Instructor
Prof. Steven M. Brister
Office: CBA 6.314 – Through glass doors at the top of the CBA escalators near the Behavioral Lab
Office Hours: Tuesday 2:00-3:00pm, and Thursday 11:00am-noon (or by appointment)
UT Email: steven.brister@mccombs.utexas.edu
Professor’s Mobile/Text (For emergencies only, please): 213-804-4676

Teaching Assistants
12:30PM Class (#05520): Frank Zheng, Marketing PhD Graduate Student
UT Email: zjq407@gmail.com
TA’s Mobile/Text (Emergencies only): 512-903-8322

11:00AM Class (#05440): Swati Seth, MBA Graduate Student
UT Email: Swati.seth@mba17.mccombs.utexas.edu
TA’s Mobile/Text (Emergencies only): 512-975-5225

Canvas messages are the best way to contact the professor and TAs outside of class or office hours. We will respond to Canvas messages daily (on weekdays).

Class Website on Canvas
The Canvas website for this class is the main source for important course information and communications including updates to the course schedule, assigned readings, and key slides for the lectures. Please enable Canvas notifications so you will be aware of important announcements, discussions, and grade posts.

Required Textbook
*MKTG 10 Principles of Marketing,* by Lamb, Hair and McDaniel. (Cengage Learning)
If you choose to use a prior version of this textbook (e.g., MKTG 9), please note that the chapter organization and content varies slightly. Consult with a classmate who has MKTG 10 to compare differences in these editions.

The textbook’s MKTG Online resource provides an online copy of the textbook and various other study tools including videos, flashcards and practice quizzes. Some students may find these tools helpful, but they are not a requirement for the course.

Other Course Materials
One or more additional topical articles will be assigned for each class session. An electronic copy of the articles for the upcoming week will be posted on Canvas by Friday afternoon.
Key Slides for each class session will also be posted on Canvas, typically 24 hours in advance.

In-class quizzes and polls will be conducted using Canvas. You will need to bring a laptop, smartphone or tablet that has a web browser and Wi-Fi capabilities to all non-exam class sessions.

Prerequisites
Upper-division standing, restricted to business students.

Academic/Learning Goals
The primary objective of Marketing 337 will be to introduce you to the basic concepts, practices and analytical methods of marketing. The course is comprehensive in scope, 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.

Most people think of marketing as the advertising, promotion and sale of consumer goods. This popular, narrow conception of marketing is not surprising given that these are the most common marketing activities with which the average person has direct experience. The scope of this course, however, will reflect the full breadth of the principles and practice of marketing.

Fundamentally, marketing includes two core activities:
1) Understanding customer needs
2) Satisfying customer needs

While on the surface this charter for marketing seems relatively simple, there are many complex and interdependent decisions that a company must make with respect to the products it sells, the prices it charges, where it sells the products and how they are positioned and communicated in the market. Collectively, these decisions – product, price, place and promotion – are called the marketing mix.

Before a company can decide what its marketing mix will be, however, it must decide what market it is in and who it wants to target within that market – the choice of which depends on a rigorous analysis of a variety of external and internal factors as well as a thorough understanding of customer needs and organizational competencies.

Course Description
The overall intent of this course is to introduce you to the terminology, concepts and activities that are fundamental to marketing. While there is necessarily a lot of detail that we will cover, your primary objective should be to develop a “mental map” of marketing that you will be able to evolve and apply in subsequent courses and throughout your careers – regardless of whether you are identified as a “marketer” or not.
Students are expected to read the assigned textbook chapters and topical articles prior to class. Key slides for each lecture will be posted on the Canvas website in advance, and you are encouraged to bring a printed or electronic copy with you to class.

Class periods will typically consist of brief class lectures reinforcing key concepts, interactive discussions, and exercises that apply the concepts to real-world situations. Come prepared to engage in the discussions, by not just reading the required materials, but by also forming opinions and questions about the material presented. At a few points during the semester, guest speakers will connect classroom topics to their experience in the real world.

