

**MARKETING 337**  
**PRINCIPLES OF MARKETING**  
**FALL 2010**  
**COURSE OUTLINE**

Instructor:	Professor Herbert A. Miller, Jr.	Office Hours:	T TH 11:00-11:45am
Class hours:	TTH 8:00-9:30am	Office Location:	GSB 5.124J
Location:	UTC 4.132	Telephone:	471-1128 MKT. Dept.
Unique No.:	04950	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.

E-mail: [Herb.Miller@mcombs.utexas.edu](mailto:Herb.Miller@mcombs.utexas.edu)  
**Please state the name of the course you are in, i.e. MKT 337, and the class time, in the subject line of your e-mails.**

TA: Nam-Hyun Um  
E-mail: [goldmund@mail.utexas.edu](mailto:goldmund@mail.utexas.edu)  
Phone: 471-1128 (leave a message at the Marketing Department)  
Office Hours: T TH 11:00-12:00pm  
Office Location: CBA 4.304A

**FYI: No TA office hours will be held until the 4<sup>th</sup> day of class.**

**Prof. Miller will NOT begin official office hours until the 4<sup>th</sup> 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, 17<sup>th</sup> Edition. Irwin/McGraw-Hill. Perreault & McCarthy.

**Course Objectives:**

This course is designed to introduce business students to the principles 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. The articles will be posted on the web page or distributed in class. You are expected to review these articles for class discussion and testing purposes. You will be responsible for all speakers, films, 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 **TEXTBOOK (TEXT AND GRAPHS), CLASS LECTURES, CLASS SPEAKERS, FILMS, ARTICLES AND CASES DISCUSSED IN CLASS.** You are responsible for **everything** 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 Average	Grade	Grade Points
92-100	A	4.00
90-91	A-	3.67
88-89	B+	3.33
82-87	B	3.00
80-81	B-	2.67
78-79	C+	2.33
72-77	C	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 earning it *during* the semester.**

**Exams:**

Exam #1	23%	Chapters 1- 5 & Lecture
Exam #2	23%	Chapters 6-10
Exam #3	23%	Chapters 11-13 & Lecture
Exam #4	23%	Chapters 14-18, 22
Class Project I	4%	Summary of Two Marketing News and Articles
Class Project II	4%	4 pages marketing research topic assigned by Professor Miller

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 **MUST** come to class **TEN MINUTES** 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 **NO MAKE UP** examinations. If you need special arrangements for your test please contact your TA **AHEAD OF TIME.**

### **Summary of Two Marketing News and Articles:**

**SEE ATTACHEMENT**

### **Marketing Research Topic Paper:**

The research paper can be about any marketing topic such as social media, sales promotion of a product or service, a new channel strategy, retailing, pricing, distribution strategy, demographic data such as the new emerging Hispanic or Asian demographic, consumer behavior pattern in the current recession, ethical marketing, advertising, customer service, etc. This should give you a general as well as specific idea of what to do a research project on. It should be related to the subject of marketing. The project should be 4 pages a 1.5 spaced.

### **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 **videos** shown during lectures as well as **guest speakers**, and **articles** discussed in class.

### **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. Letter should be brought to the attention of the TA at the beginning of the semester to arrange accommodations. The business school does not have a testing facility, so all test accommodations will be done at the Student Service Building.

### **Other:**

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

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.

**Talking In Class:** Talking in class is prohibited... PERIOD!!! Fellow students cannot hear the lecture, speakers, or films if others are talking. **Please be respectful of others.** 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.**

**Late to Class:** Students coming into class late are requested to enter the class from **the rear doors only.** Entering the class doors through the side doors is disturbing to your fellow students, your instructor, and guest speakers.

**Religious Holy Days.** 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.

**Academic Dishonesty:**

Marketing 337 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/students/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.

**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 337 COURSE SCHEDULE

*The course outline is subject to change*

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

TH	Nov	04	Personal Selling & Sales Management	Chapter 15
T	Nov	09	Personal Selling & Sales Management	Chapter 15
TH	Nov	11	Advertising and Sales Promotion	Chapter 16
T	Nov	16	Pricing Objectives & Policies	Chapter 17
TH	Nov	18	Price Setting Ethics	Chapter 18 Chapter 22
T	Nov	23	Class Marketing Research Workday (Complete Extra Credit Marketing Assignment)	
TH	Nov	25	<b>THANKSGIVING HOLIDAY</b>	<b>NO CLASS</b>
T	Nov	30	Ethical Marketing & Personal Branding	Lecture
TH	Dec	02	<b>EXAM 4 (Chapters 14-18 &amp; 22, Articles, Speakers &amp; Films)</b>	<b>EXAM</b>
			<b>NO FINAL</b>	