MKT 372
Contemporary Issues in Marketing
Spring 2017 Unique # 05990
UTC 1.118
MW 12:30-2:00

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Course Objectives:
1. To practice real problem solving using all business disciplines
2. To identify marketing and perception issues which frame business decisions
3. To improve skills in oral communication and critical discussion
4. To improve personal preparation for the working world
5. The course has four main sections:
   a. Marketing Yourself
   b. Marketing Plan Development
   c. Marketing Professional Services
   d. Career Success

Assigned Materials:
“IT’s All Politics”
“Selling to the C-Suite”
“You’re So Money”
“Corporate Confidential”
All books are available from The University Coop, most bookstores, Amazon, or on the Kindle.

Grading
• Class Participation 30%
• One-on-One Interview 30%
• Professional Services Marketing Presentation 20%
• Team Presentation 20%
Class participation grades will be determined based upon: quality and insight of participation, quantity of participation, and class attendance. Failure to attend and participate in the “Guest Speaker” and “Class Designated Topics” discussions will result in bad things happening to your grade. Class participation is not about being right or wrong; it is about showing thought and insight and applying what you have learned. Class participation will include the results of smaller projects.

“One-on-One” presentations are individual presentations by the student to the instructor. These presentations are outside of class and take place in the instructor’s office. The first presentation is a mock interview. The presentations will be graded on quality of presentation, creativity, and use of the concepts discussed in class.

The Marketing Professional Services assignment is to produce a presentation to market a business to business professional service. The presentation will be graded on completeness, creativity and ability to sell the service.

Team presentation grades will be determined by the professor based upon: the quality of the team’s analysis and presentation, the quality of the team’s response to audience questions, how well the team engages the audience during the presentation and follow-up questions, our observations of individual participation, and input from the team members on each individual’s participation.

Each graded item will be given a number grade from 0 to 25. The final grade will be determined by adding the individual grades together, then applying the normal grading scale: 92+=”A”, 90-91=“A-“, 88-89=“B+”, 82-87=”B”, etc.

Course Schedule

1. Introduction 1/18
   a. Discussion of class functioning and objectives.
   b. How it all fits together.
   c. Meeting class members.

2. Ethics and Business 1/23
   a. Lakeside Case #9-902-104
   b. Ethical decisions are not always clear.
   c. Short film “John”
   d. The slippery slope
   e. Individual ethics
   f. Why is it so hard?
   g. Team Selection
3. Marketing Yourself 1  1/25
   a. If you can’t sell yourself, you can’t sell anything.
   b. The career process.
   c. Dirty secrets about recruiting.
   d. Pre-interview activities
   e. Assignment for class #4, standard one page resume.

4. Marketing Yourself 2  1/30
   a. Resume success.
   b. Assignment for class #5, enhanced resume
   c. Sign up for first one-on-one.

5. Resume review  2/1
   a. Review resume for errors
   b. Review resume for content
   c. How to improve resume

6. Marketing Yourself 3  2/6
   a. Interview Success
   b. Interview do’s and don’ts
   c. Assignment for first one-on-one
   d. Career management
   e. What to do if recruiting is not successful
   f. Differences in experienced hire recruiting

7. Interview Preparation  2/8
   a. Discuss interview plan
   b. How to strengthen interview
   c. What discussions should you avoid
   d. Career management
   e. What to do if recruiting is not successful
   f. Differences in experienced hire recruiting

8. Business Observation  2/13
   a. Business as a hobby/interest
   b. How to observe a business
   c. How to analyze a business

9. The Marketing Plan  2/15
   a. Description of a differentiated marketing plan
   b. How to develop a marketing plan on a limited budget
   c. Review of an actual marketing plan
10. Business From Their Leaders 1  2/20  
   a. Videos of business leaders discussing their business  
   b. Discussion of videos  

11. Business From Their Leaders 2  2/22  
   a. Videos of business leaders discussing their business  
   b. Discussion of videos  

12. Team Work Sessions  2/27  
   a. Teams work on presentations.  

13. Team Work Sessions  3/1  
   a. Teams work on presentations.  

   a. Progress of technology  
   b. Future of technology  
   c. Assignment  

   a. Teams pick a current technology and access its marketing  
   b. Presentation of results  

16. Spring Break  3/13  

17. Spring Break  3/15  

18. Marketing Professional Services 1  3/20  
   a. Broad issues in marketing services as opposed to marketing products  
   b. The need to solve the “who” question  
   c. Why you?  
   d. The pursuit of a client  
   e. Individual assignment for class #19 – Service Business Selection  

19. Marketing Professional Services 2  3/22  
   a. The pursuit of a project  
   b. Project proposals  
   c. Government proposals  
   d. Turn in services selection
20. Marketing Professional Services 3 3/27
   a. Presenting the proposal
   b. Selling yourself as part of the project.
   c. Presentation do’s and don’ts

21. The Marketing Cycle 3/29
   a. How to be successful in professional services
   b. Personal success in professional services

22. Selling to the C-Suite 4/3
   a. Discussion of the book “Selling to the C-Suite”
   b. How does this apply to marketing professional services.

23. Team Presentations 4/5
   a. Team presentations

24. Team Presentations 4/10
   a. Team presentations

25. Team Presentations 4/12
   a. Team presentations

26. Team Presentations 4/17
   a. Team presentations

27. Company Politics 4/19
   a. Introduction to corporate politics
   b. Review of the book “It’s All Politics”

28. Career Success 4/24
   b. How quick decisions can have a long term effect.

29. Personal Economic Success 4/26
   a. Paycheck realities
   b. Paycheck options

30. Personal Success 5/1
   b. How decisions have a long term effect.
31. Class Topics 5/3
   a. Class members will provide topics for discussion to their individual teams, teams will select topics to be discussed.
   b. The instructor and class will discuss the topics chosen to provide experienced insight into the questions concerning individual class members.
   c. Closing comments.

**IMPORTANT DATES:**

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
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<tbody>
<tr>
<td>One on One</td>
<td>2/15, 2/16, 2/17</td>
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<tr>
<td>Services proposal</td>
<td>4/29, 1:00 pm</td>
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<tr>
<td>Team Presentations</td>
<td>4/5, 4/10, 4/12, 4/17</td>
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**University-Mandated Syllabus Disclosures**

**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/](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](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.