Each student will be asked to participate actively in class, and not to just be a passive observer. If I call upon you directly, it is not an attempt to embarrass you. Knowing that you come from various backgrounds and experiences, I simply hope that each of you will contribute to the depth of knowledge shared in this class.

Assignments & Grading
Your grade in the course will be a function of three examinations, a two-part marketing plan, in-class quizzes, and class participation. An additional extra credit opportunity is described below.

<table>
<thead>
<tr>
<th>Exam #1</th>
<th>Tuesday February 21</th>
<th>20%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam #2</td>
<td>Thursday March 30</td>
<td>20%</td>
</tr>
<tr>
<td>Exam #3</td>
<td>Tuesday May 2</td>
<td>20%</td>
</tr>
<tr>
<td>Final Exam (Makeup Only)</td>
<td>TBD – Official Exam Schedule</td>
<td>Same as missed exam</td>
</tr>
</tbody>
</table>

Marketing Plan
- Part 1 – Situation Analysis: Tuesday February 28 | 10%
- Part 2 – Marketing Strategy: Thursday April 13 | 10%

In-Class Quizzes: Various Class Dates | 10%
Class Participation: All Semester | 10%

Extra Credit: Prior to May 5 | +1%

Grades will follow plus/minus system with these cut-offs. A: 93-100, A-: 90-92, B+: 87-89, B: 83-86, B-: 80-82, C+: 77-79, C: 73-76, C-: 70-72, D+: 67-69, D: 63-66, D-: 60-62, F: 59 or lower. Decimals will be not be rounded up – an 89.7 average will earn a B+, not an A-.

In the unlikely event that the class’s final grade average falls below a 3.0 GPA target, a specified number of points will be added to each student’s total points for the semester (the same number of points for all students) in order to achieve this target GPA.

Examinations (60% of Final Grade)
There will be three exams, each comprising 20% of your course grade. The exams will include both 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 class lectures/discussions. All exams will be “closed note” and “closed-book.”
Each exam will ONLY be provided during the regular class period on the dates specified above. Please highlight them on your personal calendars. If you have to miss an exam for any reason, including car trouble, interviews, illness, school-sponsored trip, personal issue, family issue, etc., you may take a make-up final exam. The final exam will be comprehensive over the entire course, and will be similar in format and length to the prior exams. Please note that the make-up final exam cannot be used to replace a previous exam grade.

Exam grades will be posted on Canvas as soon as possible after the exam. The TA will provide an opportunity for you to review your exam, find out exactly which questions you missed and to discuss any of the questions on the exam. After reviewing your exam, you may submit an appeal on any question for which you believe there is some cause for review. Appeals must be submitted by the announced deadline, generally within 1 week after the grades are posted.

Marketing Plan (20% of Final Grade)
This assignment will give you some practice creating specific and important sections of a typical marketing plan for a current, real business venture. You will be provided with a few business scenarios from which to choose. You will be able to work independently or with one other student as a team on this project.

For the first part of the assignment (10% of final grade, due Tuesday February 21) you will create a Situation Analysis, overviewing the company’s strategic focus and strengths/weaknesses/opportunities/threats, and analyzing the company’s industry, competitors and customers.

For the second part of the assignment (10% of final grade, due Thursday April 13), you will describe the Marketing Strategy for the product, product line, or brand, including target segments, positioning, and marketing objectives to drive product, place, price and promotion initiatives.

Additional details on these assignments will follow separately, and a late penalty of 10 points per day will apply.

The marketing plan assignment will be submitted via Canvas and reviewed by a plagiarism-detection tool (Turnitin) in order to address originality of work and improper citation. The Turnitin software works by cross-referencing submitted materials with an archived database of journals, essays, newspaper articles, books, prior student submissions and other published work. Other methods may also be used to determine the originality of the paper.

