| TEXAS BEP BUSINESS FOUNDATIONS CERTIFICATE PROGRAM | Course Syllabus: MKT f320F Foundations of Marketing 1 st Summer Session 2013 | | |
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| Course Number: | MKT f320F | | |
| Course Title: | Foundations of Marketing | | |
| Course Schedule: | MTWTh 12-2pm | | |
| Campus Location: | Class to be held in GSB 2.124 in McCombs | | |
| Required Materials: | MKTG 7, 7th Edition includes CourseMate with Career Transitions Printed Access Card Charles W. Lamb - Texas Christian University Joe F. Hair - Louisiana State University Carl McDaniel - University of Texas, Arlington ISBN-10: 1285091868 ISBN-13: 9781285091860 400 Pages Paperbound © 2014 Published | | |
| | Websites and Online Courses: Companion Website for textbook Website Available at no cost: http://coursemate.cengage.com/CPReader/View/9781285092508/default.aspx?a non=True#home | | |
| | i-Clicker (Must be registered by Session 2) Each student will be expected to have an i-Clicker remote device, properly registered in your name and ready for use, which allows you to respond to questions posed during class. If you already own an i-clicker, it can be re-registered for use. i-Clicker model 1 or 2 will be fine for this class. i-clicker Original ISBN: 0716779390 i>clicker2 ISBN is 1429280476 | | |
| | Books and Reference Materials for this Class: The Professor will assign periodic articles, excerpts from books, and on-line readings as reference materials to prepare and complete assignments. Students are expected to attend class and check Blackboard regularly to keep up with PPT's, readings, handouts, and assignments each week. | | |
| Blackboard: | Course announcements, useful sites, and other relevant information will be posted on the class Blackboard site at: https://courses.utexas.edu/webapps/login/ *Check the site frequently (at least twice per week) for announcements, new postings, course materials, participation in discussion boards, etc. *Be sure to make weekly visits and posts to class discussion boards. We will discuss topics and postings in class. *Please also use this tool as a repository and sounding board throughout the class. This will be part of your participation grade. *This is our location for sharing articles, topics of interest, and written class engagement and there will also be course assignments announced in class. | | |

| Instructor Name: | Eli D. Mercer | | | |
|------------------|---|--|--|--|
| Telephone/SKYPE: | Mobile: 972-896-3780 | | | |
| | SKYPE name: elidmercer | | | |
| E-Mail Address: | elidmercer@global.t-bird.edu | | | |
| Availability: | CBA 4.344 Office hours Tuesdays and Thursdays after class - 2-3pm by appointment. Please confirm appointments in advance by email. Consider my door open and feel free to text my mobile (brief message if you need me quickly) during normal business hours or e-mail (longer messages for a response within a day or 2). | | | |
| Key Dates: | Summer Session 2013 May 27 - Monday Memorial Day holiday. May 28-30 - Tuesday - Thursday Add/drop for the summer session for students who have registered and paid their tuition. June 4-5 - Tuesday - Wednesday Registration for the summer session June 6 - Thursday Classes begin for first-term, nine-week, and whole-session classes. June 7 - Friday Last day of the official add/drop June 11 - Tuesday 4th class day; official enrollment taken. Last day an undergraduate student may add a class. Last day to drop a class for possible refund. June 26 - Wednesday Last day a student may change registration to or from the pass/fail or credit/no credit basis. July 4 - Thursday Independence Day holiday. July 11 - Thursday Last class day for first-term classes. July 12-13 - Friday and Saturday Final examinations. | | | |

I. Course Rationale:

This course is designed to provide a foundational knowledge of Marketing as a discipline and profession. The class is intended for a broad audience and taught at the undergraduate level through McCombs School of Business, University Extension, and Business Foundations programs.

Students will be taught the fundamentals of Marketing using a textbook and supplemental materials provided by the course instructor. Course concepts will be presented using real-world examples and mini-cases, and the class project and work assignments will be grounded in real-world products and services. Examples will be discussed in class and students will be expected to engage in dialogue and studies. Class projects are designed to build upon and illustrate course concepts using real-world products and services. Students will learn how to conduct research, analysis, and reporting and communication relative to Marketing plans and departments.

