MARKETING 320F
FOUNDATIONS OF MARKETING

FALL 2018
TTH 9:30-11:00 A.M.
UNIQUE NO. 05090
UTC 2.102A

Instructor: Professor Herbert A. Miller, Jr.
Office Hours: T &TH 12:30 P.M. – 1:30 P.M.
Office Location: GSB 5.124J
Telephone: 471-1128 MKT. Dept.
Office: 471-9806
Canvas: Class messages will be posted on Canvas as well as your grade.
Be sure to link your email address to Canvas so you promptly get important
messages.
E-mail: Herb.Miller@mccombs.utexas.edu

Please state the name of the course you are in, i.e. MKT 320, and the
class time, in the subject line of your e-mails.

TA: Shweta Mane
Office Hours: TBA
Office Location: GSB 5.130 Event Room/Commons Area/5th Floor/College of Business
E-mail: TBA

FYI: No TA office hours will be held until the 4th day of class.

Prof. Miller will NOT begin official office hours until the 4th class day.
If you need to speak with him before then, please contact him via e-mail or
call his office.

REQUIRED TEXT & LECTURE MATERIAL NOT IN TEXTBOOK


- In-class lecture material not in textbook. Material from external sources will also be
  presented that is not in the text. Attending class is key to your success in the course.

COURSE OBJECTIVES

This course is designed to introduce non-business students to the foundations of marketing as they
relate to the whole business enterprise. This course will be focusing on the understanding and
application of key marketing concepts. Memorization of the material in the text will not be
sufficient. Attendance in lectures and the participation in discussions during class will cement the
concepts, allow you to apply them to real business problems, and prepare you for the exams.
DO NOT TAKE THIS COURSE LIGHTLY JUST BECAUSE IT IS A MARKETING CLASS AND NOT IN YOUR MAJOR. THE EXPECTATIONS ARE JUST AS GREAT AS OTHER CLASSES. YOU SHOULD PUT JUST AS MUCH STUDY PREPARATION INTO THIS CLASS AS YOU WOULD OTHER CLASSES. MARKETING REQUIRES AN UNDERSTANDING OF DEFINITIONS, SUBJECTIVE REASONING AND ANALYTICAL RIGOR. SO, DO YOUR DUE DILIGENCE BY COMING TO CLASS AND PREPARING IN ADVANCE FOR EXAMS AND QUIZZES. IT WILL PAY MAJOR DIVIDENDS IN YOUR FINAL COURSE GRADE.

I will provide insight into the way in which customer wants and needs are transformed into a firm’s strategies and tactics. This course will consist of class lectures, textbook, speakers, films, articles, and cases all designed to give you a comprehensive understanding of marketing.

1. To provide you with knowledge of the history of marketing activities and the evolution of the modern marketing system.
2. To heighten your awareness of the interaction between business and society as it relates to marketing activities.
3. To expand your understanding of the marketing system and basic marketing vocabulary.
4. To develop your understanding of basic marketing activities and ways that marketing relates to other business activities.
5. To sharpen your analysis of business strategy and tactics from a marketing person’s perspective.
6. To provide you with a framework for developing marketing strategy and a working understanding of tools and tactics useful in implementing marketing strategy.

NATURE OF THE COURSE

Due to the size of this class, the course will be taught through a lecture format. I will personalize the class with outside information, guest speakers, films, and personal business experiences. However, in addition to this material, the course will include discussions of articles on “current events” related to marketing. You will be responsible for all articles, speakers, films, and personal business example covered in each class.

Several guest lecturers will be invited to class. They have special marketing expertise that will enrich the course content. There will be questions on examinations from material that is presented by the guest lecturers.

As much as possible I will try to involve you in all the course material by asking for your opinions and comments on topics as they are covered in class. As we cover different aspects of marketing, you will probably notice examples of marketing in the world around you. I encourage you to keep up with current events in business and marketing by regularly reading the popular business press, such as Business Week, Financial Times, USA Today (money section), Fortune, Forbes, and The Wall Street Journal.

We will cover a great deal of information throughout the semester. In addition, each new topic in the course builds on previously covered material. It is essential that you remain current in your assignments, class attendance to secure non-textbook lecture material, reading the appropriate text chapters prior to the class in which the relevant material will be covered. This will both enhance
your understanding of the lecture material and enable you to comment and contribute in class. I would like to learn more about each of you personally. Please, feel free to take the time to visit me or your TA during office hours.

