# **MKT 337NINTRO TO MARKETING IN NEW YORK**

# FALL SEMESTER 2021

# DATE AND TIME TBD (#NUMBER TBD)

# 28 West 44th Street, 15th Floor

# New York, NY 10036

THIS IS A DRAFT DOCUMENT

# **This draft is based on my current spring syllabus. It’s meant to give you a solid sense of the awesome, engaging and fun experiences that await you here in MKT 337N at UTNY! There will be a few changes but for the most part this will give you a good sense of what’s in store.**

# **The major organizational components will remain including the assessments and field trips though the actual locations of our field trips and the speakers may change. Note that the dates in the class schedule do not reflect the fall. These will be updated when I update the syllabus this summer.**

# **I look forward to meeting you. There is no better place to learn the fundamentals of the important art/science we call marketing than New York City! — Professor Ed Salvato**

Enrollment in this course is limited to participants in the UTNY program. Based upon current guidance from the UTNY program, the first two class sessions will be held online, with the remainder being held in person if permitted by current health and safety conditions. Should a student need to miss a class session due to COVID-19 exposure or quarantine, arrangements will be made to facilitate remoter participation via Zoom or a recording of the class session.

**Instructor**

Prof. Ed Salvato

Office Hours: By appointment in-person before class or via Zoom or phone

UT Email: edward.salvato@austin.utexas.edu

Professor’s mobile/text: 917-846-7177

**CONTACT**

The Canvas website for this class is the main source for course information and communications including updates to the course schedule, assigned readings, and key slides for the lectures. Please enable Canvas notifications for important announcements, discussions, and grade posts.

**Canvas messages are the best way to contact the professor outside of class or office hours.** I will respond to Canvas messages quickly.

**COURSE DESCRIPTION**

The primary objective of Marketing 337 at UTNY is to introduce you to the basic concepts, practices and tools of marketing. At UTNY we emphasize contemporary issues relating to marketing including arts and entertainment, travel and hospitality, technology, and financial services, as well as major marketing firms and agencies. It’s equally suitable for those who wish to pursue marketing as for those in other fields. The fundamental concepts of marketing we cover in class resonate all around us. To understand marketing is to understand how our so many contemporary systems work from ads you see on Instagram to your Starbucks loyalty card to predictive streaming video services. Regardless of the field you ultimately choose to pursue, this course should give you a strong grounding in key marketing concepts.

We pair at-home reading and work with in-class activities and lectures. We also organize several field trips to NYC cultural institutions. For each of these visits, we host the director of marketing in class the following week for in-depth discussions about marketing their products and services. These are also opportunities for growing your professional network. In the spring we visited the EDGE NYC, the newest observation deck in the city and the only one with an outdoor viewing platform at 1,100 feet; the Museum of Modern Art; and Little Island, a human-constructed art-and-green space in the Hudson River that opened in spring 2021.

More specifically, in this class you will have the opportunity to:

1. …understand that “marketing” is the discipline that studies how organizations can achieve superior organic growth.
2. …explain and apply the marketing process (i.e., analyzing market opportunities, and creating, communicating, and capturing value) that gears the organization for growth through increased customer value.
3. …analyze and apply the marketing mix (i.e., key concepts and tools pertaining to product management, distribution management, promotion management, and price management).

**COURSE DESIGN AND PHILOSOPHY**

The overall intent of this course is to introduceyou to the terminology, concepts and activities that are fundamental to marketing. While there is necessarily a lot of detail that we will cover, your primary objective should be to develop a “mental map” of marketing that you will be able to evolve and apply in subsequent courses and throughout your careers – regardless of whether you are identified as a “marketer” or not.

**Students are expected to read the assigned textbook chapters and topical articles prior to class**. Key slides for each lecture will be posted on the Canvas website in advance, and you are encouraged to bring an electronic copy on your laptop with you to class.

