

### **INSTRUCTOR**

Prof. Alain P. Lemaire  
Office: CBA 7.254  
Office Hours: by appointment only  
UT Email: [alain.lemaire@mcombs.utexas.edu](mailto:alain.lemaire@mcombs.utexas.edu)

### **TEACHING ASSISTANTS**

TA Name: Sachin Sridhar  
Office: TBD  
Office Hours: TBD  
UT Email: [Sachin.Sridhar@mcombs.utexas.edu](mailto:Sachin.Sridhar@mcombs.utexas.edu)

TA Name: Rong Chen  
Office: TBD  
Office Hours: TBD  
UT Email: [rong.chen@utexas.edu](mailto:rong.chen@utexas.edu)

### **CONTACT**

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.

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

---

### **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., analyzing market opportunities, and creating, communicating, and capturing value) that gears the organization for growth through increased customer value.
- 3) ...analyze and apply the marketing mix (i.e., key concepts and tools pertaining to product management, distribution management, promotion management, and price management).

### **COURSE DESIGN AND PHILOSOPHY:**

This course emphasizes **both quantitative and qualitative analysis**. Qualitative analysis is important because marketing is, in the end, concerned with the behavior of people – consumers, competitors, collaborators/partners that is sometimes difficult to capture in quantitative terms. At the same time quantitative analysis is invaluable for estimating the impact of marketing decisions on customers and firm profits. It is important to balance both kinds of analysis when you justify the marketing decisions you will make in class discussion and assignments.

**Students are expected to read the assigned cases 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 print 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, not just by reading the required materials, but also by forming opinions and questions about the material presented.

### **READING MATERIALS**

**[Required]** The key resources for the course are:

1. Textbook : Alexander Chernev, Strategic Marketing Management, 8th Edition, Cerebellum Press, USA
2. A Case Packet link: <https://hbsp.harvard.edu/import/756549>

### **EVALUATION & GRADING**

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-.

Like other BBA core business classes, the recommended range for this class’s GPA is 3.0 - 3.2.

### Evaluation Overview

Class participation and preparedness	20 %	(individual)
Group Project	30%	(group)
• Project write-up 15%		
• Presentation 15%		
Concept Check	10%	(individual)
Midterm examination	20%	(individual)
Final examination (individual) <sup>1</sup>	20%	(individual)
Extra Credit	+1%	(individual)

#### *Class Participation / Class preparedness*

Your class participation / class preparedness grade will be based on:

- Attending class and being on time - Much of the learning will occur in the course of the discussions in class, and regular attendance is required in order to receive credit for class participation.
- Being prepared for class - Class preparedness will be assessed based on your responses to some short online surveys to be filled out before several of the sessions. You should fill out each survey before the start of the corresponding class, and if possible before midnight that day (so that I can incorporate your responses into the class discussion). The link to each survey may be found on the course website. Note: many of the questions in these surveys do not have a unique answer. You will receive full credit for each survey as long as you fill it out and give some reasonable justification for your answers.
- Your conduct and behavior in class, including the quality of your comments - To a large extent, learning in this class is related to your willingness to expose your insights and viewpoints to the critical judgment of your classmates. Thus, to make the learning process much more beneficial and enjoyable for both you and me, each one of you is expected to contribute to class discussions. Students should be prepared at all times to comment in any class session. Class members may be randomly selected for participation (i.e., cold called) during case discussions. Reading the required readings and cases for each session is the best way to prepare for class discussion. Evaluation of class participation is based upon the quality (not the quantity) of your comments, as reflected by their relevance, insightfulness, and coherence. Attendance is a necessary but not sufficient condition for participation. If you do not actively participate, you will receive a low participation grade even if you attend every class.

#### **Concept Check (10%)**

There will be a few “concept checks.” The concepts checks will be posted on Canvas. These are very short quizzes to be done individually to check your understanding of the material. If you understand the material, it should take you no more than 10 minutes to do each concept check. Your performance on the concept checks will count for 10% of your final grade.