CLASS POLICIES AND EXPECTATIONS

Class sessions will include lecture, discussion, test, homework assignments, and other activities. The class sessions will be based on content from the textbook, lecture slides, assigned readings, guest speakers, and videos. The keys to having a successful experience in this class include:

1. Commit yourself to learn the concepts presented in this class. Don’t simply memorize vocabulary words.
2. Be present at every class. At least ¼ of the questions on all exams will be based on class lectures, non-textbook lecture material, other in-class activities, and the ensuing discussions that may take place in class.
3. Canvas is required for this course. Look at Canvas announcements for weekly updates, import class notices, and grades. It is your responsibility to check Canvas regularly.
4. Take notes during class on everything, including the videos, articles, non-textbook lecture material, and speakers.
5. Please turn off your cell phone ring tone.
6. Participate in class discussion and ask questions particularly with guest lecturers.
7. The material in this class builds on itself. Do not get behind. Read assigned chapters and articles prior to the class in which they will be discussed. This will provide you with an overview of the concepts and vocabulary so that our class lecture and discussion will be much more meaningful.
8. Observe the marketing principles we discuss in class as you journey through your daily life:
   - Read articles in the business press (e.g. Wall Street Journal, Business Week, etc.) and think about the marketing implications for you, other consumers, the organizations, the industry, the economy, and society.
   - Think about the reasons why you buy a certain brand of clothes, beverages, or cars.
   - Consider why products you buy are priced the way they are.
   - Observe how many forms of advertising you encounter every day.
   - Consider how diverse consumers can be and the effect this has on marketing strategy.
   - Reverse engineer the marketing efforts you are exposed to and understanding how these efforts utilize (or don’t utilize) the marketing principles we discuss in this class.
9. Conduct yourselves professionally. This includes arriving to class on time, turning off your cell phones, refraining from personal conversations during class, and being respectful of your classmates, guest speakers, the TA and your instructor. Students not conducting themselves professionally will be asked to leave the classroom. If you must leave class early, please leave via the back exit. I would appreciate it greatly, so you do not disturb the flow of the lecture.
10. I have no tolerance for acts of academic dishonesty. Such acts damage the reputation of The University of Texas and the degree and demeans the honest efforts of the majority of students. The minimum penalty for act of academic dishonesty will be a zero for that assignment or exam. The maximum penalty is a student being reported to the dean of the student office for disciplinary action and possible dismissal from the university.

GRADING
Your grade in the course will be determined on the basis of four examinations. Each exam will include 40 multiple-choice questions counting 2.5 points each. The questions will cover all the material covered in the textbook (text and graphs), class lectures, lecture slides, class speakers, films, articles and cases discussed in class. You are responsible for EVERYTHING covered in the previously stated areas. There will be no curves given on the exams; however, if questions are judged to be worthy of consideration an adjustment may be given, to ensure fairness.

ALL EXAMS WILL BE AVAILABLE FOR REVIEW FOR ONLY TWO WEEKS FOLLOWING THE POSTED GRADES. AFTER THE TWO-WEEK PERIOD, THE EXAMS ARE NO LONGER AVAILABLE FOR REVIEW. (BECAUSE OF THE SIZE OF THE CLASS, WE CANNOT EXTEND THIS BEYOND THE STATED TIME FRAME). COME TO YOUR TA’S OFFICE HOURS IMMEDIATELY AFTER AN EXAM IF YOU WANT TO REVIEW YOUR EXAM. THERE WILL NOT BE ANY EXCEPTIONS!

I WILL POST INCOMPLETE POWERPOINT SLIDES WHICH YOU ARE EXPECTED TO FILL IN DURING THE LECTURE. THERE WILL BE OTHER SLIDES THAT I WILL NOT POST THAT YOU WILL BE RESPONSIBLE FOR REMEMBERING. ALL SLIDES POSTED OR SHOWN IN CLASS CAN BE MATERIAL USED FOR EXAMS, ALONGWITH ARTICLES, SPEAKERS, LECTURES, VIDEO & GENERAL CLASS DISCUSSION TOPICS. VIDEOS WILL NOT BE POSTED SO PLAN TO ATTEND CLASS REGULARLY OR SECURE THE MISSED INFORMATION FROM A FELLOW STUDENT.

