# **MKT 337 – PRINCIPLES OF MARKETING** SAMPLE SYLLABUS

**Instructor**

Alex Gabbi

Office: CBA 6.314

Office hours: TBD

UT email: [alex.gabbi@mccombs.utexas.edu](mailto:alex.gabbi@mccombs.utexas.edu)

**Teaching Assistant**

Name: TBD

UT E-Mail: TBD

**CONTACT**

Office hours, by appointment, e-mail, phone or text message (512-633-1193)

**COURSE DESCRIPTION**

The primary objective of Marketing 337 will be to introduce you to the basic concepts, practices and tools of marketing. The course has a broad scope, is contemporary in outlook, and managerial in orientation. Regardless of the field you ultimately choose to pursue, this course should give you a strong grounding in the marketing discipline.

For marketing majors, you will find that this course provides a strong foundation for your future studies and work opportunities. As we will quickly learn in class however, “marketing” is not just for marketing majors. It is not simply a function or a department. Instead, marketing is a process which allows an organization to create and deliver value for customers – hopefully more value than competitors offer – and therefore provides the ***engine for organic growth*** of an organization. No matter what field you study in college and what career you eventually pursue, your success in business will be largely determined by your ability to deliver more value to customers than your competitors.

More specifically, in this class you will have the opportunity to…:

1. …understand that “marketing” is the discipline that studies how organizations can achieve superior organic growth
2. …explain and apply the marketing process (i.e., developing promising configurations of insights, strategies, and execution) that gears the organization for growth
3. …analyze and apply the marketing mix instruments (i.e., key tools and concepts pertaining to product management, price management, communication management, and sales management)

**COURSE DESIGN AND PHILOSOPHY:**

To start with, it is important for you to understand marketing-specific terminology, concepts, & activities.

* The first step in accomplishing this will be for you to read the assigned chapters by the dates outlined in the schedule.
* In addition, our class discussions will reinforce key concepts.

Reading text chapters and attending class is, however, only the first step. To really understand this material, you must also learn to apply it. To accomplish this, we will also have:

* Assigned readings from “popular press” sources (e.g., *The Wall Street Journal)*
* Class discussions & activities
* Several assignments intended to give you an opportunity to apply what you have learned

**READING MATERIALS**

MKTG-12 or MKTG-13 *(use a different edition only at your own risk)*

Lamb, Hair, & McDaniel - Cengage

(available at the UT Co-op or at online book retailers)

Course Articles

(available on Canvas)

Lecture Slides & Course Assignments

(available on Canvas)

**EVALUATION & GRADING**

Grades will follow plus/minus system with these cut-offs. A: 93-100, A-: 90-92.99, B+: 87-89.99, B: 83-86.99, B-: 80-82.99, C+: 77-79.99, C: 73-76.99, C-: 70-72.99, D+: 67-69.99, D: 63-66.99, D-: 60-62.99, F: 59.99 or lower. Decimals will be **not** be rounded up – an 89.7 average will earn a B+.

*Exam 1 20%*

*Exam 2 20%*

*Exam 3 20%*

*Marketing Plan Assignment 1 10%*

*Marketing Plan Assignment 2 10%*

*Class Participation 20% every day, excluding exam days*

***\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_***

***Total 100%***

*Exams*

There will be three exams and, collectively, they account for up to 60% of your grade. The exams will only be given on the assigned exam dates during class time. Exams end promptly at the end of class regardless of when you arrive, so be sure to arrive on time, and no students will be allowed to begin their exam after the first student finishes. See exam details below.

*Format*: The exams will include multiple-choice and short answer/essay questions. Each exam will cover only the material from that portion of the syllabus. The material will be drawn from the textbook, assigned readings, and the lectures/discussions. All exams will be “closed note” and “closed-book.”

*Make-up Policy (Make-Up Final Exam):* There are no make-up exams, but you can take a make-up final exam if you have to miss an exam for ANY reason, including car trouble, interview, illness, school-sponsored trip, personal issue, family issue, etc. The final exam will be comprehensive over the entire course and will be scheduled based on the final exam schedule published by the University. Due to University guidelines, the scheduled final exam time is the only opportunity to take this optional exam - no other days or times will be offered for the final.