Class periods will typically consist of brief class lectures reinforcing key concepts, interactive discussions, and exercises that apply the concepts to real-world situations. Come prepared to engage in the discussions, not just by reading the required materials, but also by forming opinions and questions about the material presented. At a few points during the semester, guest speakers will connect classroom topics to their experience in the real world.

Each student will be asked to participate actively in class, and not to just be a passive observer. When I call upon you directly, it is not an attempt to embarrass you. Knowing that you come from various backgrounds and experiences, I simply hope that each of you will contribute to the depth of knowledge shared in this class.

**READING MATERIALS**

[Required] ***MKTG 13 Principles of Marketing***, by Lamb, Hair and McDaniel. (Cengage Learning)

If you choose to use a prior version of this textbook (e.g., MKTG 11 or 12), please note that the chapter organization and content varies slightly. Consult with a classmate who has MKTG 13 to compare differences in these editions.

The textbook’s *MindTap Marketing* online resource provides an online copy of the textbook and various other study tools including videos, flashcards and practice quizzes. Some students may find these tools helpful, but they are definitely not a requirement for the course.

[Optional, but recommended] ***Breakthrough Marketing Plans: How to Stop Wasting Time and Start Driving Growth***, by Tim Calkins (2nd edition). I will provide guidance on the Marketing Plan assignment (below) based on this excellent resource. Students may choose to acquire their own copy or share one with a classmate, and it is available from various online booksellers for apx. $20 (used) - $35 (new). We have one copy of this in the UTNY library. If there is demand, we can order more. Let me know!

[Required] **One or more additional topical articles** may be assigned for each class session. An electronic copy of the articles for the upcoming week will be posted in advance on Canvas.

**EVALUATION & GRADING**

Grades will follow plus/minus system with these cut-offs. A: 93-100, A-: 90-92, B+: 87-89, B: 83-86, B-: 80-82, C+: 77-79, C: 73-76, C-: 70-72, D+: 67-69, D: 63-66, D-: 60-62, F: 59 or lower. Decimals will be **not** be rounded up – an 89.7 average will earn a B+, not an A-.

Like other BBA core business classes, the recommended range for this class’s GPA is 3.0 - 3.2. In the past, it has not been necessary to curve grades in order to achieve this target.

Your grade in the course will be a function of three examinations, a two-part marketing plan, in-class quizzes, homework assignments, and class participation. An additional extra credit opportunity is described below.

Exam #1 **Date TBD**  15%

Exam #2 **Date TBD**  15%

Exam #3 **Date TBD**  15%

Marketing Plan Project

Part 1 – Situation Analysis **Date TBD**  15%

Part 2 – Marketing Strategy PPT **Date TBD**  20%

In-Class Quizzes Various Class Dates 10%

Class Attendance, Participation & All Semester 10%

In-Class Worksheets

Extra Credit Prior to Dec 1 +1%

Examinations (45% of Final Grade)

There will be three exams, each comprising 15% of your course grade. The exams will include a variety of multiple-choice, fill-in the blank, math calculations and short answer/essay questions. Each exam will focus on the material from that portion of the syllabus, covering concepts covered in the textbook, lecture slides and class discussions. All exams will be “closed note” and “closed-book.”

Each exam will ONLY be provided during the regular class period on the dates specified above. Please highlight them on your personal calendars. If you have to miss an exam for any reason, including job interviews, illness, school-sponsored trip, personal issue, family issue, etc., you must let me know in advance and make alternative arrangements to take it at another time or have a 0 entered for the exam grade.

Exam grades will be posted on Canvas as soon as possible after the exam. After reviewing your exam, you may submit an appeal for any question(s) which you believe have grading errors. Appeals must be submitted by the announced deadline, generally within 1 week after the grades are posted.

Marketing Plan (35% of Final Grade)

This assignment will give you relevant practice creating specific, important sections of a typical marketing plan for a real business venture. You will choose a business scenario based on your interests, in-class discussion, peer feedback and instructor approval. You will work with one other student as a team on this project.