Final grades will be assigned based on your semester average as follows:

<table>
<thead>
<tr>
<th>Semester Average</th>
<th>Grade</th>
<th>Grade Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>92-100</td>
<td>A</td>
<td>4.00</td>
</tr>
<tr>
<td>90-91</td>
<td>A-</td>
<td>3.67</td>
</tr>
<tr>
<td>88-89</td>
<td>B+</td>
<td>3.33</td>
</tr>
<tr>
<td>82-87</td>
<td>B</td>
<td>3.00</td>
</tr>
<tr>
<td>80-81</td>
<td>B-</td>
<td>2.67</td>
</tr>
<tr>
<td>78-79</td>
<td>C+</td>
<td>2.33</td>
</tr>
<tr>
<td>72-77</td>
<td>C</td>
<td>2.00</td>
</tr>
<tr>
<td>70-71</td>
<td>C-</td>
<td>1.67</td>
</tr>
<tr>
<td>68-69</td>
<td>D+</td>
<td>1.33</td>
</tr>
<tr>
<td>62-67</td>
<td>D</td>
<td>1.00</td>
</tr>
<tr>
<td>60-61</td>
<td>D-</td>
<td>0.67</td>
</tr>
<tr>
<td>59 or less</td>
<td>F</td>
<td>0.00</td>
</tr>
</tbody>
</table>

Grades will be rounded per the conventional guideline (e.g. 91.5 will be considered an “A”, 91.4 will be considered an “A-”).

VERY IMPORTANT!!!…IN CALCULATING YOUR FINAL COURSE GRADE, YOU MUST USE THE BELOW STATED “GRADING FORMULA/PERCENTAGES”… ‘NOT’ CANVAS!!! AGAIN, CANVAS IS ‘NOT’ AN ACCURATE WAY TO DETERMINE YOUR OVERALL COURSE GRADE, “ONLY” THE BELOW STATED GRADING FORMULA/PERCENTAGES. IF YOU HAVE ANY QUESTIONS PLEASE CONTACT ME OR YOUR
To be fair to all students, grade changes or additional extra credit opportunities will not be considered. There will be “NO EXCEPTIONS”. No arguments about +s or –s because this would remove the benefits of the +/- system, which was introduced to insure a more accurate grading system. The way to get the grade that you want is by EARNING it during the semester.

**EXAMS**

<table>
<thead>
<tr>
<th>Exam #</th>
<th>%</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>#1</td>
<td>23</td>
<td>Chapters 1-5 &amp; Lecture/guest speakers/articles/videos</td>
</tr>
<tr>
<td>#2</td>
<td>23</td>
<td>Chapters 6-9 &amp; Lecture/guest speakers/articles/videos</td>
</tr>
<tr>
<td>#3</td>
<td>23</td>
<td>Chapters 10-13 &amp; Lecture/guest speakers/articles/videos</td>
</tr>
<tr>
<td>#4</td>
<td>23</td>
<td>Chapters 14-18 &amp; Lecture/guest speakers/articles/videos</td>
</tr>
<tr>
<td>Quizzes</td>
<td>8</td>
<td>5 In-class unannounced quizzes (with 4 counting towards your final course grade)</td>
</tr>
</tbody>
</table>

**TOTAL** 100%

Two MKT DEPT Research Studies 3 points will be added to your lowest exam grade for each extra credit study you complete, for a possible total of 6 points.

**NO FINAL**

**QUIZZES**

Five (5) in-class unannounced quizzes will be administered throughout the semester. Each quiz will cover key marketing concepts from chapters/lectures covered in class. There will be NO MAKE-UP OPPORTUNITY since quizzes will be completed during the class. The quizzes represent 8% of your grade. Among the five quizzes, ONE missed quiz or LOWEST quiz grade can be dropped. Therefore, each quiz will account for 2% of your grade. Once quiz is started and scantrons are distributed, you WILL NOT be able to take the quiz since this will cause a significant disruption to the class. Thus, you must be in class the day the quiz is administered. There will be NO exceptions! Quizzes can take place at anytime so please plan to attend class on a regular basis.