In-Class Quizzes (10% of Final Grade)
To motivate students to complete the assigned reading prior to class, there will be 12 short quizzes throughout the semester covering key concepts from the textbook chapters and assigned articles for that day. Quizzes will be conducted at the beginning of class, and each quiz will include 5 multiple choice and/or short answer questions.

Each student’s lowest 2 quiz grades will be dropped (e.g., a zero from a day you missed class), resulting in a total of 10 recorded quiz grades. There will be no make-up opportunities for missed quizzes.
Class Participation (10% of Final Grade)
Each class, you will receive participation points based on your attendance and engagement during that class. One point will be awarded for attendance, unless you arrive more than 10 minutes late to class or leave more than 10 minutes early. A second point will be awarded when you make a significant personal contribution to the class by asking and answering questions, and providing insightful observations. (Tardy and early-departing students may still earn the second participation point.) Students may earn a maximum of 2 points per class period (1 for attendance, and 1 for making a personal contribution to class discussion).

Please note that participation points may be deducted at the discretion of the professor and TA for inappropriate classroom behavior including the use of laptops and smartphones for personal or non-course reasons.

At the end of the semester, the participation scores will be summed and then averaged across the entire class. Participation grades will be based on the final distribution of participation points across the class as follows:

- Above the class average: 90 – 100 final grade
- Equal to the class average: 85 final grade
- Below the class average: 50 – 80 final grade

Note: This means that an excessive number of absences will likely impact your participation score and final grade for the course.

Optional Homework Assignments (Additional Class Participation Points)
Periodically, brief homework assignments will be provided to enhance your learning experience. These assignments will not count towards your final grade, but the professor will award additional class participation points to students who complete these assignments sufficiently.

Extra Credit Opportunity: Marketing Dept. Research Studies (Up to 1% added to Final Grade)
You may earn an extra credit point (1 point added your final grade on the 100-point scale for the course) by participating in research studies through the Marketing Department Subject Pool. You will earn one-half point (0.5 on the 100-point scale) for each study you participate in. To earn a full point, you must participate in two different studies. You may not participate in the same study twice.

You will receive this credit for any Research Studies offered 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.

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 on May 5th (or earlier), so plan ahead.

Questions regarding extra credit? Email Gunes B. Unal, the Subject Pool Coordinator, at Gunes.Biliciler@mccombs.utexas.edu
Classroom Environment
Each student should take personal responsibility for helping create a positive, productive environment. This includes common courtesies such as arriving on time, silencing your cell phone, and refraining from texting, eating and personal conversations during class. Please respect the needs of your classmates, Teaching Assistant and lecturer. Any students who are disruptive or disrespectful will be asked to leave the classroom immediately.

Use of personal digital devices (i.e., laptops, tablets, smartphones, etc.) will be allowed in class. However, use should be limited to activities that support the classroom learning objectives – taking notes, researching/providing information relevant to class discussions (assuming it does not take time and attention away from class activities), and accessing class material on Canvas.

In order to promote academic integrity and provide a fair environment for all students, all exam, quiz and extra credit requirements will be strictly enforced. Any infractions will be reported to Student Judicial Services.

In the event that classes on the UT campus are cancelled or delayed due to inclement weather on one of the scheduled class days for this course, class will be held online using the Adobe Connect platform. (Access information will be provided on Canvas.) You may attend the class online at the regularly scheduled class time (providing the opportunity to ask questions on the material), or watch a recording of the class at a later time. Students may still earn attendance/participation points for this class by completing a follow-up online exercise.

Instructor Bio
I grew up in Waco, TX and earned my MBA in Marketing from the University of Texas after completing a BA degree in Economics and History at Duke University. 20+ Years later, I have returned to UT in order to share marketing insights from my professional experience with the next generation of marketing and business leaders.