For the first part of the assignment, you will create a background Situation Analysis document, overviewing the company’s strategic focus and strengths/weaknesses/ opportunities/threats, and analyzing the company’s industry, competitors and customers.

For the second part of the assignment, you will develop a Marketing Plan presentation (deck of slides that you will present in class) presenting your recommendations on target market, positioning, and specific objectives, strategies and tactics. Additional details on both parts of this assignment will follow separately.

A late penalty of 10 points per day will apply to late submissions. Your submissions to the marketing plan assignment will be reviewed using a plagiarism-detection tool (Turnitin) in order to address originality of work and improper citation. The Turnitin software works by cross-referencing submitted materials with an archived database of journals, essays, newspaper articles, books, prior student submissions and other published work. Other methods may also be used to determine the originality of the paper.

In-Class Quizzes (10% of Final Grade)

To motivate students to complete the assigned readings prior to class, there will be 10 short quizzes throughout the semester covering key concepts and important terms from the textbook chapters and topical articles for that day. Quizzes will be conducted at the beginning of class, and each quiz will include 5 multiple choice and/or short answer questions. In-class quizzes will be conducted using Canvas, so you will need to bring a laptop, smartphone or tablet that has a web browser and Wi-Fi capabilities to all non-exam class sessions.

**Students must participate in class to receive credit for each quiz**. Each student’s lowest 2 quiz grades will be dropped (e.g., a zero from a day you missed class), for a total of 8 recorded quiz grades. There will be no make-up opportunities for missed quizzes.

Class Attendance, Participation & In-Class Worksheets (10% of Final Grade)

In order to encourage student attendance and engagement, you’ll receive 100 points as long as you attend all classes, participate and turn in a completed worksheet. I’ll subtract 5 points for any classes you miss for which you don’t have an excused absence.

Extra Credit Opportunity: Marketing Dept. Research Studies (Up to 1% added to Final Grade)

You may earn an extra credit point (1 point added your final grade on the 100-point scale for the course) by participating in research studies through the Marketing Department Subject Pool. You will earn one-half point (0.5 on the 100-point scale) for each study you participate in. To earn a full point, 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 should receive an email with login information for SONA during the first week of class. If you haven’t received this email, please email Larissa Garcia (below).
* 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 before May 1st, 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? Email Larissa Garcia, the Subject Pool Coordinator, at Larissa.Garcia@mccombs.utexas.edu.

**CLASSROOM ENVIRONMENT**

Each student should take personal responsibility for helping create a positive, productive environment. This includes common courtesies such as arriving on time, silencing your cell phone, and refraining from texting, eating and personal conversations during class. Please respect the needs of your classmates and the professor. Any students who are disruptive or disrespectful will be asked to leave the classroom immediately.

Use of personal digital devices (i.e., laptops, tablets, smartphones, etc.) will be allowed in class. However, use should be limited to activities that support the classroom learning objectives – taking notes, researching/providing information relevant to class discussions (assuming it does not take time and attention away from class activities), and accessing class material on Canvas.

In order to promote academic integrity and provide a fair environment for all students, all exam, quiz and extra credit requirements will be strictly enforced. Any infractions will be reported to Student Judicial Services.

**In the event that classes are cancelled or delayed** due to inclement weather or some other community emergency on one of the scheduled class days for this course, we will meet via Zoom.

**INSTRUCTOR BIO**

I grew up outside of Boston, Massachusetts and earned my Bachelor of Arts in Applied Mathematics at Harvard College and my MBA in Marketing from Northeastern University. I currently work as a marketing consultant in the tourism and hospitality sector. I am also an instructor at New York University.

I began my career working as a marketing researcher in house at a bank then at an outside agency. I later transitioned to the world of digital and print content and content marketing as the editorial director of a fledgling media company that later went public. For the last 10 years I’ve had my own marketing consultancy specializing in helping destinations, hospitality brands and travel companies authentically connect and engage with the lucrative LGBTQ travel and consumer segment.