- Scantron will be used to grade the quizzes.
- A total of five questions will be asked (0.4 point for each question).
- Quizzes will take about 15 minutes (Scantron distribution/Test/Scantron retrieval).
- Questions will be asked based on textbooks, slides, and videos covered in class.
- Late arrivals WILL NOT be allowed to take the quiz. Quizzes may occur anytime during
the class period, so be on time to class and come on a consistent basis in order to take advantage of this opportunity to enhance your grade.

Again, quizzes are intended to help your class grade so take advantage of them. Again, there WILL NOT be an opportunity to make up a quiz. The ‘drop a quiz’ policy allows you to have one ‘freebie’ for unforeseen circumstances that may cause you to miss a class.

EXAM POLICIES

Please consult the calendar and establish that the exam dates/times will not conflict with your schedule during the first day of class. You must take the exam on the dates indicated in the class calendar. No alternative test dates or times will be provided except as required for those students presenting a letter of accommodation from the Dean of Students SSD office. NO MAKE-UP EXAMS are offered for students who miss an exam. Remember that if you miss an exam, you will be given a ZERO.

Exams will cover assigned chapters in the textbook, other assigned readings, class lectures, lecture slides, class exercises, class discussions, films, articles, and guest speakers. You are responsible for everything covered in the previously stated areas.

Exams will consist of multiple questions. The emphasis on these exams will be on the application of concepts. Understanding of text material and knowledge of definition are expected since they maybe test material. Test grades will be posted Canvas within two business days following the test.

QUizzes and Exams ‘MUST’ be taken in the class/section/unique number you are registered to be in. If you take an exam or quiz in another section/class/unique number that you are ‘not’ registered for you ‘will not’ receive credit for that exam or quiz.

Each section/class/unique number may cover topic information differently, i.e. lectures, articles, videos and speakers. You ‘MUST’ attend the section/class/unique number you are registered for since the exams and quizzes are different for each as are the teaching assistants.

The following rules are key to exam efficiency in a large class. Failure to any of these rules will result in a penalty:

1. Bring a photo ID to all exams. You must bring your student ID card to each exam and present it. Students without any ID will be checked by the Professor against the photo roster for the course. If you leave the exam without showing a photo ID or being checked against the roster,
you will receive a zero grade regardless of your test answers. In other words, do not leave in a hurry. No exceptions will be made to this rule.

2. You must come to class ten minutes early on test days. And fill in the front seats first so as to expedite seating for such a large class (350 students). If you come to class late on test days, you will have to wait until all tests are handed out before you can receive your test, so please come early so you can get started on your exam right away.

3. Turn off all cell phones, PDAs, pagers, calculators, or any other personal technology during exams, and do not have them on your desk or otherwise visible during the exam. No additional notes, books, headphones, or tools are allowed. This is for exam security.

4. Bubble in Exam “A”, “B” or “C” your EID and full name in pencil on your Scantron for all exams. Exams completed in ink cannot be read by the scanner and must be hand graded. If you do not comply with this, you run the risk of a wrong grade or the exam not being graded at all.

5. You will be given warning 15, 10, 5 minutes before the exam time ends. Students arriving late to an exam will not be given additional time.

6. Use of pencils and erasers are allowed. The professor, TA and proctors will randomly examine your space and anything found to be more than your Scantron and exam questions the material will be confiscated and your grade penalized with a ZERO!

7. Stay in your seat until you are ready to turn in your exam. Leaving the room unaccompanied during the exam will not be permitted except in cases of medical emergencies (i.e. don’t Big Gulp right before a test!)

8. When you finish your exam, you must hand in your Scantron and exam questions sheets together.

9. Students who have English as their second language may bring a language book dictionary only (no electronic foreign language dictionary is permitted.) It will be inspected and should not include any notes, loose pages, or any additional course material/information.

10. Please accept the responsibility of aggressively avoiding ANY behavior that may appear to be cheating. Keep your Scantron sheet in front of you, your eyes on your own papers. NO ball caps allowed during the exam.

Should any TA or exam proctor observe a student behaving in a way that arouses their suspicion, they will be moved to the back of the classroom to complete the exam and the student will be asked to speak with me after class. This is not an accusation. I merely ask for an explanation of what was observed. Please be advised that I reserve the right to use ‘undercover’ proctors posing as students take exams. I will refer any suspected violations to the Office of the Dean of Students for investigation. An ‘F’ in the course will be the recommended penalty in most cases of exam cheating or other scholastic dishonesty.