*Appeals:* After taking an exam, you may submit an appeal on any question for which you believe there is some cause for review. Each appeal must be made by the end of the second class session following the posting of exam grades and must include the specific reason for the appeal, including the explanation for the reason why you believe the answer you provided is the best choice, along with documentation or a citation as backup for your exam response (e.g., passage from the textbook, lecture slide, etc.).

*Marketing Plan Assignments*

These assignments will give you some practice creating specific and important sections of a typical marketing plan for a current, real business venture. I will provide you with at least one choice for you to select from, but you are encouraged to select a topic that is of personal interest. You will be able to work independently or with one other student as a team on this project. For the first assignment, you will create a Situation Analysis, including an overall SWOT analysis along with an industry and customer analysis. For the second assignment, you will describe the Market-Product Focus for the product, product line, or brand. Additional details on these assignments will follow separately.

***Class Participation & Attendance***

Each class, you will receive a participation score from 0-3, based on the quality and quantity of your participation during that class. One point will be awarded for attending class that day. The second and third point will be awarded based on your quality of contribution that day. Answer questions, pose questions, participate in class exercises and provide insightful observations. Keep in mind that quality is an important component of this - simply giving one-word responses to questions I pose to the class will not automatically result in 1 point each. Periodic cold calls also count here.

Note that if you arrive more than 10 minutes late to class or leave more than 10 minutes early, you will not receive the one point for attendance. Additionally, if tardiness becomes a chronic problem (e.g., consistently showing up 3-5 minutes late for class), then I will consider more penalties because of the disruption.

At the end of the session, the participation scores will be summed and then averaged across the entire class. If your total score is equal to or greater than the class average, then you will receive 20 points (or 20% of your total class grade). If your total score is below the class average, then you will receive between 0-20 points, based on the distribution of points across the class participation scores below the class average.

Extra Credit Opportunity: Marketing Dept. Research Studies (Up to 1% added to Final Grade)

You can earn extra credit points in the course by participating in research studies through the Marketing Department Subject Pool. You can earn 1/2 point for each study you participate in. For instance, to earn one point, you must participate in 2 *different* studies. You may not participate in the same study twice. You will receive this credit for any extra credit opportunities offered via the Marketing Department Subject Pool website at:

<http://mccombs.sona-systems.com>

You should have received an email with login information for SONA. If you haven’t received this email, you can go to the above website and create your own account.

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 by Thanksgiving (or earlier), so plan ahead.

***Questions regarding extra credit?*** Email Larissa Garcia, the Subject Pool Coordinator, at

larissa.garcia@mccombs.utexas.edu

Classroom Environment

My goal is to provide tools and create an environment for learning. I believe my responsibility as an instructor is to ensure that this class contributes to the overall return on your investment by providing a worthwhile set of tools and resources and doing my best to demonstrate how interesting and important this topic can be to you and the world-at-large.

Since you all learn in different ways, your responsibility is to take advantage of all the resources provided in all the ways that are best for you. I expect you to be very active in your learning, rather than sitting on the sidelines as a passive observer. I have created a fairly specific structure to this course but will maintain flexibility so that we can adapt to the needs and desires of those participating.

Throughout this course I am trying to encourage you to read the material from the resources provided, critically think about how they apply to a variety of marketing circumstances, make connections to concepts larger than marketing, and consider how you will make the world a better place through your work**.**

You are all bright people who learn in different ways. Because you all come from a variety of experiences and backgrounds, I am hoping that each of you will contribute greatly to the knowledge built in this class by sharing your thoughts. Come prepared to engage in the discussions, whether you actually speak out loud or not, by not just reading the required cases and chapters, but by also forming opinions and questions about the material presented. I will call upon you from time to time, but these will not be attempts to harass or embarrass you, I promise. I simply want to give everyone more experience in being prepared to speak on the spot about various topics.

**Important Notifications**

**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://diversity.utexas.edu/disability/>.

**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.

**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://my.mccombs.utexas.edu/BBA/Code-of-Ethics>. By teaching this course, I have agreed to observe all faculty responsibilities described there. By enrolling in this class, you have agreed to observe all student responsibilities described there. 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, provided by 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 (or <https://operations.utexas.edu/units/csas/bcal.php>).
* Further information regarding emergency evacuation routes and emergency procedures can be found at: <http://www.utexas.edu/emergency>.