II. Course Objectives:

- A. An understanding of the foundations of Marketing as a mindset, discipline and profession
- B. An understanding of the key criteria involved in the decision to become a Marketing professional including potential career paths, training and education options, and opportunities upon graduation
- C. A realization of the risks involved in launching a new product or service and ways to mitigate them
- D. An understanding of the process to effectively move from idea to product or service to market
- E. An understanding of the tools and tactics used to establish and grow marketing operations as well as manage all aspects of a product or service portfolio

III. Course Requirements:

- Attend and participate in class.
- Read required materials, ie: Periodicals, weekly chapter assignments, handouts, etc.

- Turn in all homework on time, ie: Printed copy in class and turn into BB using file naming protocol
- Take scheduled exams and quizzes during the semester.
- Research and write required project paper.
- Prepare a PowerPoint presentation on project paper and present to class.
- Read assigned books and submit Book Review.
- Periodically homework and extra credit assignments may be assigned.

IV. Course Grading

GradesExams (2x25%)= 50% of gradeProject Deliverables= 20%Presentations= 10%Attendance and Participation= 10%Teamwork= 10%TOTAL= 100%+ extra credit= x% (up to 5%)

How Points and Percentages Equate to Grades

| A A- | 90 – 100 | A = Excellent performance. Work is exemplary and worthy of emulation by others. Student is in full attendance and constructively contributes to the learning environment. |
|---------|----------|--|
| B+ | 80 – 89 | B = Above average performance. All assignments are complete and exhibit a complete understanding and an ability to apply course concepts. |
| В | | complete understanding and an ability to apply course concepts. |
| B- | | |
| | 70 – 79 | C = Average performance. Accomplishes the minimum requirements to satisfy course |
| C+ | | requirements. Oral and written communication is at an acceptable level for a |
| С | | college student. |
| C- | | |
| | 60 – 69 | D = Demonstrates understanding at the most rudimentary level. Work is minimally |
| D+ | | passing. |
| D | | |
| D- | | |
| F | 0 – 59 | F= Work is not passing, characterized by incompleteness, lateness, or unsatisfactory |
| | | demonstration of understanding or application of course concepts. |

Final letter grades will be assigned according to the following criteria:

A >93 A- 90-92.9 B+ 87-89.9 B 83-86.9 B- 80-82.9 C+ 77-79.9 C 73-76.9 C- 70-72.9, etc.

V. Course Work

Attendance

10% of the grade is comprised of class participation. It is expected that students will attend and actively participate in all class discussions. Absences should not exceed 10% (2 classes) of the total class meetings. We will cover information in class that is not included in the text. If you must miss class, please notify instructor in advance. Work with classmates to obtain handouts and notes. Excessive absences will result in a failing grade.

Missed Exams and Quizzes

If you miss an exam, it must be cleared with the professor in advance. If approved, you have until the next scheduled class period to complete a make-up exam with the exam center. It is your responsibility to arrange in advance and follow-up to make this happen by the due date. Failure to appear for two exams will result in a failing grade. Students must be present to receive a grade for quizzes. Any missed quizzes result in zero points.

Submitting Assignments

Students should bring and submit a hard copy (Following guidelines for written assignments in this syllabus section IX) of each assignment to the professor in class for grading. Students will be graded on the timely and

accurate submission of all assignments and failure to follow directions will result in points off. Make sure that each assignment includes your name, the date of submission, and the relevant assignment name. Anything submitted without these will not receive credit.

File Naming and Email Subject Line Protocol

When emailing the instructor, please include "MKTf320F", the assignment name, and your last name in the subject line of ALL e-mails related to this course (EX: MKTf320F_Self Analysis_Mercer.) Please use a similar protocol when naming the file. If you are sending assignments/attachments by email, please name each file accordingly and put the session number in the subject line (EX: MKTf320F_Session 1_Mercer) of the email to distinguish the session associated with the submission and to make it easier to track correspondence over time.