Exams will be available for review for two weeks only following the posted grades during TA office hours only. You may not remove the scantron, exam, or exam key from the TA office. Removal of exam-related material from the TA office is considered cheating and will be treated as an incident of scholastic dishonesty (Because of the size of the class, we cannot extend this beyond the stated time frame).

No grade discussions of any kind (other than to correct data entry or calculation errors) will occur at the end of the semester.
DUE TO MULTIPLE INCIDENTS OF PERSONAL CONVERSATIONS IN CLASSES THAT HAVE DISTURBED PROFESSORS AND OTHER STUDENTS THE DEAN OF STUDENTS OFFICE HAS ASKED PROFESSORS TO REPORT THE NAMES OF STUDENTS WHO REPEATEDLY DISTURB CLASSES TO THEIR OFFICE FOR DISCIPLINARY ACTION….PLEASE DO NOT BE ONE OF THOSE STUDENTS!!!!

ATTENDANCE
Class attendance is essential and expected. All class meetings will be held as scheduled unless it is announced otherwise. You are expected to be in class on time to eliminate disruption of class discussions, class speakers and lectures.

We will not provide class notes for classes that you have missed. I strongly recommend that you use a “BUDDY SYSTEM” to make sure that someone will be taking notes for you if you are absent.

MEETING YOUR GRADE GOALS
1. First, review this syllabus and the course requirements carefully. There are many opportunities provided to help you succeed in this course. Please note that grades are based on your inputs, not your effort, nor your improvement. I expect each of you to have the time management skills to evaluate course requirements and complete them on time and accept the consequences of your choices.
2. You must take advantages of the extra credit opportunities throughout the semester since the extra credits are TIME -LIMITED. It is always disappointing to hear from students at the end of the semester who did not take advantage of the extra credit and end up not achieving a higher grade. Do not be the one of them!
3. Please see the instructor or TA for guidance early in the semester if you are not meeting your grade goals. Your TA will not provide notes for missed classes! A buddy system where a fellow student can take notes for you and you for them due to an absence is a smart idea.
4. The class will have speakers, films and articles to add a real-world perspective to the topics discussed that day. Students will be responsible for the material discussed and covered during this class time. I believe that being present at each lecture is important in order to do well on TESTS and QUIZZES. A percentage of each test will refer to films shown during lectures, guest speakers, and articles discussed in class.
5. All choices – even ‘right’ ones – have consequences, so skipping class/studying less to meet other legitimate life needs will not excuse you from receiving the grade you earn in this class. The instructor will not discuss or consider any grade changes at the end of the semester (regardless of special circumstances, improvement, good intentions, needs, desires, etc.), so please put your effort into this class throughout the semester and accept the consequences of your choices.

EXTRA CREDIT OPPORTUNITY: Participate in Marketing Department Research Studies

YOU CAN EARN A TOTAL OF SIX (6) EXTRA CREDIT POINTS WHICH WILL BE ADDED TO YOUR LOWEST EXAM GRADE BY COMPLETING TWO (2) RESEARCH
STUDIES THROUGH THE MARKETING DEPARTMENT. IF YOU COMPLETE ONE STUDY, THREE (3) POINTS WILL BE ADDED TO YOUR LOWEST EXAM GRADE. IF YOU COMPLETE TWO (2) STUDIES, SIX (6) POINTS WILL BE ADDED TO YOUR LOWEST EXAM GRADE. YOU CAN ONLY PARTICIPATE IN TWO STUDIES. THIS COULD MAKE A DIFFERENCE IN YOUR OVERALL COURSE GRADE SO DO PLAN TO PARTICIPATE.

You can register and check your extra credit status 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 e-mail when the first studies are posted online.

You are strongly encouraged to participate in a study. It is a good way to get exposed to marketing research and it is valuable to understanding marketing and consumer behavior. **IF YOU MISS THESE OPPORTUNITIES, THERE WILL NOT BE ANY OTHER EXTRA CREDIT OPPORTUNITIES AVAILABLE TO YOU, SO PLAN AHEAD.**

Questions regarding extra credit? At the beginning of the semester your TA will provide you with information on who to contact regarding the Extra Credit Marketing Research Studies.