**PRELIMINARY Course Schedule**

| **Session** | **Date** | **Day** | **Topic** | **Reading** |
| --- | --- | --- | --- | --- |
| 1 |  |  | Course Overview |  |
| 2 |  |  | Overview of Marketing | Chapter 1  “Fortnite Success Factors” |
| 3 |  |  | Strategic Planning & Marketing Plans | Chapter 2  “The Inside Story of How the iPhone Crippled BlackBerry” |
| 4 |  |  | Marketing Environment | Chapter 4  “As Middle Class Shrinks, P&G…” WSJ |
| 5 |  |  | Marketing Environment | Chapter 4 cont.  “US Coffee Trend Bodes Ill for Growers” |
| 6 |  |  | Marketing Environment  Looking into the Future | Chapter 4 cont. |
| 7 |  |  | [8:00-9:30 AM] Consumer Decision Making  [OTHER] GUEST SPEAKER – MICHAEL KNIGHT | Chapter 6  “Brawny BMW Seeks Idea Class” WSJ |
| 8 |  |  | [8:00-9:30 AM] – GUEST SPEAKER  [OTHER] 9/23 CLASS SCHEDULE | None. |
| 9 |  |  | Consumer Decision Making | Chapter 6 cont.  “How Financial Advisers Can Market to Women” WSJ |
| 10 |  |  | Business Marketing | Chapter 7  “The Most Destructive, Unpredictable Force in Tech” WSJ |
| 11 |  |  | Segmenting & Targeting Markets | Chapter 8  “Tesla’s New Rival” |
| **12** |  |  | **EXAM #1** | **Chapters 1, 2, 4, 6, 7, & 8** |
| 13 |  |  | Ethics, Social Responsibility & Sustainability in Marketing | Chapter 3  “Measuring the Human Cost of an iPad Made in China” WSJ |
| 14 |  |  | Marketing Research & Decision Support Systems | Chapter 9  “Tracking Technology Sheds Light on Shopper Habits” WSJ |
| 15 |  |  | Product Concepts | Chapter 10  “Amazon to Expand Private-Label Offerings”  **MARKETING PLAN PART 1 DUE** |
| 16 |  |  | Developing & Managing Products | Chapter 11 |
| 17 |  |  | Services & Non-Profit Marketing | Chapter 12  “Why Can’t We Sell Charity Like We Sell Perfume?” WSJ |
| **18** |  |  | **EXAM #2** | **Chapters 3, 9, 10, 11, & 12** |
| 19 |  |  | Global Marketing | Chapter 5  “Amazon Invades India” |
| 20 |  |  | Supply Chain Management (Place) | Chapter 13  *GUEST SPEAKER – JOHN LEBOWITZ* |
| 21 |  |  | Metrics – Customer Relationship Management, Satisfaction & Loyalty | None.  *GUEST SPEAKER – ROB HONTS* |
| 22 |  |  | Marketing Channels (Place) | Chapter 14  “Amazon’s Latest Weapon: Its Own Air Force” |
| 23 |  |  | Marketing Communications & The 6-M Model (GS) | Chapter 15 |
| 24 |  |  | Sales Promotion, Personal Selling (Personal Brand Management), Social Media (Reputation Management), Digital Media | Chapter 16 & 17 & 18  *GUEST SPEAKER – SARAH MOORE* |
| 25 |  |  | Advertising, Public Relations | Chapter 16 & 17 & 18  “Businesses Using Pokemon Go Lures to Attract More Customers” |
| 26 |  |  | Pricing & Business Models | *GUEST SPEAKER – BEN BLANEY*  **MARKETING PLAN PART 2 DUE** |
| 27 |  |  | Pricing Concepts  Setting the Right Price | Chapter 19  “Now Prices Can Change Minute to Minute” |
| 28 |  |  | **EXAM #3** | **Chapters 5, 13, 14, 15, 16, 17, 18, 19** |
|  |  |  | **Make-Up Final Exam** | **Cumulative** |