#### **Group Project (30%)**

---

<sup>1</sup> Due to covid-19 uncertainties, this is subject to change

The group project involves the design of a marketing plan for a product or service of an existing company or organization of your choice. You will have an opportunity to creatively apply marketing concepts and techniques learned in the class.

You may write the plan either as a member of the company's marketing or strategy group, or as an outsider who is analyzing a marketing problem on the company's behalf. The most interesting marketing plan projects tend to be well-motivated. Ask yourself: Does this marketing plan aim to resolve a challenge or problem that an C-suite executive or representative would find interesting? The marketing plan should not merely be an analysis of a product, company, or industry. It is up to you to convince the company executives (and your classmates!) that the goal that you are proposing is a worthy one.

Interesting marketing proposals also tend to provide a unique solution that builds on solid analysis. Chapters 3 and 19 in the textbook provide a good overview on marketing plans and business models. Using publicly available sources of data (e.g., industry reports) and market research that you may conduct (e.g., a survey), I would like you to provide rationales for your recommendations (e.g., you recommend a certain price or a certain product positioning *because* of your analyses and reasoning). While you should focus your analysis on an existing company, organization, product, or service, the proposals you make in your plan do not have to be constrained to what the company currently does, and originality in your proposals is certainly welcome and encouraged (e.g. proposing a new service or product offering; leveraging new technology)

Each group may have up to 5 students and no less than 3 students. It is your responsibility to identify teammates and form a group. All members in the group will share the same grade for the group project.

There are two deliverables: an in-class presentation, and a writeup on the marketing plan. The in-class presentation will be roughly five-minutes each (note: this may fluctuate depending on the number of student groups). The format is entirely up to your group – be creative! The presentation is evaluated on the basis of (a) Motivation (Does it make a good case for why we should care about your marketing plan?); (b) Thoughtfulness (Does the presentation convey the key points of the marketing plan?); and (c) Originality/Creativity. Given the time constraints, the presentation need not be comprehensive: you should focus on conveying the most relevant part of the marketing plan.

The writeup should be in report format and should be typed with 12-point font, double-spaced, and with one-inch margins. It may include diagrams or graphs explaining the results of your research, if you wish to do so. Your report should be no longer than ten (10) pages in length, not including title page, appendices, tables, figures, references, etc.

The writeup of the marketing plan is evaluated on: (a) Motivation (Is the plan well motivated?); (b) Completeness (Does the plan address each element of the Marketing Plan?); (c) Consistency and Thoughtfulness (Are the different marketing mix elements are consistent with each other, for example the positioning justifies pricing and sales decisions); (d) Depth / Thoughtfulness (Does the plan show depth in terms of attention to detail level); (e) Originality. While the report should touch upon all elements of the G-STIC plan, ten pages is short: focus on components of the plan which are most relevant for the goal that you are proposing.

Make sure you send the following project material via email to the *teaching assistant*:

1. **By October 1st, 11:59PM:** One-page project proposal with a broad description of the product/brand you picked for the marketing plan (this document is not graded). Please include the names and EIDs of all team members;
2. **By November 16, 11:59PM:** Presentation file with slides for in-class presentation;
3. **By December 1, 11:59PM:** Project file (word or pdf).

### **Midterm and Final Exams (20% +20%)**

Each examination will be **online**, and closed-book. The use of a calculator is allowed. The exams will be designed to test your understanding of the topics covered in the lectures, cases, readings and textbook. Therefore, the best way to prepare for the exams is to attend class and be well prepared for each class session (i.e., reading assignments and cases).

#### 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://mcombs.sona-systems.com>. You should receive an email with login information for SONA during the first week of class. If you haven't received this email, please email Larissa Garcia (below).

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 December 6 (or earlier), so plan ahead.

