MARKETING 320F FOUNDATIONS OF MARKETING FALL 2010 COURSE OUTLINE

Instructor: Professor Herbert A. Miller, Jr. Office Hours: T TH 11:00-11:45am
Class hours: TTH 12:30 pm-2:00 pm
Office Location: GSB 5.124J
Telephone: 471-1128 MKT. Dept.

Unique No.: 04930 Office: 471-9806

Web Page: blackboard at http://courses.utexas.edu/?bbatt=Y

In order to log in to blackboard you will need your UTEID.

Grades will be posted on e-gradebook.

E-mail: Herb.Miller@mccombs.utexas.edu

Please state the name of the course you are in, i.e. MKT 320F, and the unique

number, in the subject line of your e-mails.

TA: Nam-Hyun Um

E-mail: goldmund@mail.utexas.edu

Phone: 471-1128 (leave a message at the Marketing Department)

Office Hours: T & TH 2:00pm-3:00pm

Office Location: CBA 4.304A

FYI: No TA office hours will be held until the 4th day of class.

Prof. Miller will NOT begin official office hours until the 4th class day. If you need to speak with him before then, please contact him via e-mail or

call his office.

Required Text:

Basic Marketing, 17th Edition. Irwin/McGraw-Hill. Perreault & McCarthy.

Course Objectives:

This course is designed to introduce non-business students to the foundations of marketing as they relate to the whole business enterprise. I will provide insight into the way in which customer wants and needs are transformed into a firm's strategies and tactics. This course will consist of class lectures, textbook, speakers, films, articles, and cases all designed to give you a comprehensive understanding of marketing.

1. To provide you with knowledge of the history of marketing activities and the evolution of the modern marketing system.

- 2. To heighten your awareness of the interaction between business and society as it relates to marketing activities.
- 3. To expand your understanding of the marketing system and basic marketing vocabulary.
- 4. To develop your understanding of basic marketing activities and ways that marketing relates to other business activities.
- 5. To sharpen your analysis of business strategy and tactics from a marketing person's perspective.
- 6. To provide you with a framework for developing marketing strategy and a working understanding of tools and tactics useful in implementing marketing strategy.

Nature of the Course:

Due to the size of this class, the course will be taught through a lecture format. I will personalize the class with outside information, guest speakers, films, and personal business experiences. However, in addition to this material, the course will include discussions of articles on "current events" related to marketing. You will be responsible for all speakers, films, articles and personal business example covered in each class.

As much as possible I will try to involve you in all the course material by asking for your opinions and comments on topics as they are covered in class. As we cover different aspects of marketing, you will probably notice examples of marketing in the world around you. I encourage you to keep up with current events in business and marketing by regularly reading the popular business press, such as *Business Week, Financial Times, USA Today (money section), Fortune, Forbes,* and *The Wall Street Journal.*

We will cover a great deal of information throughout the semester. In addition, each new topic in the course builds on previously covered material. It is essential that you remain current in your assignments, reading the appropriate text chapters *prior* to the class in which the relevant material will be covered. This will both enhance your understanding of the lecture material and enable you to comment and contribute in class.

I would like to learn more about each of you personally. Please, feel free to take the time to visit me or your TA during office hours.

Grading:

Your grade in the course will be determined on the basis of four examinations. Each exam will include 40 multiple-choice questions counting 2.5 points each. The questions will cover all the material covered in the <u>TEXTBOOK (TEXT AND GRAPHS)</u>, <u>CLASS LECTURES</u>, <u>CLASS SPEAKERS</u>, <u>FILMS</u>, <u>ARTICLES AND CASES DISCUSSED IN CLASS</u>. You are responsible for <u>everything</u> covered in the previously stated areas. There will be no curves given on the exams, however, if questions are judged to be worthy of consideration an adjustment may be given, to ensure fairness.

All exams will be available for review for two weeks following the posted grades. After the

two-week period, the exams are no longer available for review. (Because of the size of the class, we cannot extend this beyond the stated time frame).

