Course Description: Introduction to basic concepts and terminology in marketing: the process of developing marketing strategy, the role of marketing activities within the firm, external influences that affect the development of marketing strategy, and basic analytical tools appropriate to marketing decision making.

Course Outcomes: Upon successful completion of this course, you will be able to:

- Explain the evolution of the marketing concept, including the historical context of changes in the concepts of marketing, and the role that marketing currently plays in the interaction between business and society.
- Demonstrate an understanding of business strategy options within an organization and connect it to the development of marketing strategy.
- Apply the basic framework of the marketing process, including the situation analysis (3 Cs), market strategy development (STP), and marketing mix decisions (4 Ps), to key issues that marketers encounter in implementing marketing strategy.
- Demonstrate an understanding of the value, use, and implications of market research using common tools and methods as part of a critical analysis of a marketing situation.
- Evaluate marketing decisions and their potential business impacts using key marketing terminology, tools, and tactics.

Course Access: via Canvas.

Required Course Materials:


Harvard Note on Marketing Arithmetic and Related Marketing Terms.

Various articles as embedded in the course.
Grading Criteria: The course grade is based on practice activities, quizzes, participation and scenario assignments as follows.

Practice Activities: Practice activities test your understanding of the content covered in each of the lessons within a unit. These activities come in several forms including multiple-choice questions and written responses. Feedback from practice activities will help you during the GO! Bars scenarios at the end of each unit.

Quizzes: These are non-cumulative quizzes based on the unit readings and activities you complete. These reading checks may contain multiple-choice or true and false questions. Start the quizzes after you have completed and thoroughly reviewed all of the unit content and are comfortable with the concepts.

Participation: During the course you will have the opportunity to interact with other classmates using polls, discussion forums, and video activities.

GO! Bars Interactive Assignments: At the end of each unit you will take on the role of a marketing consultant and make decisions for GO! Bars, a consumer goods company. These assignments consist of short animated videos to introduce the unit’s challenge and lead into multiple-choice or multi-select options that allow you to make decisions on behalf of the company. These are the hardest assignments in the course since they are intended to simulate the real world where ambiguity and nuance are common. Read and listen carefully before responding to the questions.

Weighting and Final Grading Scale:

- 22 Practice Activities (quizzes) 10%
- 22 Reading Checks (quizzes) 67%
- 10 Video submissions and discussion submissions 5%
- 9 GO! Bars Interactive Assignments 18%

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Code of Ethics
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.mccombs.utexas.edu/BBA/Code-of-Ethics.

Academic Integrity
Students of the University of Texas and this course may not share or distribute materials that could be an advantage to another current or future student, and the university has no tolerance for acts of scholastic dishonesty. More on UT’s policy of Academic Dishonesty and Cheating here: http://catalog.utexas.edu/general-information/appendices/appendix-c/student-discipline-and-conduct/

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/

Academic Rigor and Workload
Welcome to The McCombs School of Business. In order to challenge you and truly add to your education, the McCombs School is committed to rigorous classes. This means that you can expect a substantial workload in many of the weeks during the semester. This course, while for non--business majors, is in no way a “business light” course and will require significant reading, participation, assignment completion, learning of new concepts and critical thinking processes.

Late Assignments and Responsibility of Turning in Work Properly
Assignments are due at designated times as outlined on the course schedule. Assessments submitted after the due date, even 1 minute after the deadline, cannot be graded, so you should leave sufficient time to complete the prerequisite activities and the corresponding assessments. There are NO extensions and no makeup or extra credit assignments.

Course Outline and Deadlines: Following this schedule will ensure you complete the course on time. You may move through the course more quickly than these deadlines, but NOT MORE SLOWLY! If you don’t complete the assignments by the required dates here, you will lose all the points--no exceptions! An online course provides no opportunities extensions on deadlines or make-up work.