Questions regarding extra credit? Email Larissa Garcia, the Subject Pool Coordinator, at [Larissa.Garcia@mcombs.utexas.edu](mailto:Larissa.Garcia@mcombs.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, the Teaching Assistant and the professor. 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 or some other community emergency on one of the scheduled class days for this course, I will post a video with an abbreviated overview of the key concepts for that day. Students may still earn attendance/participation points for this class by completing a follow-up online exercise.

## 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/>.

### Diversity and Inclusion

It is my intent that students from all diverse backgrounds and perspectives be well served by this course, that students' learning needs be addressed and that the diversity that students bring to this class can be comfortably expressed and be viewed as a resource, strength and benefit to all students. Please come to me at any time with any concerns.

### 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.mcombs.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 Conduct and Academic Integrity website at <http://deanofstudents.utexas.edu/conduct/> 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 key recommendations regarding emergency evacuation, provided by the Office of Campus Safety and Security. More info at: <https://preparedness.utexas.edu/>.

- Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings and assemble outside when a fire alarm is activated.
- Familiarize yourself with all exit doors of each classroom and building you may occupy.
- If you need evacuation assistance, inform the instructor in writing asap.
- In the event of an evacuation, follow the instruction of faculty or class instructors.
- Do not re-enter a building unless given instructions by Austin or UT police/fire authorities.

Behavior Concerns Advice Line (BCAL): 512-232-5050 or [on-line](#).

In case of emergency, further information will be available at: <http://www.utexas.edu/emergency>.

## **PRELIMINARY 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 Canvas.

*Chapters correspond to those in the eighth edition of the textbook*

Date	Topics	Case/Readings	Due That Day	Meeting
8/27/2020	Introduction to Marketing		Pre-class survey Read Updated Syllabus	in-person
9/1/2020	Introduction to Marketing	Chapters 1, 2, 3		in-person
9/3/2020	New Products	Finding Your Innovation Sweet Spot (Harvard Business Review)		in-person
9/8/2020	Segmenting, Targeting	Chapters 4, 5		in-person
9/10/2020	Positioning	Case: Chase Saffire: Creating a Millennial Cult Brand	Pre-class survey	online
9/15/2020	Customer Value	Chapters 6, 7, 15	Project Idea due	in-person
9/17/2020	Customer Value	Cases: (1) Starbucks: Delivering Customer Service (2) Starbucks in the New Millennium		online
9/22/2020	Branding	Chapters 9, 17		online
9/24/2020	Guest speaker: Becca Simmonds(Vital Farms)			online
9/29/2020	Branding	Case: Kate Spade New York: Will Expansion	Pre-class survey	online
10/1/2020	Communication I	Chapter 12	One page project write up	online
10/6/2020	Review session			online
10/8/2020	Midterm exam			online
10/13/2020	Communication I	BBVA compass	Pre-class survey	online
10/15/2020	Communication II	Chapters 14, 15		in-person
10/20/2020	Communication II	Case: Sephora Direct	Pre-class survey	online
10/22/2020	Guest speaker: Sarah Perry (Dell)			online
10/27/2020	Distribution	Chapter 13		in-person
10/29/2020	Distribution	Case: Bank of America: Mobile Banking	Pre-class survey	Online
11/03/2020	Pricing	Chapters 10, 11		TBD
11/05/2020	Conjoint Analysis	Chapters 8, 16		online
11/10/2020	Conjoint Analysis	Case: Apple vs Samsung or Guest Speaker	Pre-class survey	online
11/12/2020	Meetings with Group Project Teams (No Class)			online
11/17/2020	Meetings with Group Project Teams (No Class)			online
11/19/2020	Student presentations			online
11/24/2020	Student presentations			online
11/26/2020	Thanksgiving Holidays			
12/1/2020	Study Day		Project due	

12/3/2020	Final Exam	online
-----------	------------	--------

*This page intentionally left blank.*

*Detach, sign and return the following page.*

**Syllabus Acknowledgement - Principles of Marketing – Fall 2019**

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.

Printed Name \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_