Project and Presentation

Each student will submit a written project (Marketing Plan) designed to present the results of in-depth research, thoughtful analysis, as well as the resulting business case to support the chosen product or service. Each business case will be analyzed using tools, frameworks and detailed methodology taught in the course. The class project will involve primary and secondary research as well as project (deliverable) management skills to complete.

Each student team will choose a popular brand from a publicly traded company for research and analysis during the semester. As we study a key Marketing concept or tool in class, students will use their chosen brand as a living case to study and apply the knowledge in a practical real-world setting. The goal of the Evaluation and Validation exercises as well as the Marketing Plan is to learn tools and methodologies that can be applied to any idea or business opportunity later in your career. My preference is that students choose a brand associated with genuine areas of interest when possible. This allows an opportunity to gain early knowledge and skills that can help student careers while also providing additional motivation in the class.

Reading and reporting current events, articles and periodicals

Extra credit opportunities will be available for anyone who finds a relevant article (pre-approved by professor) to course materials and writes up a one-page reflection on the topic, posts it to BB, and presents it briefly in front of the class. The student will be expected to have considered the topic carefully and be able to lead discussion.

Chapters of the textbook with hot links to on-line course materials and content:

- 1. An Overview of Marketing
- 2. Strategic Planning for Competitive Advantage
- 3. Ethics and Social Responsibility
- 4. The Marketing Environment
- 5. Developing a Global Vision
- 6. Consumer Decision Making
- 7. Business Marketing
- 8. Segmenting and Targeting Markets
- 9. Marketing Research
- 10. Product Concepts
- 12. Services and Nonprofit Organization Marketing
- 13. Supply Chain Management
- 14. Marketing Channels and Retailing
- 15. Marketing Communications

- 16. Advertising, Public Relations, and Sales Promotion
- 17. Personal Selling and Sales Management
- 18. Social Media and Marketing
- 19. Pricing Concepts
- 20. Setting the Right Price

VI. Class Schedule

| Session | DATE | DELIVERABLES (Due <u>following</u> session) | TOPICS (Covered <u>this</u> session) | READINGS (Due f <u>ollowing</u> session) | Optional End of Textbook Assignments |
|---------|------------------|---|--|---|--|
| 1 | TH June 6 | No Additional Assignments due | Course Overview and Learning Objectives Ideation and Iteration | MKTG 7 Chapter 1 PPT and Notes Session 1 | Study Tools |
| 2 | MON June 10 | *Self Analysis | 1. An Overview of Marketing | MKTG 7 Chapter 2 PPT and Notes Session 2 | Study Tools |
| 3 | TUES June 11 | No Additional Assignments due | 2. Strategic Planning for Competitive Advantage | MKTG 7 Chapter 3 PPT and Notes Session 3 | Study Tools |
| 4 | WED June 12 | No Additional Assignments due | 3. Ethics and Social Responsibility | MKTG 7 Chapter 4 PPT and Notes Session 4 | Study Tools |
| 5 | THURS June 13 | No Additional Assignments due | 4. The Marketing Environment | MKTG 7 Chapter 5 PPT and Notes Session 5 | Study Tools |
| 6 | MON June 17 | *Team Selection and Analysis *Brand Selection and Analysis | 5. Developing a Global Vision | MKTG 7 Chapter 6 PPT and Notes Session 6 | Study Tools |
| 7 | TUES June 18 | No Additional Assignments due | 6. Consumer Decision Making | MKTG 7 Chapter 7 PPT and Notes Session 7 | Study Tools |
| 8 | WED June 19 | No Additional Assignments due | 7. Business Marketing | MKTG 7 Chapter 8 PPT and Notes Session 8 | Study Tools |
| 9 | THURS June 20 | No Additional Assignments due | 8. Segmenting and Targeting Markets | MKTG 7 Chapter 9 PPT and Notes Session 9 | Study Tools |
| 10 | MON June 24 | *Research Pt. 1 *Brand Analysis Pt. 1 | 9. Marketing Research | MKTG 7 Chapter 10 PPT & Notes Session 10 | Study Tools |