I began my marketing career by working at several advertising, direct marketing and branding agencies, including Leo Burnett (Chicago) and Landor Associates (San Francisco). My first “client-side” experience was at DirecTV (Los Angeles), where I led the customer acquisition and e-business marketing teams. Later, I served as a Regional VP of Marketing for Time Warner Cable (Los Angeles), with responsibility for marketing functions including brand development, product management, customer acquisition and retention, and revenue development.

Currently, I keep busy outside of class with consulting engagements and an entrepreneurial venture, GayFamilyTrips.com. My personal interests include travel, outdoor fitness (running, hiking, bicycling, paddling and swimming), cooking, reading, and listening to music.
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.
- Further information regarding emergency evacuation routes and emergency procedures can be found at: http://www.utexas.edu/emergency.
Course Schedule
The content for each date presented on the following schedule is **subject to change**. Students are responsible for monitoring announcements made in class and on Canvas for specific changes to the course schedule.

Additional required readings (topical articles) for each class session will be available for download on the Canvas website. Articles for each week will be posted by the prior Friday afternoon.

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Topic</th>
<th>Assigned Chapter Reading</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday</td>
<td>17-Jan</td>
<td>Course Overview</td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
<td>19-Jan</td>
<td>Overview of Marketing</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>Tuesday</td>
<td>24-Jan</td>
<td>Strategic Planning &amp; Marketing Plans</td>
<td>Chapter 2 (Sections 1-6)</td>
</tr>
<tr>
<td>Thursday</td>
<td>26-Jan</td>
<td>Strategic Planning &amp; Marketing Plans</td>
<td>Chapter 2 (Sections 7-11)</td>
</tr>
<tr>
<td>Tuesday</td>
<td>31-Jan</td>
<td>The Marketing Environment</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>Thursday</td>
<td>2-Feb</td>
<td>The Marketing Environment</td>
<td>Chapter 4</td>
</tr>
<tr>
<td>Tuesday</td>
<td>7-Feb</td>
<td>Global Marketing</td>
<td>Chapter 5</td>
</tr>
<tr>
<td>Thursday</td>
<td>9-Feb</td>
<td>Consumer Decision Making</td>
<td>Chapter 6 (Sections 1-4)</td>
</tr>
<tr>
<td>Tuesday</td>
<td>14-Feb</td>
<td>Consumer Decision Making</td>
<td>Chapter 6 (Sections 5-8)</td>
</tr>
<tr>
<td>Thursday</td>
<td>16-Feb</td>
<td>Business Marketing</td>
<td>Chapter 7</td>
</tr>
<tr>
<td><strong>Tuesday</strong></td>
<td><strong>21-Feb</strong></td>
<td><strong>Exam #1</strong></td>
<td><strong>Ch. 1, 2, 4, 5, 6 &amp; 7</strong></td>
</tr>
<tr>
<td>Thursday</td>
<td>23-Feb</td>
<td>Segmentation, Targeting &amp; Positioning</td>
<td>Chapter 8 (Sections 1-6)</td>
</tr>
<tr>
<td>Tuesday</td>
<td>28-Feb</td>
<td>Segmentation, Targeting &amp; Positioning</td>
<td>Chapter 8 (Sections 7-9)</td>
</tr>
<tr>
<td>Thursday</td>
<td>2-Mar</td>
<td>Marketing Research</td>
<td>Chapter 9</td>
</tr>
<tr>
<td>Tuesday</td>
<td>7-Mar</td>
<td>Product Concepts</td>
<td>Chapter 10</td>
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<tr>
<td>Thursday</td>
<td>9-Mar</td>
<td>Developing &amp; Managing Products</td>
<td>Chapter 11</td>
</tr>
<tr>
<td>Tuesday</td>
<td>14-Mar</td>
<td>Spring Break</td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
<td>16-Mar</td>
<td>Spring Break</td>
<td></td>
</tr>
<tr>
<td>Tuesday</td>
<td>21-Mar</td>
