

MARKETING 337H
PRINCIPLES OF MARKETING
SPRING 2013

Instructor: Professor Jade DeKinder

Office Hours: Friday 1:00-2:00 pm or by appointment

Office: CBA 7.208

E-mail: jade.dekinder@mcombs.utexas.edu

Class: MKT 337H 05185

Location: CBA 4.330

Time: MW 2:00-3:15

TA: Crystal Lee

Office Hours: Wednesday 3:30-4:30 pm or by appointment

Office: CBA PhD Lounge 5th floor (next to MOD lab)

E-mail: Hyunjung.Lee@phd.mcombs.utexas.edu

TEXTBOOK (REQUIRED)

Marketing, 10th Edition; by Kerin, Hartley, Berkowitz, and Rudelius; published by Irwin/McGraw Hill

The required business press readings are available on our Blackboard site.

COURSE OBJECTIVES

This course is designed to introduce business students to the fundamental aspects of marketing: how firms discover and translate customers' needs and wants into strategies for providing products and services. For students majoring in marketing, this course is intended to provide you with a foundation on which to build subsequent marketing courses and work experience. For students majoring in other business disciplines, this course is intended to help you understand the objectives of marketers with whom you will interact professionally. For all students, the course is intended to enhance your appreciation of the different marketing activities that we encounter every day as consumers. Over the course of the semester you will learn to:

- 1) Describe the role of marketing in society and in an economic system.
- 2) Describe the role of marketing in a firm and the relationships between marketing and the other functional areas of business (e.g., accounting, finance, MIS, management).
- 3) Identify the key issues that marketers face within various decision areas.
- 4) Apply the key principles and use the terminology marketers use to discuss marketing issues.
- 5) Identify and apply the key tools that marketers use to deal with marketing issues.

CLASS FORMAT AND POLICIES

Class sessions will include lectures, guest speakers, discussion of text and business press articles, in class exercises and other activities and films. The class sessions will be based on content from the textbook and on business press articles. Class participation will be graded.

I expect you to conduct yourselves professionally. This includes arriving to class on time; turning off your computers, cell phones, Blackberries, etc., during the class sessions; refraining from conducting personal conversations during class and generally being respectful to your classmates and your instructor. If you must miss a class, it is your responsibility to contact a classmate for missed notes or other announcements.

GRADING

You will be evaluated based on three tests, an optional final, class attendance, class contribution, and in-class exercises in the following manner:

Exam 1	25 %
Exam 2	25 %
Exam 3	25 %
In-class exercises	8 %
Contribution	7 %
Attendance	10 %
Total	100 %

The percentage of points will be translated into a letter grade as follows:

92-100 = A	72-77.9 = C
90-91.9 = A-	70-71.9 = C-
88-89.9 = B+	68-69.9 = D+
82-87.9 = B	62-67.9 = D
80-81.9 = B-	60-61.9 = D-
78-79.9 = C+	Below 60 = F

Once the final course grading scale is set, it is set in stone. There will be no extra credit work outside of the opportunities available via the Marketing Department Subject pool (described below). If you miss the next highest grade by one point you will have my sympathy - but I will not change your grade!

Exams

The exams will cover assigned chapters, assigned business press articles, class exercises, class discussions, and guest speakers.

Each of the three tests given during the semester will consist of open ended questions. You will have the opportunity to take an optional comprehensive final exam. The optional final will consist of all multiple choice questions. The optional final will replace your lowest test score.

THERE WILL BE NO MAKE UP TESTS. If you miss a scheduled test for any reason, you can take the optional final to substitute for that missed test. If you should find that you will have to miss more than one of the scheduled tests, you should drop this course as there will be no way for you to make up more than one missed test.

In-Class Exercises

During the last 20-40 minutes of class time there will often be an in-class exercise that allows you to apply the concepts from that day's lecture. On days that you are asked to complete these exercises, you will turn them in to be graded. Your two lowest exercise grades will be dropped at the end of the semester.