Schedule:

About This Course, Complete by Friday, January 27 at 11:55PM.
Activities: Course Overview Video
Welcome to Foundations of Marketing
Meet the Faculty
Glossary of Terms
Academic Integrity: Policies & Procedures

Getting Started, Complete by Friday, January 27 at 11:55PM.
Activities: Q&A Forum
Introduce yourself
Video test
Unit 1: Overview of the Marketing Concept, Complete by Friday, February 3 at 11:55PM.
Readings: Lessons 1-3 and articles as assigned
Participation: Poll: Responsibility of Marketing
Discussion: What Problem Does this Product Solve?
Assessments: Reading Check: Unit 1, Lesson 1
Practice Activity: What Is This Firm’s Orientation?
Reading Check: Unit 1, Lesson 2
Reading Check: Unit 1, Lesson 3
GO! Bars Assignment

Unit 2: Understanding the Marketing Environment and Buyer Behavior, Complete by Friday, February 17 at 11:55PM.
Readings: Lessons 1-2 and articles as assigned
Participation: Poll: Environmental Forces and the Economy
Assessments: Reading Check: Unit 2, Lesson 1
Practice Activity: Environmental Forces at Proctor & Gamble (P&G)
Practice Activity: Opportunities and Threats at Proctor & Gamble (P&G)
Reading Check: Unit 2, Lesson 2
Practice Activity: Consumer Decision Process for Premium Coolers
GO! Bars Assignment

Unit 3: Building Marketing Strategy Through Segmentation, Targeting and Positioning (STP), Complete by Friday, March 3 at 11:55PM.
Readings: Lessons 1-4 and articles as assigned
Participation: Poll: Radio Audience
Discussion: Positioning Statements
Assessments: Reading Check: Unit 3, Lesson 1
Practice Activity: Segmenting Customers
Practice Activity: Segment Criteria for Pottery Barn
Reading Check: Unit 3, Lesson 2
Practice Activity: Targeting for Cleaning Products
Practice Activity: The Marketing Mix in Footwear
Practice Activity: Perceptual Mapping
Practice Activity: The Power of Brands
GO! Bars Scenario Assignment

Unit 4: Developing and Managing Products and Services, Complete by Friday, March 24 at 11:55PM.
Readings: Lessons 1-3 and Lesson 5 and articles as assigned
Participation: Poll: Decisions, Decisions
Assessments: Reading Check: Unit 4, Lesson 1
Practice Activity: Response Curves in Product/Service Development
Reading Check: Unit 4, Lesson 2
Practice Activity: Developing the Next Taco
Practice Activity: Adopting 3D TV
Reading Check: Unit 4, Lesson 4
Practice Activity: Decision Process for Services
Reading Check: Unit 4, Lesson 5
GO! Bars Assignment
Unit 5: Developing and Managing the Value Chain, Complete by Friday, March 24 at 11:55PM.
Readings: Lessons 1-3 and articles as assigned
Participation: Poll: Moving Freight
Discussion: Direct to Customers
Video Activity: Factors Affecting Channel Design
Assessments: Reading Check: Unit 5, Lesson 1
Reading Check: Unit 5, Lesson 2
Practice Activity: Social Influences
Reading Check: Unit 5, Lesson 3
GO! Bars Assignment

Unit 6: Managing Integrated Marketing Communications, Complete by Friday, April 7 at 11:55PM.
Readings: Lessons 1-3
Participation: Poll: Advertising Impressions
Poll: Touch Points
Discussion: Prankvertising and Ethics
Assessments: Reading Check: Unit 6, Lesson 1
Practice Activity: Communication Tools for GoPro
Reading Check: Unit 6, Lesson 2
Practice Activity: The Value of the Promotional Mix
GO! Bars Assignment

Unit 7: Developing and Managing Pricing Decisions, Complete by Friday, April 21 at 11:55PM.
Readings: Lessons 1-3 and articles as assigned
Participation: Poll: Pricing and Demand
Poll: Effective Pricing Mechanisms
Assessments: Reading Check: Unit 7, Lesson 1
Reading Check: Unit 7, Lesson 2
Practice Activity: Variable and Fixed Costs
Reading Check: Unit 7, Lesson 3
GO! Bars Assignment

Unit 8: Qualitative and Quantitative Marketing Research, Complete by Friday, May 5 at 11:55PM.
Readings: Lessons 1-4 and articles as assigned
Participation: Poll: Big Data
Discussion: Researching Gender Roles
Assessments: Reading Check: Unit 8, Lesson 1
Practice Activity: Conducting Market Research
Reading Check: Unit 8, Lesson 2
Practice Activity: Research Approaches
Reading Check: Unit 8, Lesson 4
Practice Activity: Would I? Should I?
GO! Bars Assignment
**Unit 9:** Marketing Past, Present and Future, Complete by Friday, May 5 at 11:55PM.

Readings: Lesson 1

Participation: Poll: Wearables
Discussion: Future Trends of Marketing

Assessments: Practice Activity: The Connected Customer
Video Activity: GO! Bars and the Future