Final grades will be assigned based on your semester average as follows:

Semester		Grade
Average	Grade	Points
92-100	A	4.00
90-91	A-	3.67
88-89	B+	3.33
82-87	В	3.00
80-81	B-	2.67
78-79	C+	2.33
72-77	С	2.00
70-71	C-	1.67
68-69	D+	1.33
62-67	D	1.00
60-61	D-	0.67
59 or less	F	0.00

Grades will be rounded per the conventional guideline (e.g. 91.5 will be considered an "A", 91.4 will be considered an "A-").

To be fair to all students, grade changes or additional extra credit opportunities will not be considered. There will be no exceptions. No arguments about +s or -s because this would remove the benefits of the +/- system, which was introduced to insure a more accurate grading system. The way to get the grade that you want is by <u>earning</u> it *during* the semester.

Exams:

Exam #1	25%	Chapters 1-5
Exam #2	25%	Chapters 6-10
Exam #3	25%	Chapters 11-14
Exam #4	25%	Chapters 15-18

NO FINAL

You must bring your student ID card to each exam and present it when handing in your test. Failure to produce an acceptable ID will delay the grading of your exam!

You <u>MUST</u> come to class <u>TEN MINUTES</u> early on test days. If you come to class late on test days, you will have to wait until all tests are handed out before you can receive your test, so PLEASE COME EARLY so you can get started on your exam right away. There will be <u>NO MAKE UP</u> examinations. If you need special arrangements for your test please contact your TA <u>TWO WEEKS AHEAD OF TIME.</u>

Students with Disabilities:

Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 471-6259.

Letters of accommodation **MUST be submitted to the TA within TWO weeks** of the start of the semester.

Students are **RESPONSIBLE FOR MAKING ARRANGEMENTS FOR THEIR ACCOMODATIONS** "NOT" the TA or the PROFESSOR.

The business school does not have a testing facility, thus ALL TEST ACCOMODATIONS "MUST" BE DONE AT THE STUDENTS SERVICE BUILDING. [The testing center at the SSB requires students to make appointments at least 5 days before the actual test date; moreover, the testing center is very busy, thus students are encouraged to make the appointments for ALL of their tests at the beginning of the semester].

AGAIN, the TA <u>WILL NOT</u> make special accommodations for students. ONLY the affected students can do this.

Articles, Speakers, and Films:

The class will have speakers, films and articles to add a "real-world perspective" to the topics discussed that day. Students will be responsible for the material discussed and covered during this class time.

I believe that being present at each lecture is important to do well in the class. A percentage of each test will refer to <u>videos</u> shown during lectures as well as <u>guest speakers</u>, and <u>articles</u> discussed in class.

Other:

<u>TA:</u> Your TA should be contacted on <u>all grade</u>, <u>review</u>, <u>test</u>, <u>speaker</u>, <u>article</u>, <u>textbook</u>, and <u>absence issues</u>, etc. Feel free to copy me on all email correspondence. <u>Your TA will **NOT** provide notes for missed classes!</u>

Students who use TA office hours regularly to ask questions about course material or simply to ask directions regarding study methods tend to do better in class.

<u>Talking In Class:</u> Talking in class is prohibited... PERIOD!!! Fellow students cannot hear the lecture, speakers, or films if others are talking. <u>Please be respectful of others.</u> If students consistently talk in class and/or are disrespectful to the professor and their fellow students, they will be reported to the Dean of Students Office for the appropriate disciplinary action.

Attendance:

Class attendance is essential and expected. All class meetings will be held as scheduled unless it is announced otherwise. You are expected to be in class on time to eliminate disruption of class discussions, class speakers and lectures.

We will not provide class notes for classes that you have missed. I strongly recommend that you use a "BUDDY SYSTEM" to make sure that someone will be taking notes for you if you are absent. Videos, Speaker notes, and Class Discussion articles will be test material.

