MKT337 – PRINCIPLES OF MARKETING

SECTION 05030, FALL 2013

Instructor	Bill Peterson GSB 5.176C 512-797-5690 Bill.Peterson@mccombs.utexas.edu Office hours: MW 8:00-9:15am or by appointment
Teaching Assistant	Tone Zhang 512-927-7123 Tong.Zhang@mba14.mccombs.utexas.edu Office hours: by appointment

Class	MW 9:30-11:00, UTC 1.116
Required Textbook	MKTG7 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.
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.**

Course Prerequisites:

Business Administration 324 or 324H, and Statistics 309 or 309H.

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.
- Due to abuse by those who came before you, there is a no laptop/tablet/ 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*, *Austin Business Journal*, 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 promotion 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.
- All students in MKT337 are businesspeople, as is the instructor. Correspondingly, businesslike conduct is expected in class and we are all expected to conduct ourselves professionally. This includes arriving to class on time, silencing and putting away 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 in a businesslike manner will be asked to leave the classroom for the remainder of the class period and may therefore miss any unannounced quizzes.

Class Schedule:

Date	Day	Class	Chapter(s)	Topic
8/28/13	W	1	-	Course Overview
9/2/13	M			(Holiday)
9/4/13	W	2	1	Overview of Marketing
9/9/13	M	3	2	Strategic Planning
9/11/13	W	4	4	The Marketing Environment
9/16/13	M	5	6/7	Consumer and Business Decision Making
9/18/13	W	6	8	Segmenting, Targeting and Positioning
9/23/13	M	7	8	Segmenting, Targeting and Positioning
9/25/13	W	8		Exam
9/30/13	M	9	10	Product Concepts
10/2/13	W	10	11	Developing and Managing Products
10/7/13	M	11	12	Services & Nonprofit Organization Mktg
10/9/13	W	12	13	Supply Chain Management
10/14/13	M	13	14	Channels and Retailing
10/16/13	W	14	14	Channels and Retailing
10/21/13	M	15		Exam
10/23/13	W	16	15	Marketing Communications
10/28/13	M	17	16	Advertising, Public Relations, and Sales Promo
10/30/13	W	18	17	Personal Selling and Sales Management
11/4/13	M	19	19	Pricing Concepts
11/6/13	W	20	20	Setting the Right Price
11/11/13	M	21		Exam
11/13/13	W	22	9	Marketing Research
11/18/13	M	23	9	Marketing Research
11/20/13	W	24	5	Developing a Global Vision
11/25/13	M	25	18	Digital Marketing
11/27/13	W	26	3	Ethics and Social Responsibility
12/2/13	M	27	--	CRM/Class Wrap-Up
12/4/13	W	28		Exam
TBD*	TBD*	-		Final Exam (to make up for missed exam only)

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

Grading:

The components of your semester grade will be:

Exam Average	80%
Quiz Average	20%

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 be subjected to the maximum penalties described in the Policy Statement on Scholastic Dishonesty for the McCombs School of Business.

- 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.

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

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

- If you miss an exam you may take the final exam. The grade for the final will take the place of a missed regular exam. Students may only take the final exam to replace a missed exam (i.e. the final exam cannot be used to replace a previous exam grade). The final exam will be cumulative of the entire semester content. The final exam will be administered only during the University-designated final examination period.

- The final exam can be substituted for one missed exam only. If you will miss more than one exam, you should consider dropping the class since there is no provision to replace more than one exam grade.

- Each exam will be available for review during scheduled office hours for two weeks after the grade for that exam is 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 to bill.peterson@mccombs.utexas.edu and must be received no later than 11:59pm on the 5th calendar 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.) and must include the section number of your class in the subject line. Note that your grade may be increased or decreased as a result of the appeal. Due to very tight grading timelines at the end of the semester, no appeals after Exam 4 will be considered.

- 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 3-5 calendar days prior to each exam date. Students using an accommodation for extra time allowed for exams will take their exam in the GSB Testing Center at the same time as the rest of the class. There are no exceptions.

- The exam grades will be averaged together for the “Exam Average” component of your semester grade.

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 class content and the assignment 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 be subjected to the maximum penalties described in the Policy Statement on Scholastic Dishonesty for the McCombs School of Business.

- Quizzes may be taken ONLY during the class period in which the quiz is administered and only in the section in which you are registered.

- There will be no make-up quizzes for ANY reason – this includes interviews, personal issues, illnesses, school-sponsored trips, family emergencies, 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 your semester grade.

Extra Credit:
You can earn extra credit points in the course 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. For more information on the Subject Pool, see the Marketing Department website: http://www.mccombs.utexas.edu/Departments/Marketing/Courses.aspx.

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 November 27th (or earlier), 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 Eunjoo Han, the Subject Pool Coordinator, at hyunkyu.jang@phd.mccombs.utexas.edu.

Final Grades:

Final grades will be assigned as follows:

Semester Average	Grade	Grade Points
93-100	A	4.00
90-92	A-	3.67
87-89	B+	3.33
83-86	B	3.00
80-82	B-	2.67
77-79	C+	2.33
73-76	C	2.00
70-72	C-	1.67
67-69	D+	1.33
63-66	D	1.00
60-62	D-	0.67
59 or less	F	0.00

To avoid any misunderstanding regarding rounding methodology, grades will NOT be rounded up - an 89.99 (as close as it is to 90) will still be a B+.

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 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 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 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.

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 *3-5 calendar days prior to each exam date*. Students using an accommodation for extra time allowed for exams will take their exam in the GSB Testing Center at the same time as the rest of the class. There are no exceptions.

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.

Campus Safety:

Please note the following recommendations regarding emergency evacuation from the Office of Campus Safety and Security, 512-471-5767, http://www.utexas.edu/safety/:

- Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.
- Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
- Students requiring assistance in evacuation should inform their instructor in writing during the first week of class.
- In the event of an evacuation, follow the instruction of faculty or class instructors.
- Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.
- Behavior Concerns Advice Line (BCAL): 512-232-5050
- Further information regarding emergency evacuation routes and emergency procedures can be found at: www.utexas.edu/emergency.