<td>Services &amp; Nonprofit Marketing</td>
<td>Chapter 12</td>
</tr>
<tr>
<td>Thursday</td>
<td>23-Mar</td>
<td>Marketing Channels</td>
<td>Chapter 13 (Sections 1, 6-8)</td>
</tr>
<tr>
<td>Tuesday</td>
<td>28-Mar</td>
<td>Retailing</td>
<td>Chapter 14 (Sections 1-5)</td>
</tr>
<tr>
<td><strong>Thursday</strong></td>
<td><strong>30-Mar</strong></td>
<td><strong>Exam #2</strong></td>
<td><strong>Ch. 8, 9, 10, 11, 12, 13 &amp; 14</strong></td>
</tr>
<tr>
<td>Tuesday</td>
<td>4-Apr</td>
<td>Marketing Communications</td>
<td>Chapter 15</td>
</tr>
<tr>
<td>Thursday</td>
<td>6-Apr</td>
<td>Advertising - Creative</td>
<td>Chapter 16 (Sections 1-3)</td>
</tr>
<tr>
<td>Tuesday</td>
<td>11-Apr</td>
<td>Advertising - Media</td>
<td>Chapter 16 (Section 4)</td>
</tr>
<tr>
<td>Thursday</td>
<td>13-Apr</td>
<td>Public Relations &amp; Sales Promotion</td>
<td>Chapter 16 (Sections 5 &amp; 6)</td>
</tr>
<tr>
<td>Tuesday</td>
<td>18-Apr</td>
<td>Personal Selling &amp; Sales Management</td>
<td>Chapter 17</td>
</tr>
<tr>
<td>Thursday</td>
<td>20-Apr</td>
<td>Digital Marketing &amp; Social Media</td>
<td>Chapter 18</td>
</tr>
<tr>
<td>Tuesday</td>
<td>25-Apr</td>
<td>Pricing Concepts</td>
<td>Chapter 19 (Sections 1-5)</td>
</tr>
<tr>
<td>Thursday</td>
<td>27-Apr</td>
<td>Setting The Right Price</td>
<td>Chapter 19 (Sections 6-9)</td>
</tr>
<tr>
<td><strong>Tuesday</strong></td>
<td><strong>2-May</strong></td>
<td><strong>Exam #3</strong></td>
<td><strong>Chapters 15, 16, 17, 18, &amp; 19</strong></td>
</tr>
<tr>
<td>Thursday</td>
<td>4-May</td>
<td>Ethics &amp; Social Responsibility, Wrap-up</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>TBD</td>
<td>TBD</td>
<td>Final Exam - Make-up Exam Only</td>
<td>Cumulative (all chapters)</td>
</tr>
</tbody>
</table>
Syllabus Acknowledgement - Principles of Marketing – Spring 2017

By signing below, I, ________________________________, acknowledge that I have received the syllabus for the course indicated above and fully understand its contents. Specifically, I understand the objectives for this course and how my performance will be evaluated. I also understand the policies associated with class resources, grade distribution across assignments, determination of the final letter grade, exam formats, exam dates & times, quizzes, marketing plan assignments, class attendance & participation, extra credit research studies, and academic integrity (specifically, cheating & plagiarism). I also understand that I should contact the instructor or teaching assistant as soon as possible with any questions or issues regarding course contents or procedures.

By signing below, I also acknowledge that I understand the class policy regarding my use of digital information technology. Specifically, I understand that all personal digital devices (i.e., laptops, tablets, phones, etc.) may be used in class solely to support the classroom learning objectives. Digital devices can be used to take notes, to research/provide information relevant to class discussions (assuming it does not take time and attention away from class activities), and to access class material on Canvas.

Further, I recognize that use of these technologies for personal or non-course related purposes is a distraction for me and likely for others in the class. I confirm that I will respect the learning objectives of the class and will use digital technology in a responsible, professional manner. I confirm that I will NOT use digital devices in ways that are contrary to the course policy.

_____________________________  __________________
Signature                        Date