| 11 | TUES June 25 | *Study for midterm exam | 10. Product Concepts | *Study for midterm exam | Study Tools |
|----|-----------------------|--|--|--|-----------------------------------|
| 12 | WED June 26 | No Additional Assignments due | Exam 1 Chapters 1-10 Review all class discussions/notes, readings, assignments to date | MKTG 7 Chapter 11 PPT & Notes Session 11 | Study Tools |
| 13 | THURS June 27 | No Additional Assignments due | 11. Developing and Managing Products | MKTG 7 Chapter 12 PPT & Notes Session 13 | Study Tools |
| 14 | MON July 1 | *Presentations | 12. Services and Nonprofit Organization Marketing | MKTG 7 Chapter 13 PPT & Notes Session 14 | Study Tools |
| 15 | TUES July 2 | No Additional Assignments due | 13. Supply Chain Management | MKTG 7 Chapter 14 PPT & Notes Session 15 | Study Tools |
| 16 | WED July 3 | No Additional Assignments due | 14. Marketing Channels and Retailing | MKTG 7 Chapter 15 PPT & Notes Session 16 | Study Tools |
| 17 | THURS July 4 | July 4 th Holiday – No Assignments Due | Enjoy the holiday and practice your final presentations and deliverables. | MKTG 7 Chapter 16 PPT & Notes Session 17 | Study Tools |
| 18 | MON July 8 | *Research Pt. 2 *Brand Analysis Pt. 2 | 15. Marketing Communications 16. Advertising, Public Relations, and Sales Promotion | MKTG 7 Chapter 17 PPT & Notes Session 18 | Study Tools |
| 19 | TUES July 9 | No Additional Assignments due | 17. Personal Selling and Sales Management | MKTG 7 Chapter 18 PPT & Notes Session 19 | Study Tools |
| 20 | WED July 10 | No Additional Assignments due | 18. Social Media and Marketing | MKTG 7 Chapter 19 PPT & Notes Session 20 | Study Tools |
| 21 | THURS July 11 | *Study for final exam | 19. Pricing Concepts 20. Setting the Right Price Final Exam Review | MKTG 7 Chapter 20 PPT & Notes Session 21 | Study Tools |
| 22 | Fri/Sat July 12/13 | No Additional Assignments due | Exam 2: Final Chapters 11-20 and Comprehensive | TBA – According to scheduled exam and class time. See website for meeting details. | No additional deliverables due |
| | | Semester end | Enjoy the Summer! | Your work is done for semester. Congrats! | |

VII. Course textbook, readings, and end-of-chapter exercises (Study Tools in back of textbook)

Students will be expected to read their textbooks and are encouraged to perform the end-of-textbook exercises called Study Tools for the assigned chapter each week. These assignments will be crucial and provide foundational knowledge needed to add value to class discussion and get the most from lectures and assignments.

VIII. Course Policies

Contacting the Instructor

The best way to reach me is by email: elidmercer@global.t-bird.edu
The next best way is to text my mobile phone: 972-896-3780

i-Clicker

You must register your i-clicker and start bringing it to class by the 2nd class day. Register your i-clicker on

Blackboard by clicking "Tools" then "Register your i-clicker Remote ID". Type in the ID number and click "Register". The remote ID is a series of numbers and letters found on the back of your i-clicker remote.

You are responsible for bringing it every session and ensuring that it is functioning properly. If you lose your clicker or for any reason have to get a different remote, please notify the instructor as soon as possible with your new clicker number to assure your attendance credit is captured correctly. Students joining the class after the 2nd class day should complete this process as soon as possible to minimize the number of lost attendance days.

Note that you are not allowed to share or borrow another i-clicker. Allowing another student to use your i-clicker, using another person's i-clicker, or simply having more than one i-clicker in your possession will be considered a violation of scholastic integrity requirements and may result in a report to Student Judicial Services as well as final grade penalties.

