MARKETING 337
PRINCIPLES OF MARKETING
SPRING 2017

Class: MKT 337
Time: TTh 8:00-9:30 am
Location: UTC 3.110

Professor: Chandra Srivastava
E-mail: cnsrivastava@utexas.edu
Please include “MKT 337:” in the subject line of any emails

Office: CBA 3.332X
Office Hours: TTh 10:00 - 11:00 am or by appointment

TEXTBOOK AND REQUIRED READING

- Articles: Articles, cases and videos for class discussions are available on Canvas (http://canvas.utexas.edu)

OVERVIEW AND COURSE OBJECTIVES

Peter Drucker, widely described as the founder of modern management, once said “Because the purpose of business is to create a customer, the business enterprise has two—and only two—basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business”.

This course is designed to introduce students to the fundamentals of marketing – the manner in which firms create value and keep customers. For students majoring in marketing, this course is intended to provide you with a foundation on which to build subsequent marketing courses and work experience. For students majoring in other disciplines, this course is intended to teach marketing concepts and tools that will be useful to you in any career you pursue. For all students, the course will give you a strong grounding in the various components of marketing strategy and familiarize you with the challenges faced by marketing professionals. Over the course of this semester you will learn to:

- Understand the role of the marketing in creating value and driving firm growth,
- Understand the key elements of strategy - Segmentation, Targeting and Positioning – so that you are able to gather and analyze the information you need to craft an appropriate marketing strategy,
- Learn how to write a positioning statement,
• Learn the “4P’s” (product, price, place and promotion) and how those elements can be combined to deliver value to customers,
• Become conversant in the language and concepts of marketing so you are able to confidently discuss marketing issues and communicate your ideas using the terminology marketing professionals use,
• Become familiar with recent developments and trends in the field of marketing such as social media and mobile advertising.

CLASS FORMAT AND POLICIES

Class sessions will include lectures, guest speakers, class discussion of text and business press articles, and in-class exercises. This will be an interactive class with a focus on applying the theories and tactics we learn in the textbook to real-world situations that companies are currently facing. In order to facilitate these discussions, you will need to come to class prepared by having reviewed any assigned material (readings from the book, articles, cases, and videos posted on Canvas) BEFORE the class starts. This will allow us to spend less time on lectures covering basic material and more time discussing the applications of that material to current business news and events. Class participation will be graded.

This is a no technology classroom. I expect you to conduct yourselves professionally. This includes arriving to class on time; turning off your computers, cell phones, tablets, etc., during the class sessions; refraining from personal conversations during class and generally being respectful to your classmates and your instructor. If you must miss a class, you are still responsible for everything covered in that class. It is your responsibility to contact a classmate for missed notes, announcements, etc.

GRADING

Your grade will be based on the following:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Exam 1</td>
<td>20%</td>
</tr>
<tr>
<td>Exam 2</td>
<td>20%</td>
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<tr>
<td>Attendance and Class Participation</td>
<td>10%</td>
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<tr>
<td>Quizzes and In-Class Exercises</td>
<td>25%</td>
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<tr>
<td>Group Project</td>
<td>25%</td>
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<tr>
<td>Mid-term Report (10%)</td>
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<tr>
<td>Final Report (10%)</td>
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<td>Final Presentation (5%)</td>
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Total: 100%

I will assign grades using the +/ scale, and the cutoffs for the grades is as follows: A = 94-100, A- = 90-93, B+ = 87-89, B = 84-86, B- = 80-83, C+ = 77-79, C = 74-76, C- = 70-73, D+ = 67-69, D = 64-66, D- = 60-63, and F = 0-60.
Once the final course grading scale is set, it is set in stone. There will be no extra credit work outside of the opportunities available via the Marketing Department Subject pool (described below). If you miss the next highest grade by one point you will have my sympathy, but in order to be fair to all students, I will not change your grade.

Exams

The tests will cover assigned chapters, assigned business press articles, class discussions, and guest speakers. Some topics or sections in each chapter of the textbook will not be covered in class due to time constraints, but will still be on the exams. Make sure to read the assigned chapters thoroughly when preparing for the exams. Chapters that were not assigned and thus not covered in class will not be on the exams.

Each of the two tests given during the semester will consist of multiple choice questions and open-ended questions. You will have the opportunity to take an optional comprehensive final exam (Time and Location: TBD – will be announced in the middle of the semester). The optional final will consist of all multiple choice questions. The optional final will replace your lowest test score. THERE WILL BE NO MAKE UP TESTS. If you miss a scheduled test for any reason, you can take the optional final to substitute for that missed test. If you have to miss more than one of the scheduled tests, you should drop this course as there will be no way for you to make up more than one missed test.

Exam scores will be posted on Canvas. You must resolve grading issues within 10 days of it being posted on Canvas.