**STUDENTS WITH DISABILITIES**

Students with disabilities may request appropriate academic accommodations through the Division of Diversity and Community Engagement, Services for Students with Disabilities, 471-6259. You must notify the TA if you will require these services. Letters should be brought to the attention of the TA within **TWO WEEKS** of the beginning of the semester to arrange accommodations. **YOU WILL BE ASSIGNED A TIME IN THE MCCOMBS TESTING CENTER FOR ALL FOUR EXAMS. YOU MUST TAKE THE EXAMS ON THE ASSIGNED DATE. FAILURE TO DO SO WILL RESULT IN A ZERO FOR THE EXAM. THERE WILL NOT BE ANY EXCEPTIONS GRANTED.**

**OTHER**

**TA:** Your TA should be contacted on all grade, review, test, speaker, article, textbook, and absence issues, etc. Feel free to copy me on all email correspondence. **Your TA will NOT provide notes for missed classes! Students who use TA office hours regularly to ask questions about course material or simply to ask directions regarding study methods tend to do better in class.**

**Talking In Class:** Talking in class is prohibited… PERIOD!!! Fellow students cannot hear the lecture, speakers, or films if others are talking. Please be respectful of others. If students consistently talk in class and/or are disrespectful to the professor and their fellow students, they will be reported to the Dean of Students Office for the appropriate disciplinary action.

**Late to Class:** Students coming into class late are requested to enter the class from the **rear doors**
only. Entering the class doors through the side doors is disturbing to your fellow students, your instructor, and guest speakers.

**Religious Holy Days:** If any student will have to miss a class as a function of a religious Holy Day, they need to inform the Professor by the end of the third class day so that alternative arrangements can be made. If you must miss a class, a work assignment, or a project in order to observe a religious holiday, I will give you an opportunity to complete the missed work within a reasonable time after the absence.

**ACADEMIC DISHONESTY**

Marketing 320 will operate in full compliance with the Policy Statement on Scholastic Dishonesty for the College of Business Administration, which is described in detail at [http://bevo2.bus.utexas.edu/udean/strudents/handbook/dishonest.html](http://bevo2.bus.utexas.edu/udean/strudents/handbook/dishonest.html). By enrolling in this class you have agreed to observe all student responsibilities described in that document. If the application of that Policy Statement to this class and 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. You should refer to the Student Judicial Services Web site at [http://www.utexas.edu/depts/dos/sis/](http://www.utexas.edu/depts/dos/sis/) or the General Information Catalog to access the official University Policies and procedures 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 Policy Statement on Scholastic Dishonesty for the McCombs School of Business. By teaching this course, I have agreed to observe all of the faculty responsibilities described in the document. By enrolling in this class, you have agreed to observe all of the student responsibilities described in that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification.

**FINAL THOUGHTS**

Please take advantage of the opportunities in this course. I am here to help you learn as much as possible about marketing strategies and concepts. Please keep in mind that this is a dynamic course that incorporates the growth and changes in the field of marketing. Marketing requires you to integrate, to be imaginative, and to be decisive in situations with limited information. Develop a mindset that allows you thinking as a way of life. Remember, you will be able to use the skills and knowledge you have learned in this class in whatever path you take in your career. At the same time, I will give you valuable insight into the real world that will benefit you as you pursue a career in an increasingly global marketplace.

Foremost, this course should be very enjoyable. **You will get out of this class what YOU put into it.** If you will commit yourself to preparation, apply yourself to the tasks at hand, and then open yourself up to learn and succeed. I think you will find this one of most enjoyable practical courses you will take in your college career. **It will DEFINITELY help you in your chosen careers!**
All aspects of the delivery of this course, including the class lecture, are the intellectual property of the professor. Any unauthorized reproduction, transmission, transcription or duplication of any aspect of the delivery of this course is strictly prohibited.
MKT 320 COURSE SCHEDULE  
*The course outline is subject to change*