My personal interests include travel, biking, hiking and reading.

My website is edsalvato.com. Feel free to google me for more information.

**Important Notifications**

**Students with Disabilities**

Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, <http://diversity.utexas.edu/disability/>.

**Diversity and Inclusion**

It is my intent that students from all diverse backgrounds and perspectives be well served by this course, that students’ learning needs be addressed and that the diversity that students bring to this class can be comfortably expressed and be viewed as a resource, strength and benefit to all students. Please come to me at any time with any concerns.

**Religious Holy Days**

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

**Policy on Scholastic Dishonesty**

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 BBA Program’s Statement on Scholastic Dishonesty at <http://my.mccombs.utexas.edu/BBA/Code-of-Ethics>. By teaching this course, I have agreed to observe all faculty responsibilities described there. By enrolling in this class, you have agreed to observe all student responsibilities described there. 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 me 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 Conduct and Academic Integrity website at [http://deanofstudents.utexas.edu/conduct/](http://deanofstudents.utexas.edu/conduct/%20) to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

**Campus Safety**

Please note the following key recommendations regarding emergency evacuation, provided by the Office of Campus Safety and Security. More info at: <https://preparedness.utexas.edu/>.

* Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings and assemble outside when a fire alarm is activated.
* Familiarize yourself with all exit doors of each classroom and building you may occupy.
* If you need evacuation assistance, inform the instructor in writing asap.
* In the event of an evacuation, follow the instruction of faculty or class instructors.
* Do not re-enter a building unless given instructions by Austin or UT police/fire authorities.
* Behavior Concerns Advice Line (BCAL): 512-232-5050 or [on-line](https://besafe.utexas.edu/behavior-concerns-advice-line).
* In case of emergency, further information will be available at: <http://www.utexas.edu/emergency>.

**Safety and Class Participation**

We will all need to make some adjustments in order to benefit from in-person classroom interactions in a safe and healthy manner. Our best protections against spreading COVID-19 on campus are masks (defined as cloth face coverings) and staying home if you are showing symptoms. Therefore, for the benefit of everyone, this is means that all students are required to follow these important rules.

* Every student must wear a cloth face-covering properly in class and in all campus buildings at all times.
* For the safety of our community, every student is strongly encouraged to do daily symptom screening, which is available using the Protect Texas Together app. Once the symptom screening is completed, it will inform students whether they are cleared to come to campus. Students should only come to campus if the symptom screening app clears them to do so. Otherwise, students should isolate and contact a medical professional for further guidance before coming to campus again.
* Information regarding safety protocols with and without symptoms can be found here.

If a student is not wearing a cloth face-covering properly in the classroom (or any UT building), that student must leave the classroom (and building). If the student refuses to wear a cloth face covering, class will be dismissed for the remainder of the period, and the student will be subject to disciplinary action as set forth in the university’s Institutional Rules/General Conduct 11-404(a)(3). Students who have a condition that precludes the wearing of a cloth face covering must follow the procedures for obtaining an accommodation working with Services for Students with Disabilities.

Other guidelines include:

1. Students in A/B cohort classes should attend their in-person section only on the day and at the time that they are scheduled to attend.
2. Students should not alter the layout of a classroom under any circumstances from its original configuration that is designed to maintain social distancing guidelines.
3. Students should remain outside the building until the passing time prior to their designated class time. Use designated campus study areas as needed.
4. Consumption of food and drink is not allowed in classrooms or public areas of university buildings except for designated break areas.
5. Enter the building at the designated entrances. Use the hand sanitizer as provided or your own personal hand sanitizer after entering the building.
6. Follow the corridor and stairway directional signage where applicable, maintain proper social distancing and noted paths of travel.
7. All physically-able students should use stairs whenever possible. If an elevator is required there should be no more than the number of occupants noted on the elevator signage in the elevator at a time, maintaining social distancing.
8. All classrooms doors should remain propped open before, during, and after class if it is not disruptive. This decision is at the discretion of the instructor using the classroom.
9. Students should enter the classroom at the designated entrance and fill the room by row from the first row to the last row and from the seat furthest from the entrance to the seat closest.
10. Only specific seats in classrooms will be available due to social distancing requirements.
11. Students should carry their own personal sanitizing wipes to ensure that they can clean surface areas including classroom stations as needed. Wipes should be disposed of after class in the nearest trash receptacle.
12. Students should exit the building immediately after the class completes at the designated exit. Each student should exit the room by row from the last row to the first row and from the seat nearest the exit to the seat furthest from the exit. Students who wish to speak with the instructor after class should do so at the location that will be designated by the instructor outside the building so that the next class can get set up and social distancing can be maintained.
13. Dispose of any waste after class in the nearest trash receptacle.
14. Exit the building at the nearest designated exit. Use the hand sanitizer as provided or your own personal hand sanitizer after exiting the building.
15. If you develop COVID-19 symptoms or feel sick, stay home and contact the University Health Services’ Nurse Advice Line at 512-475-6877. If you need to be absent from class, contact Student Emergency Services and they will notify your professors. In addition, to help understand what to do if a fellow student in the class (or the instructor or TA) tests positive for COVID, see this University Health Services link.

**Title IX Reporting**

Title IX is a federal law that protects against sex and gender-based discrimination, sexual harassment, sexual assault, sexual misconduct, dating/domestic violence and stalking at federally funded educational institutions. UT Austin is committed to fostering a learning and working environment free from discrimination in all its forms. When sexual misconduct occurs in our community, the university can:

1. Intervene to prevent harmful behavior from continuing or escalating.
2. Provide support and remedies to students and employees who have experienced harm or have become involved in a Title IX investigation.
3. Investigate and discipline violations of the university’s relevant policies.

Beginning January 1, 2020, Texas Senate Bill 212 requires all employees of Texas universities, including faculty, report any information to the Title IX Office regarding sexual harassment, sexual assault, dating violence and stalking that is disclosed to them. Texas law requires that all employees who witness or receive any information of this type (including, but not limited to, writing assignments, class discussions, or one-on-one conversations) must be reported. **I am a Responsible Employee and must report any Title IX related incidents** that are disclosed in writing, discussion, or one-on-one. Before talking with me, or with any faculty or staff member about a Title IX related incident, be sure to ask whether they are a responsible employee. If you would like to speak with someone who can provide support or remedies without making an official report to the university, please email advocate@austin.utexas.edu. For more information about reporting options and resources, visit http://www.titleix.utexas.edu/, contact the Title IX Office via email at titleix@austin.utexas.edu, or call 512-471-0419.

Although graduate teaching and research assistants are not subject to Texas Senate Bill 212, they are still mandatory reporters under Federal Title IX laws and are required to report a wide range of behaviors we refer to as sexual misconduct, including the types of sexual misconduct covered under Texas Senate Bill 212. The Title IX office has developed supportive ways to respond to a survivor and compiled campus resources to support survivors.

**McCombs Classroom Professionalism Policy**

The highest professional standards are expected of members of the McCombs community. The collective class reputation and the value of the McCombs experience hinges on this. Please let me know right away if this ever is not the case.

Faculty are expected to be professional and prepared to deliver value for each and every class session. Students are expected to be professional in all respects. Classroom expectations of students include:

* Students will arrive on time.
* Students will be fully prepared for each class.
* Students will attend the class section to which they are registered.
* Students will respect the views and opinions of their colleagues. Disagreement and debate are encouraged. Intolerance for the views of others is unacceptable.
* Phones and wireless devices are turned off unless otherwise instructed by the professor.