Class Attendance

Your class attendance will be tracked by your TA. To facilitate this process, you should sit in the same seat in every class session. A seating chart will be finalized during the third class session, Wednesday **01/23/13**. The seat you select for that class session will be your assigned seat for the rest of the semester.

At the beginning of each of the 20 class sessions beginning 1/28/13 the TA will note whether you are in your assigned seat (this does not include review or exam days). **If you are not in your assigned seat when class begins, you will not get credit for attending class.** Each class you attend will result in 1 point added to your attendance score. There is a maximum of 18 points for your attendance grade, which allows for each student to have two excused absences. If you come to class late or have to leave early and have a legitimate reason, see the TA to receive half of the possible points for that day (0.5). Please note, attendance *will be* taken for guest lectures but will not be taken on exam days or on exam review days.

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.

Class Contribution

Your class contribution will be tracked by your TA and evaluated by your TA and Professor DeKinder. As with class attendance, this process is facilitated by you sitting in the same seat in every class session. **If you are not in your assigned seat during a class session, you will not get credit for any contributions that you make during that class session.**

You can receive points for class contribution either through volunteering or being cold called. I will cold call 3 students during each class session. (Cold call students will be pre-selected at random. Please note that the nature of random selection suggests that it is likely that some students will never be cold called and that other students will be cold called more than once).

There are three levels of points that an individual can receive based on their class contribution:

- a) **1 point** for relevant personal experience or insight from other readings that relate to specific contexts from the text, this includes answering questions posed to the students by Professor DeKinder or a guest lecturer.
- b) **1.5 points** for insightful comments that link the assigned business press articles to specific concepts from the text.
- c) **2 points** for either voluntarily or involuntarily presenting a correct or well done in-class exercise (the individual who participates receives this credit, not the entire group).

Please note that you can only receive a maximum of 18 points for class contribution throughout the semester.

Class contribution points can also be subtracted for behavior that detracts from an optimal learning environment. Such behaviors include using your phone during class, unprofessional classroom behavior, not being prepared for class, or failure to actively participate in in-class exercises.

MORE ABOUT EXAMS

Day of the Exam:

- You must bring a soft lead (#2) pencil (two pencils just in case) to the exams.
- You **MAY NOT** use any books, notes, or electronic devices during the exams. No cell phones!
- Ball caps must have bills turned to the back of your head.
- If the proctors find you are using any books, other written materials or electronic devices, they will take your test and you will receive a zero on the test.

Exam Feedback:

Exam grades will be posted on Blackboard as soon as possible after you have completed the exam. If you want to ask about specific questions on the test, the TA for your section will have your bubble sheet. You can go to your TA to find exactly which questions you missed and/or to discuss any of the questions on the test. You can also talk with Professor DeKinder about any questions on the test. Please respect the TA's and Professor DeKinder's office hours. If you cannot meet during scheduled office hours, contact the TA or Professor DeKinder to schedule an appointment.

Check Your Test Scores and Contribution/Attendance Points:

If you think there may have been a mistake in your posted test grade or your posted attendance or contribution points, **you must resolve this issue with your TA within 10 days of it being posted on Blackboard.** If you do not do this, your score, even if it should have been changed, will not be modified.

Final Exam Day and Time:

The optional final exam for this class will be administered on the date/time as posted on the registrar's web site.

Saturday, May 11, 2:00-5:00 pm

HOW YOU CAN HAVE A SUCCESSFUL EXPERIENCE IN THIS CLASS

Complete the Readings

Read the assigned business press articles as well as the assigned chapter from the book prior to attending class. This will help you become familiar with the language we will use in our class discussions and provide you an overview of the concepts you will apply during class activities.

Attend Class

The class discussions and activities are intended to give you a chance to apply the information discussed in the text. This application will help you understand the information more intuitively and recall the information for tests.

Participate and Ask Questions

On the surface marketing may appear easy, but it is much more complex than some people think. During class take advantage of the opportunity to ask questions and participate in the class discussion. After class, review the class notes and if you have any questions see the TA or Professor DeKinder. Remember, there is no such thing as a dumb question. It is best for you to get your answers before you take a test, not after.