Attendance and Class Contribution

Your attendance and class contribution will be recorded for every class period, except for exam days and exam review days. To facilitate this process, you should sit in the same seat in every class session. A seating chart will be finalized during the third class session, Tuesday January 24, 2017.

Attendance
Your attendance will be tracked at the beginning of every class period (this does not include exam review or exam days) beginning January 26, 2017. If you are not in your seat when class begins and if you do not stay until class ends, you will not get full credit for attending class. Each class you attend will result in 1 point added to your attendance score. There is a maximum of 20 points for your attendance grade, which allows for each student to have three absences. If you come to class late or have to leave early and have a legitimate reason, you must notify me of your presence to receive half of the possible points for that day (0.5). Please note, attendance WILL BE taken for guest lecturers but will not be taken on exam days or on exam review days.

Class Contribution
Your class contribution will be tracked for every class period (this does not include exam review or exam days) beginning January 26, 2017. You can receive points for class contribution either through volunteering or being cold called. I will cold call roughly 3 students during each class
Cold call students will be pre-selected at random. Each instance of meaningful class participation will result in 1 point added to your class contribution score. You may only get 1 contribution point per day.

Only meaningful contributions to class will be count towards your grade. Examples of a meaningful contribution include:

1. Correctly answering a cold call.
2. Sharing relevant personal experiences or insights from non-assigned readings that related to specific contexts from the text, this includes answering questions posed to the students by me or a guest lecturer.
3. Contributing an insightful comment that links the assigned business press articles to specific concepts from the text.
4. Presenting a correct or well-done in-class exercise (the individual who participates receives this credit, not the entire group).
5. Asking a meaningful question of guest lecturers or your peers during group presentations.

You will self-report your class contribution on the back of the “ID” cards that will be passed out at the beginning of every class. To receive credit for class contribution, you need to write one line describing your comment on the back of the card and the date of the comment. The cards will be collected at the end of class each day. Please note that you can only receive a maximum of 23 points for class contribution throughout the semester. This means that you need to contribute a meaningful point to class discussion on average once every class session to receive full credit for class contribution. Your contribution cards will be checked between classes and contribution will be recorded. You will receive a mark on your contribution card when the comment was counted towards your contribution score.

Class contribution points can also be subtracted for behavior that detracts from an optimal learning environment. Such behaviors include using your phone during class, unprofessional classroom behavior, not being prepared for class, or failure to actively participate in in-class exercises.

**Quizzes and In-Class Exercises**

**Quizzes**

There will be pop quizzes in some class sessions. Quizzes will test you on the readings assigned for that particular class session or on the concepts learned in previous sessions. The quizzes will generally consist of multiple choice questions or essay questions.

**In-Class Exercises**

During the last 20-40 minutes of class time there will often be an in-class exercise that allows you to apply the concepts from that day’s lecture. The in-class exercises will be done individually or in groups. If it is a group exercise, the group will turn in one response at the end of class. All members of the team will receive the same score for a group exercise.
Your semester score for quizzes and in-class exercises will be your average score across all quizzes and in-class exercises. Note that being absent from class does not excuse you from completing an in-class exercise. If you are absent from class, you must alert your professor and you can complete the in-class exercise on your own time. It is your responsibility to get in touch with your professor to get the missed in-class exercise. You must turn it in within one week of the original absence; a missing in-class exercise will count as a score of 0. Quizzes cannot be made up. Your three lowest grades (across both quizzes and in-class exercises) will be dropped at the end of the semester.

**Group project (more information in a separate handout)**

You will form groups of four to five to work on the marketing group project. This project will span the entire semester and will involve three parts: a mid-term report, a final report, and a final group presentation in class. You will come up with a marketing problem (i.e. a new product or service you would like to consider launching or a new marketing strategy for an existing product or service) and apply the marketing tools you learn in class to develop a marketing plan for that product or service. There will be further details about the project and the due dates given out during the course of the semester. If you would like, you can schedule a meeting with me after the mid-term report to discuss your group’s progress.

- **Group Memberships:** If you have classmates who you want to work with, email me by January 23, 2017 by 6 p.m. with a list of the names of the people in your group. If I have not received an email from you or one of your group members indicating that you are part of a group by that date and time, I will randomly assign you into a group. If you send me a list with less than 5 people, I may end up adding additional members to your group.

- **Peer Evaluation:** To prevent free riding on the group project, each member of the group will assess every team members’ (including one’s own) contributions to the project. Points will be deducted if your team members indicate you did not contribute your fair share of effort to the group project. Peer evaluations will be provided to you at the end of the semester.

**MORE ABOUT EXAMS**

**Day of the Exam:**
- You must bring a soft lead (#2) pencil (two pencils just in case) to the exams.
- You MAY NOT use any books, notes, or electronic devices during the exams. No cell phones!
- Ball caps must have bills turned to the back of your head.
- If the proctors find you are using any books, other written materials or electronic devices, they will take your test and you will receive a zero on the test.

