for two weeks after the grades are posted. After the two-week period, the exams are no longer available for review.

- If after taking an exam (or quiz), you believe there is a grading issue which is cause for review, you may make an appeal. All appeals must be via email and must be received no later than midnight on the 7th day after grades for that exam or quiz are posted on Blackboard. Your appeal must include a detailed explanation for your appeal including backup documentation (passage from the textbook, lecture slide, etc.).

- If you have an accommodation from the Dean of Students SSD office which you would like to have considered, please provide me with documentation prior to the first exam. It is your responsibility to provide this documentation and to reconfirm necessary arrangements *prior to each exam date*.

Grading, continued:

Quizzes:

- Several unannounced quizzes will be given throughout the semester. These quizzes will generally consist of five-to-ten multiple choice and short-answer questions based on the previous lecture and the reading assigned for the class in which the quiz is administered (if any).

- You may not use any books, notes, or electronic devices (including mobile phones) during quizzes. If you are found to be using any forbidden materials or violating the Scholastic Dishonesty Policy in any way, you will receive a zero on the quiz in addition to being subjected to the maximum penalties described in the Policy Statement on Scholastic Dishonesty for the McCombs School of Business.

- There will be no make-up quizzes for ANY reason – this includes interviews, personal issues, illnesses, school-sponsored trips, etc. Students missing a quiz will receive a zero for that quiz.

- The lowest of your quiz grades will be dropped. The remaining quiz grades will be averaged together for the "Quiz Average" component of the semester grade.

Current Event Analyses:

- Students are required to prepare a written analysis for two marketing current events during the semester. Relevant current events can be found in the *Wall Street Journal*, *Business Week*, *USA Today*, or other business publications (many of which can be found online or in the library). Students may select current events pertaining to any of the following topics:

Topic	Due Date
Segmentation-Targeting-Positioning	2/14/12
Product	2/23/12
Place (Marketing Channels)	3/09/12
Promotion	3/29/12
Pricing	4/10/12
Market Research	4/17/12

- Each of your two analyses must be from a different topic (for example, you may not prepare both analyses on the "Product" topic).

- Current events selected should be from articles published in the last twelve months. Current events that are assigned for, or discussed in, class may not be used.

- Written analyses should be no more than one typewritten page (11-point font, single-spaced, 1" margins) and should include the following components:
    - Hyperlink to article (or complete name, date and source of article if not found online)
    - Synopsis of article
    - Identification of one or more key marketing concepts (as discussed in class or in the book) described in the article.
    - Your critique of the use of the marketing concept(s) (i.e. do you believe the organization in the article effectively applied the concept? Why/why not? What suggestions do you have for the organization to more effectively apply the concept?)

- Submit analyses in MS Word format to Bill.Peterson@mccombs.utexas.edu by midnight on the date due with the following in the subject line of the email: "Section 04865 Current Event Analysis – LastnameFirstinitial" (e.g. "Section 04865 Current Event Analysis – SmithJ").

- The selection and analyses of the current event must be exclusively your own work. Any collaboration with other students or plagiarism will constitute scholastic dishonesty.

Grading, continued:

- Well-written analyses that fully address the above topics will received a grade of 80. Additional credit will be given to analyses that are especially insightful. No late Current Event Analyses will be accepted.

- The grades for the two analyses will be averaged together for the "Current Event Analyses" component of the semester grade.

- A sample Current Event Analysis is available on Blackboard

Extra Credit:

You can earn up to two extra credit points in this course (applied to your semester average) by participating in research studies through the Marketing Department Subject Pool. You can earn one point for each study you participate in. To earn two points, you must participate in two 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.

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 30th, 2012 at the latest, so plan ahead. Those not interested in participating in a research study may choose a research paper option (see the above website for details).

Questions regarding extra credit can be directed to Crystal Lee, the Subject Pool Coordinator, at Hyunjung.Lee@phd.mccombs.utexas.edu.

Final Grades:

Final grades will be assigned based on your semester average as follows:

Semester Average	Grade	Grade Points
92-100	A	4.00
90-91	A-	3.67
88-89	B+	3.33
82-87	B	3.00
80-81	B-	2.67
78-79	C+	2.33
72-77	C	2.00
70-71	C-	1.67
68-69	D+	1.33
62-67	D	1.00
60-61	D-	0.67
59 or less	F	0.00

Grades will be rounded per the conventional guideline with consideration given to the first two decimal points only (e.g. 91.449 will be considered 91.44, and the resulting grade would be an A-).

Out of fairness to all students, I do not arbitrarily change grades or give additional extra credit opportunities. There will be no exceptions. 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.

Scholastic Dishonesty:

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.mccombs.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. Policy on Scholastic 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.

Students with Disabilities:

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 and/or during examinations.

If you have an accommodation from the Office of the Dean of Students which you would like to have considered, please provide me with documentation prior to the first exam. It is your responsibility to provide this documentation and to reconfirm necessary arrangements *prior to each exam date*.

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