CLASS E-MAIL LIST AND BLACKBOARD

E-mails with important class-related information will occasionally be sent via Blackboard. To be sure that you receive those important email messages, be sure that the official UT email address for you is correct. You can review/update your email address using the directions at this website:

<http://www.utexas.edu/academic/blackboard/tutorials/Email/>

To obtain your test grades you will still need to go to the class Blackboard site.

Password-protected class sites will be available for all accredited courses taught at The University. Syllabi, handouts, assignments and other resources are types of information that may be available within these sites. Site activities could include exchanging e-mail, engaging in class discussions and chats, and exchanging files. In addition, class e-mail rosters will be a component of the sites. Students who do not want their names included in these electronic class rosters must restrict their directory information in the Office of the Registrar, Main Building, Room 1. For information on restricting directory information see:

<http://www.utexas.edu/student/registrar/catalogs/gi02-03/app/appc09.html>.

EXTRA CREDIT OPPORTUNITY

You can earn extra credit points in this course by participating in research studies through the Marketing Department Subject Pool. You can earn 0.25% added to your overall grade for each study you participate in. You can complete a maximum of 4 studies to earn 1% on your overall grade (note you must participate in four *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://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/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 May 1st* (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 Eunjoo.Han@phd.mcombs.utexas.edu

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://www.mcombs.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.

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 the 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: <http://www.utexas.edu/emergency>.

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

SCHEDULE OF CLASS SESSIONS

(Please note that the schedule below is subject to change)

1	M	01/14/13	Course Introduction and Value of Marketing	Ch. 1 (pp. 4-11)
2	W	01/16/13	Developing Successful Marketing Strategies Scanning the Marketing Environment	Ch. 2 (pp 32-42) Ch. 3
3	M	01/21/13	MARTIN LUTHER KING JR HOLIDAY	
4	W	01/23/13	Ethics and Social Responsibility in Marketing	Ch. 4
5	M	01/28/13	Consumer Behavior	Ch. 5
6	W	01/30/13	Organizational Markets and Buyer Behavior	Ch. 6
7	M	02/04/13	Reaching Global Markets	Ch. 7
8	W	02/06/13	Review for Exam 1	
9	M	02/11/13	Exam 1 (Chapters 1-7)	
10	W	02/13/13	Marketing Research: From Information to Action	Ch. 8
11	M	02/18/13	<i>Guest Speaker: Jon Armstrong</i>	
12	W	02/20/13	Identifying Market Segments and Targets	Ch. 9
13	M	02/25/13	Developing New Products and Services	Ch. 10
14	W	02/27/13	Managing Products and Brands	Ch. 11
15	M	03/04/13	<i>Guest Speaker: Tommy Lynn?</i>	
16	W	03/06/13	Managing Services	Ch. 12
17	M	03/11/13	SPRING BREAK	
18	W	03/13/13	SPRING BREAK	
19	M	03/18/13	Review for Exam 2	
20	W	03/20/13	Exam 2 (Chapters 8-12)	
21	M	03/25/13	Building the Price Foundation	Ch. 13

22	W	03/27/13	Arriving at the Final Price	Ch. 14
23	Th	03/28/13	<i>VIP Speaker Series: Delta Airlines CEO</i>	
24	W	04/03/13	Managing Marketing Channels and Wholesaling; Retailing	Ch. 15 & Ch. 17
25	M	04/08/13	Integrated Marketing Communications and Direct Marketing	Ch. 18
26	W	04/10/13	Advertising, Sales Promotion, and Public Relations	Ch. 19
27	M	04/15/13	Personal Selling and Sales Management	Ch. 20
28	W	04/17/13	<i>Guest Speaker: Suzanne Clerkin</i>	
29	M	04/22/13	Digital Marketing/Social Media	Ch. 21
30	W	04/24/13	<i>Guest Speaker: Jared Johnson</i>	
31	M	04/29/13	Review for Exam 3	
32	W	05/01/13	Exam 3 (Chapters 13-15, 17-21)	