**FOUNDATIONS OF MARKETING-WB**

*----------Preliminary—subject to change----------*

Term, Unique: Fall 2023, MKT 320F-WB, Unique 06355

Format: Online Asynchronous

Instructor:Kevin Williams

TA: TBD

Email: Please use the Canvas system to communicate

Office Hours: Email and by appointment

Communication:Please contact Prof. Williams by **using the Canvas email capability** so that our correspondence can be tracked and does not get filtered as out as spam. Also, please **enable Canvas notifications** so you will be aware of important announcements and updates.

Course Description:This course will introduce basic concepts and terminology in marketing: the process of developing marketing strategy, the role, design, and management of marketing activities within the firm, external influences that affect the development of marketing strategy, and basic analytical tools appropriate to marketing decision-making.

Course Outcomes:Upon successful completion of this course, you will be able to:

* Explain the evolution of the marketing concept, including the historical context of changes in the concepts of marketing, and the role that marketing currently plays in the interaction between business and society.
* Demonstrate an understanding of business strategy options within an organization and connect it to the development of marketing strategy.
* Apply the basic framework of the marketing process, including the situation analysis (5 Cs), market strategy development (STP), and marketing mix decisions (4 Ps), to key issues that marketers encounter in implementing marketing strategy.
* Demonstrate an understanding of the value, use, and implications of market research using common tools and methods as part of a critical analysis of a marketing situation.
* Evaluate marketing decisions and their potential business impacts using key marketing

terminology, tools, and tactics.

Course Access: via Canvas

Textbook: Marketing Core Curriculum Readings. Harvard Business Press. This will be a set of digital readings accessed through Canvas. Various articles will also be embedded throughout the course.

Academic Rigor and Workload: The McCombs School is committed to rigorous classes. There will be a *substantial workload* in many of the weeks during the semester, requiring significant reading, participation, assignment completion, learning of new concepts and critical thinking processes.

Grade Weighting:

|  |  |
| --- | --- |
| Practice Activities (quizzes)  | 5% |
| Reading Checks (quizzes) | 20% |
| Exam 1 | 25% |
| Exam 2 | 25% |
| Exam 3 | 25% |
| Extra Credit (max 2 points on final average) |  |

Final Grading Scale:

|  |  |  |  |
| --- | --- | --- | --- |
| **From** | **To** | **Grade** | **GPA** |
| 93 | 100 | A | 4.00 |
| 90 | <93 | A- | 3.67 |
| 87 | <90 | B+ | 3.33 |
| 83 | <87 | B | 3.00 |
| 80 | <83 | B- | 2.67 |
| 77 | <80 | C+ | 2.33 |
| 73 | <77 | C | 2.00 |
| 70 | <73 | C- | 1.67 |
| 67 | <70 | D+ | 1.33 |
| 63 | <67 | D | 1.00 |
| 60 | <63 | D- | 0.67 |
| 0 | <60 | F | 0.00 |

Practice Activities:Practice activities test your understanding of the content in the lessons within a unit. These activities include interactive activities within the HBP Core Curriculum readings, multiple-choice questions, and other written responses.

Reading Checks:These are non-cumulative quizzes based on the unit readings and activities. You should begin the quizzes only after you have completed and thoroughly reviewed the unit content and are comfortable with the concepts.

Participation:During the course you will have the opportunity to interact with other classmates using polls, discussion forums, and video activities.

Late Assignments and Responsibility of Turning in Work Properly: Assignments are due at designated times as outlined on the course schedule. Assignments submitted after the due date and time will receive 50% credit, if submitted within 24 hours of the due date and time. Assignments submitted more than 24 hours ***after*** the original deadline, even 1 minute after the deadline, will **not** receive **any** credit. Please leave sufficient time to complete the required activities and the corresponding assessments to avoid being penalized for unplanned issues. To be fair to all students in the course, **there are NO extensions and NO make-up assignments.**

Exams:There will be three non-cumulative exams. The exams are closed-book, closed-note, closed-material; you are not to access any materials during the exam. The exams are designed to have a one-hour normal time limit for each exam, but two hours are allocated for those needing extra time (SSD accommodations). **Exams must be taken on the scheduled date** and will be taken online through Canvas between the hours of 7am and 7pm and monitored via Proctorio. If a student misses any exam for any reason, they may take the cumulative make-up exam offered during the university’s final exam period. The cumulative make-up final is also offered as an opportunity to replace one of the 3 exams during the semester. Students taking all four exams will have the lowest grade dropped.

Proctorio is a secure monitoring platform that integrates with Canvas and**ONLY**works within the Chrome web browser.  Read more information here: [**https://wikis.utexas.edu/display/MSBTech/Exams**](https://wikis.utexas.edu/display/MSBTech/Exams)

* Make sure you are using the most updated version of [**Chrome browser**](https://support.google.com/chrome/answer/95346?hl=en&ref_topic=3227046) on a desktop or laptop computer. Tablet and phone support is not available.
* Make sure your computer is plugged into a power outlet and not running on battery.
* [**Proctorio Chrome Extension**](https://chrome.google.com/webstore/detail/proctorio/fpmapakogndmenjcfoajifaaonnkpkei) settings (you can turn these off after you complete the quiz or exam).
* Click the Proctorio extension (shield icon) and select "Manage Extensions.”
* Scroll down and make sure the option "Allow this extension to read and change all your data on websites you visit" is set to "**On all sites**".  NOTE: You can always turn off this setting after the exam.
* Check to be sure the "Allow in incognito" setting is enabled (the slider should be blue).
* You may need to refresh the page or reload the test for these settings to take effect.
* If checking/modifying the settings does not work, remove and reinstall the extension. Note: The Proctorio extension often reloads with the "Allow in incognito" setting disabled, so walk through the steps above again after reinstalling.
* As a best practice, it helps to reboot your computer before you take a quiz or exam that uses Proctorio.