**Exam Feedback:**
Exam grades will be posted on Canvas as soon as possible after you have completed the exam. The graded tests will be available for viewing during my office hours. During this time, you can review your exam and ask about specific questions on the test. If you cannot meet during
scheduled office hours and would like to see your test, please contact me to schedule an appointment.

*Check Your Test Scores and Contribution/Attendance Points:*
If you think there may have been a mistake in your posted test grade, posted attendance or contribution points, you must resolve this issue within 10 days of it being posted on Canvas. If you do not do this, your score will not be modified.

**EXTRA CREDIT OPPORTUNITY**

You can earn extra credit points in the course by participating in research studies through the Marketing Department Subject Pool. You can earn half a percentage point on your total grade for each study you participate in. You may not participate in the same study twice. You may participate in up to 3 different studies for a total of 1.5 percentage points on your total grade. You will receive this credit for any Research Studies offered via the Marketing Department Subject Pool website at:

[http://mccombs.sona-systems.com](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. Those not interested in participating in a research study may choose a research paper option (see the above website for details).

*Questions regarding extra credit?* Email Gunes B. Unal, the Subject Pool Coordinator, at Gunes.Biliciler@mccombs.utexas.edu
**CLASS SCHEDULE**  
(The schedule below is subject to change)

Please remember, you must review the assigned textbook chapter, additional readings, or content available on Canvas before the class session for which it is assigned.

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assigned Reading</th>
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<tbody>
<tr>
<td>Jan 17</td>
<td>Introduction – What is Marketing?</td>
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<tr>
<td>Jan 19</td>
<td>Overview of Marketing</td>
<td>Chapter 1</td>
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<tr>
<td>Jan 23</td>
<td><strong>Due:</strong> Email list of group members you want to work with on your group project by 6 pm</td>
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| Jan 24 | Developing Marketing Strategies and a Marketing Plan  
**Note:** Your group membership and seating chart will be finalized today. | Chapter 2        |
| Jan 26 | Analyzing the Marketing Environment                                   | Chapter 5        |
| Jan 31 | Consumer Behavior                                                     | Chapter 6        |
| Feb 2  | B2B Markets                                                           | Chapter 7        |
| Feb 7  | Global Markets                                                        | Chapter 8        |
| Feb 9  | Identifying opportunities – Segmentation, Targeting, Positioning     | Chapter 9        |
| Feb 10 | **Due:** Email me with chosen topic for your group project by 11:50 p.m. |                  |
| Feb 14 | Market Research                                                       | Chapter 10       |
| Feb 16 | Products and Brand Value                                              | Chapter 11       |
| Feb 21 | Brand Management                                                      |                  |
| Feb 23 | Review Session                                                       |                  |
| Feb 28 | **Exam 1** (Chapter 1,2,6,7,8,9,10,11)                                |                  |
| Mar 2  | Services                                                              | Chapter 13       |
| Mar 7  | New Product Development                                               | Chapter 12       |
| Mar 9  | Pricing -1  
**Due:** Group project mid-term report due by 11:59 p.m.         | Chapter 14       |
| Mar 21 | Pricing – 2                                                           |                  |
| Mar 23 | Channels – 1                                                          | Chapter 15       |
| Mar 28 | Channels – 2                                                          | Chapter 16       |
| Mar 30 | Digital and Social Marketing – 1                                      | Chapter 3        |
| April 4| Digital and Social Marketing – 2                                      |                  |
| April 6| Advertising, Promotion and Public Relations                           | Chapter 17 and 18|
| April 11| Crisis Management                                                     |                  |
| April 13| Personal Selling and Sales Management                                 | Chapter 19       |
| April 18| Review Session                                                       |                  |
| April 20| **Exam 2** (Chapter 3,12,13,14,15,16,17,18,19)                        |                  |
| April 25| Ethics                                                               | Chapter 4        |
| April 27| CSR, Social Innovation, New Value Propositions                       | Readings on Canvas|
| May 1  | **Due:** Group project **final report and presentation slides** (for ALL teams) by 11:59 p.m. |                  |
### Important Notifications

**University-Mandated Syllabus Disclosures**

**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/](http://www.utexas.edu/diversity/ddce/ssd/).

**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://www.mccombs.utexas.edu/BBA/Code-of-Ethics.aspx](http://www.mccombs.utexas.edu/BBA/Code-of-Ethics.aspx). By teaching this course, I have agreed to observe all faculty responsibilities described in that document. By enrolling in this class, you have agreed to observe all student responsibilities described in that document. 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/](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](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
• Further information regarding emergency evacuation routes and emergency procedures can be found at: http://www.utexas.edu/emergency.