IX. Departmental Information

McCombs Marketing

Website: http://www.mccombs.utexas.edu/departments/marketing

UT University Extension

Web site: http://www.utexas.edu/ce/uex/

Additional Information

It is UT policy not to allow smoking, food, drinks, children, drugs, alcohol, or weapons in the classroom.

Changes to Syllabus

The instructor reserves the right to change assignments, due dates and the lecture topics highlighted in this syllabus. If changes are deemed necessary, such changes will be conveyed to students in class or posted to BB in a timely manner. Students are expected to attend class, check BB regularly, and work with teammates to keep up with the progression of the course and make necessary adjustments to meet deadlines and course expectations.

Writing Assignments and Sources

Assignments are to be submitted in Microsoft WORD format, double-spaced, using Times Roman, 12 point font, with 1 inch margins and a cover page and easy-to-find page numbers. Be sure to use citations to reference all of your facts following standardized guidelines. Remember to cite your sources in proper format for all presentations as well. I encourage you to take full advantage of the resources available to you as described in the books and class, however, please do not simply copy or plagiarize other people's work. Plagiarism, or failure to provide proper attribution, will result in reduction of points and could constitute academic fraud.

Late Assignments

Late assignments will not be accepted after the due date unless prior arrangements have been made, or unless there are extenuating circumstances involved. Please contact the professor immediately if you are going to miss a class, or are unable to turn in your assignments on time. It is the responsibility of the student to make arrangements with the professor for any late assignments in advance.

Student Withdrawal Policy

It is the responsibility of the student to submit paperwork and gain approval to withdraw from the class. If you are unable to complete this course, because of illness, moving, etc., please officially withdraw from the class. Not withdrawing from the class may result in a failing grade. The last day to withdraw is available on the official UT Extension calendar.

Academic Freedom

Each student is strongly encouraged to participate in class. In any classroom situation that includes discussion and critical thinking, there are bound to be many differing viewpoints. These differences enhance the learning experience and create an atmosphere where students and instructors alike will be encouraged to think and learn. On sensitive and volatile topics, students may sometimes disagree not only with each other but also with the instructor. It is expected that faculty and students will respect the views of others when expressed in the classroom.

X. Academic Integrity

Academic integrity and honesty are critical to the conduct of this course. 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 University of Texas and the McCombs School of Business:

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 that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to obtain 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://www.utexas.edu/depts/dos/ 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.

XI. Additional Policies

Students with Disabilities – The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. Students with disabilities are expected to contact the professor at the beginning of the course to discuss and present documentation for any areas of accommodation or need. For more information, contact the Office of the Dean of Students at 471-6259, 471-4641 TTY or http://deanofstudents.utexas.edu/ssd/

Web-enabled/Wireless Devices

Web-enabled/Wireless devices (computers, tablets) are allowed in class during designated times when being used for immediate value-add to class or team discussion and assignments. This is, however, a privilege granted based on trust. **Absolutely no surfing, IMing, emailing, or working on assignments will be allowed.** All mobile phones must be turned off during class.

Access to Blackboard – All students will have access to the Blackboard web site for this course. Please note the following:

Web-based, 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, and Room 1. For information on restricting directory information see: http://www.utexas.edu/student/registrar/catalogs/gi02-03/app/appc09.html

XI. Business Foundations Program (BFP) Certification

If you are attending this course as one of the BFP courses, please consult Professor Regina Hughes with any questions regarding the BFP certificate offered through the McCombs School of Business or University Extension.

| Syllabus Acknowledgement Foundations of Marketing – Summer 2013 | |
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| By signing below, I, | derstand its contents. be evaluated. I also gnments, determination of |
| credit research studies, and academic integrity. I also understand that I should contact assistant as soon as possible with any questions or issues regarding course contents or | - |
| Signature | |
| Date | |
| Please make sure that your signed Syllabus Acknowledgement From is in by the beginning | inning of session 2 |
| Thx! | |