**Online Instruction**

**Getting Help with Zoom**

Students needing help with Zoom should refer to the [McCombs Student Instructional Wiki](https://wikis.utexas.edu/display/MSBTech/Student%2BOnline%2BInstruction%2BWiki) for a set of comprehensive instructions. All McCombs Canvas course pages have this link on the left menu bar for quick and easy reference.

**UT Zoom Account**

All students must use a UT Zoom account in order to participate in classes, office hours, and any UT affiliated events. For detailed instructions on how to sign up for a UT Zoom account, see [Getting Started with Zoom](https://wikis.utexas.edu/display/MSBTech/Getting%2BStarted%2BWith%2BZoom). You will be denied access to Zoom sessions if you attempt to access without a valid UT account.

**Joining a Class or Office Hours in Zoom**

The preferred method of joining a class or office hours is through Canvas. Students must log into their Canvas course site and click on Zoom on the left menu bar to locate links to join the class in Zoom in the calendar on Canvas. Zoom links for a class or office hours may also be emailed by the instructor. Regardless, students must use their UT Zoom account to participate. For more information, see [How to Join Class or Office Hours](https://wikis.utexas.edu/display/MSBTech/How%2Bto%2BJoin%2BClass%2Bor%2BOffice%2BHours).

**Zoom Etiquette**

Because there will be so many people on these Zoom meetings, here are some best practices for making sure we are working together to create an efficient, effective, respectful, and ultimately enjoyable classroom!

* Keep your video on at all times.
* Be mindful of your surroundings when on camera to minimize distractions.
* Avoid display of inappropriate materials or expressions, either visual, textual, or otherwise. Such displays may be subject to disciplinary action.
* Turn your camera off when leaving the meeting temporarily and use the away feedback icon.
* Include a professional photo of yourself for your Zoom profile picture. This photo will be visible during class sessions, if you keep your video off.
* Mute yourself unless you are speaking. This will reduce background or feedback noise and limit distractions.
* Pose questions or comments by using the “raise” your hand feature or typing in the chat window. Try to keep questions and comments brief, especially in large classes.
* Turn off your video if the video or audio is choppy. After the class or meeting, try these [Internet Connection Tips](https://wikis.utexas.edu/display/MSBTech/Internet%2BConnection%2BTips).
* Use the most reliable WIFI you can access. If you are experiencing problems with your internet connection, here are some [Internet Connection Tips](https://wikis.utexas.edu/display/MSBTech/Internet%2BConnection%2BTips).

For more information, please see [Zoom Etiquette](https://wikis.utexas.edu/display/MSBTech/Zoom%2BEtiquette).

**Class Recording Privacy**

Class recordings are reserved only for the use of members of this class (students, TAs, and the instructor) and only for educational purposes. Recordings should not be shared outside the class or posted in any form. Violation of this restriction could lead to Student Misconduct proceedings. For more information, please see [FAQs on Student Confidentiality (FERPA) Issues Associated with Recordings](https://covid.provost.utexas.edu/faculty/search/?query=student%2520misconduct).

**Sharing of Course Materials is Prohibited**

No materials used in this class, including, but not limited to, lecture hand-outs, videos, assessments (quizzes, exams, papers, projects, homework assignments), in-class materials, review sheets, and additional problem sets, may be shared online or with anyone outside of the class without explicit, written permission of the instructor. Unauthorized sharing of materials promotes cheating. It is a violation of the University’s Student Honor Code and an act of academic dishonesty. The University is well aware of the sites used for sharing materials, and any materials found on such sites that are associated with a specific student, or any suspected unauthorized sharing of materials, will be reported to [Student Conduct and Academic Integrity](http://deanofstudents.utexas.edu/conduct) in the [Office of the Dean of Students](https://deanofstudents.utexas.edu/). These reports can result in sanctions, including failure of the course.

**PRELIMINARY Course Schedule**

The content for each date presented on the following schedule is subject to change. Students are responsible for monitoring announcements made in class and on Canvas for specific changes to the course schedule. Additional required readings (topical articles) for each class session will be available for download on Canvas.