<u>Late to Class</u>: Students coming into class late are front to enter the class from <u>the REAR</u> <u>DOORS ONLY</u>. Entering the class doors through the side doors is disturbing to both your fellow students, your instructor, and guest speakers.

<u>Religious Holy Days</u>. If any student will have to miss a class as a function of a religious Holy Day, they need to inform the Professor by the end of the third class day so that alternative arrangements can be made.

Extra Credit Opportunity: Participate in Marketing Department Research Studies

You can earn **ONE** extra credit point on your *final grad*e by participating in research studies through the Marketing Department Subject Pool. You can earn <u>one point</u> for the study you participate in. This extra credit point will be added to your final grade.

You can register and check your extra credit status 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/dept/marketing/undergrad/subjectpool.asp

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 the 2nd to last week* of the regular semester (not including finals), so plan ahead.

Academic Dishonesty:

Marketing 320F will operate in full compliance with the Policy Statement on Scholastic Dishonesty for the College of Business Administration, which is described in detail at http://bevo2.bus.utexas.edu/udean/strudents/handbook/dishonest.html. 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 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. You should refer to the Student Judicial Services Web site at http://www.utexas.edu/depts/dos/sis/ or the General Information Catalog to access the official University Policies and procedures on scholastic dishonesty.

CHEATING WILL NOT BE TOLERATED....PERIOD!!!

All aspects of the delivery of this course, including the class lecture, are the intellectual property of the professor. Any unauthorized reproduction, transmission, transcription or duplication of any aspect of the delivery of this course is strictly prohibited.

MKT 320F COURSE SCHEDULE

The course outline is subject to change

TH	Aug	26	Introduction to the Foundations of Marketing Purpose & and Scope of the Course	Intro/Film
Т	Aug	31	Marketing Value to Consumers	Chapter 1
ТН	Sep	02	Marketing Strategy Planning	Chapter 2
Т	Sep	07	Evaluating Opportunities	Chapter 4
ТН	Sep	09	Marketing Strategy Segmentation & Positioning	Chapter 3
Т	Sep	14	Demographic Dimensions of Consumer Behavior	Chapter 5
TH	Sep	16	Demographic Dimensions of Consumer Behavior	Chapter 5
Т	Sep	21	EXAM 1 (Chapters 1-5, Articles, Speakers & Films, Guest speaker Lecture)	EXAM
ТН	Sep	23	Consumer Behavior	Chapter 6
Т	Sep	28	Business Customers & Buying Behavior	Chapter 7
ТН	Sep	30	Marketing Information	Chapter 8
Т	Oct	05	Product Planning	Chapter 9
ТН	Oct	07	Product Management & New Product Development	Chapter 10
T	Oct	12	EXAM 2 (Chapters 6-10, Articles, Speakers & Films)	EXAM
TH	Oct	14	Place & Development of Channel Systems	Chapter 11
Т	Oct	19	Distribution, Customer Service & Logistics	Chapter 12
ТН	Oct	21	Retailing, Wholesalers & Their Strategies	Chapter 13
T	Oct	26	Retailing, Wholesalers & Their Strategies Guest Speaker	Chapter 13
ТН	Oct	28	Integrated Marketing Communications	Chapter 14

Т	Nov	02	EXAM 3 (Chapters 11-14, Articles, Speakers & Films)	EXAM
TH	Nov	04	Personal Selling & Sales Management	Chapter 15
Т	Nov	09	Personal Selling & Sales Management	Chapter 15
TH	Nov	11	Advertising and Sales Promotion	Chapter 16
Т	Nov	16	Pricing Objectives & Policies	Chapter 17
TH	Nov	18	Price Setting	Chapter 18
Т	Nov	23	Class Marketing Research Workday (Complete Extra Credit Marketing Assignment)	
TH	Nov	25	THANKSGIVING HOLIDAY	NO CLASS
Т	Nov	30	Ethical Marketing & Personal Branding	Lecture
ТН	Dec	02	EXAM 4 (Chapters 14-18, Articles, Speakers & Films)	EXAM
			NO FINAL	