Before starting the exam:

* + Open Chrome only. Close all other programs.
	+ Make sure you are in a room that is **quiet,** with **good lighting and no glare.**
	+ Make sure your face is close enough to your camera.
	+ Glasses may need to be removed during the camera check.

If the webcam or microphone fails when Proctorio tests your hardware, it is likely an issue with your computer or browser so:

* + Try the links they provide to troubleshoot your issues.
	+ If that doesn’t help, use the Live Chat feature to talk to someone at Proctorio to resolve your issue.  Proctorio Support is experienced in resolving issues.
	+ Mac users may need to change permissions to allow third-party apps to control microphone & webcam.
	+ If you are alerted that your computer is lacking RAM and could crash, still attempt to take the exam.
* If you have an extension for another proctoring service, besides Proctorio, you need to disable it.
* To contact Proctorio for more assistance, use the live chat option from the extension, or go to  [**https://proctorio.com/support**](https://proctorio.com/support)
* ***Your instructors and TAs are NOT equipped to provide technical support.***

Extra Credit Research Opportunities: You may participate in up to two research studies through the Marketing Department Subject Pool for extra credit in this class. For each study you will receive one additional on your final grade average.  To receive two points, you must participate in two *different* studies, and you may not participate in the same study multiple times. You will receive this credit for any Research Studies offered via the Marketing Department Subject Pool website at: <http://mccombs.sona-systems.com> You should receive an email by the third week of classes with login information for SONA. You are strongly encouraged to participate in these studies.

These research studies expose you to marketing research and can be valuable in understanding consumer behavior. These opportunities are offered throughout the semester but will end by November 18 (or earlier). Those who are not interested in participating in a research study may choose a research paper option (see the above website for details).

***Questions regarding extra credit?*** Email Paige Abbott, the Subject Pool Coordinator, at

paige.abbott@mccombs.utexas.edu. **Please note that I will not have any information about your participation until after the last day of classes.**

Code of Ethics: The McCombs School of Business has no tolerance for acts of scholastic dishonesty.  The responsibilities of both students and faculty regarding scholastic dishonesty are described in detail in the BBA Program’s Statement on Scholastic Dishonesty at <http://www.mccombs.utexas.edu/BBA/Code-of-Ethics.aspx>.  By teaching this course, I have agreed to observe all faculty responsibilities described in that document. By enrolling in this class, you have agreed to observe all student responsibilities described in that document.  If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask for clarification.  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, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced.  You should refer to the Student Judicial Services website at <http://deanofstudents.utexas.edu/sjs/> to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

Academic Integrity: Students of the University of Texas and this course may not share or distribute materials that could be an advantage to another current or future student, and the university has no tolerance for acts of scholastic dishonesty. More on UT’s policy of Academic Dishonesty and Cheating here:

<http://deanofstudents.utexas.edu/conduct/facultyresources.php>

Students with Disabilities: Appropriate academic accommodations may be requested from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512‐471‐6259.

<http://www.utexas.edu/diversity/ddce/ssd/>

There are no timed assignments, other than the three exams, and extra time has already been allocated for those. Since this is an online course, students may provide their own physical accommodations as needed.

Course Outline and Deadlines: It is a good idea to work at least a day ahead of these deadlines to anticipate unforeseen events or emergencies.

**About This Course,** Complete by **Friday, Aug 25** at 11:55PM.

**Getting Started,** Complete by **Friday, Aug 25** at 11:55PM.

**Unit 1:** Overview of the Marketing Concept: Framework for Marketing Strategy & Customer Centricity, Complete by **Friday, Sep 1** at 11:55PM.

**Unit 2:** Situation Analysis: Marketing Environment & Marketing Intelligence, Complete by **Friday, Sep 8** at 11:55PM.

**Unit 3:** Understanding the Customer:Consumer Behavior & B2B Marketing, Complete by **Friday, Sep 15** at 11:55PM.

**Exam: Units 1-3, Friday, Sep 22.** The exam must be taken on this day, between 7am and 7pm.

**Unit 4:** Building a Marketing Strategy, Part 1**:** Segmentation & Targeting, Complete by **Friday, Sep 29** at 11:55PM.

**Unit 5:** Building a Marketing Strategy, Part 2: Brand Positioning & Brand Equity, Complete by **Friday, Oct 6** at 11:55PM.

**Unit 6:** Building the Marketing Program, Part 1: Developing and Managing Products and Services, Complete by **Friday, Oct 13** at 11:55PM.

**Unit 7:** Building the Marketing Program, Part 2: Developing and Managing the Value Chain, Complete by **Friday, Oct 20** at 11:55PM.

**Exam 2: Units 4-7, Friday, Oct 27.**  The exam must be taken on this day, between 7am and 7pm.

**Unit 8:** Building the Marketing Program, Part 3: Managing Integrated Marketing Communications & Digital Marketing, Complete by **Friday, Nov 3** at 11:55PM.

**Unit 9:** Building the Marketing Program, Part 4: Developing and Managing Pricing Decisions, Complete by **Friday, Nov 10** at 11:55PM.

**Unit 10:** Special Topics: Global Marketing and Entrepreneurial Marketing, Complete by **Friday, Nov 17** at 11:55PM.

Fall Break: Nov 20 – Nov 24.

**Exam 3: Units 8-10, Friday, Dec 1.** The exam must be taken on this day, between 7am and 7pm.

The cumulative make-up final exam will be conducted during the University’s final exam week (Dec 7-8 and Dec 11) and based on the days/times of the synchronous section of this course.