| TH | Aug 30 | Introduction to the Foundations of Marketing  
*Purpose & and Scope of the Course* | Introduction |
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>T</td>
<td>Sep 4</td>
<td>Marketing Value to Consumers</td>
<td>Chapter 1</td>
</tr>
<tr>
<td>TH</td>
<td>Sep 6</td>
<td>Marketing Strategy Planning</td>
<td>Chapter 2</td>
</tr>
<tr>
<td>T</td>
<td>Sep 11</td>
<td>Evaluating Opportunities</td>
<td>Chapter 3</td>
</tr>
</tbody>
</table>
| TH | Sep 13 | Evaluating Opportunities  
Marketing Strategy Segmentation & Positioning | Chapter 3, 4 |
| T  | Sep 18 | Marketing Strategy Segmentation & Positioning  
Consumer Behavior | Chapter 4, 5 |
| TH | Sep 23 | Consumer Behavior                           | Chapter 5    |
| T  | Sep 25 | **EXAM 1** *(Chapters 1-5, Articles, Speakers & Films,  
Guest speaker Lecture, Non-Textbook Lecture Material)* | EXAM |
| TH | Sep 27 | Business Customers & Buying Behavior        | Chapter 6    |
| T  | Oct 2  | Marketing Information                       | Chapter 7    |
| TH | Oct 4  | Marketing Information  
Product Planning | Chapter 7, 8 |
| T  | Oct 9  | Product Planning                            | Chapter 8, 9 |
| TH | Oct 11 | Product Management & New Product Development | Chapter 9    |
| T  | Oct 16 | **EXAM 2** *(Chapters 6-9, Articles, Speakers & Films,  
Guest speaker Lecture, Non-Textbook Lecture Material)* | EXAM |
<p>| TH | Oct 18 | Place &amp; Development of Channel Systems      | Chapter 10   |
| T  | Oct 23 | Distribution, Customer Service &amp; Logistics  | Chapter 11   |
| TH | Oct 25 | Retailing, Wholesalers &amp; Their Strategies   | Chapter 12   |</p>
<table>
<thead>
<tr>
<th>Day</th>
<th>Month</th>
<th>Date</th>
<th>Topic</th>
<th>Chapter</th>
</tr>
</thead>
<tbody>
<tr>
<td>T</td>
<td>Oct</td>
<td>30</td>
<td>Retailing, Wholesalers &amp; Their Strategies Integrated Marketing Communications</td>
<td>Chapter 12, 13</td>
</tr>
<tr>
<td>TH</td>
<td>Nov</td>
<td>1</td>
<td>Integrated Marketing Communications</td>
<td>Chapter 13</td>
</tr>
<tr>
<td>T</td>
<td>Nov</td>
<td>6</td>
<td>EXAM 3 (Chapters 10-13, Articles, Speakers, Films, Guest speaker Lecture, Non-Textbook Lecture Material)</td>
<td>EXAM</td>
</tr>
<tr>
<td>TH</td>
<td>Nov</td>
<td>8</td>
<td>Personal Selling &amp; Sales Management</td>
<td>Chapter 14</td>
</tr>
<tr>
<td>T</td>
<td>Nov</td>
<td>13</td>
<td>Personal Selling &amp; Sales Management Advertising and Sales Promotion</td>
<td>Chapter 14, 15</td>
</tr>
<tr>
<td>TH</td>
<td>Nov</td>
<td>15</td>
<td>Advertising and Sales Promotion</td>
<td>Chapter 15</td>
</tr>
<tr>
<td>T</td>
<td>Nov</td>
<td>20</td>
<td>Publicity: Promotion Using Social Media</td>
<td>Chapter 16</td>
</tr>
<tr>
<td>TH</td>
<td>Nov</td>
<td>22</td>
<td>THANKSGIVING HOLIDAY</td>
<td></td>
</tr>
<tr>
<td>T</td>
<td>Nov</td>
<td>27</td>
<td>Price Objectives</td>
<td>Chapter 17</td>
</tr>
<tr>
<td>TH</td>
<td>Nov</td>
<td>29</td>
<td>Price Setting</td>
<td>Chapter 18</td>
</tr>
<tr>
<td>T</td>
<td>Dec</td>
<td>4</td>
<td>Ethics In Marketing</td>
<td>Lecture</td>
</tr>
<tr>
<td>TH</td>
<td>Dec</td>
<td>6</td>
<td>EXAM 4 (Chapters 14-18, Articles, Speakers &amp; Films, Guest speaker Lecture, Non-Textbook Lecture Material)</td>
<td>EXAM</td>
</tr>
</tbody>
</table>

NO FINAL