MKT 320F: Fall 2018, Unique Number 05100  
Title: Foundations of Marketing  
Instructor: Kevin Williams  
Email: kevin.williams@mccombs.utexas.edu  
Office Hours: Email and by appointment

Please note: Contact Prof. Williams by using the Canvas email capability. Email sent from Gmail or Yahoo or other such accounts will generally be filtered out as spam.

Course Description: Introduction to basic concepts and terminology in marketing: the process of developing marketing strategy, the role of marketing activities within the firm, external influences that affect the development of marketing strategy, and basic analytical tools appropriate to marketing decision making.

Course Outcomes: Upon successful completion of this course, you will be able to:

- Explain the evolution of the marketing concept, including the historical context of changes in the concepts of marketing, and the role that marketing currently plays in the interaction between business and society.
- Demonstrate an understanding of business strategy options within an organization and connect it to the development of marketing strategy.
- Apply the basic framework of the marketing process, including the situation analysis (3 Cs), market strategy development (STP), and marketing mix decisions (4 Ps), to key issues that marketers encounter in implementing marketing strategy.
- Demonstrate an understanding of the value, use, and implications of market research using common tools and methods as part of a critical analysis of a marketing situation.
- Evaluate marketing decisions and their potential business impacts using key marketing terminology, tools, and tactics.

Course Access: via Canvas.


Harvard Note on Marketing Arithmetic and Related Marketing Terms. (in Canvas)

Various articles as embedded in the course.
**Grading Criteria:** The course grade is based on practice activities, quizzes, participation and scenario assignments as follows.

**Practice Activities:** Practice activities test your understanding of the content covered in each of the lessons within a unit. These activities come in several forms including multiple-choice questions and written responses.

**Quizzes:** These are non-cumulative quizzes based on the unit readings and activities you complete. These reading checks may contain multiple-choice or true and false questions. Start the quizzes after you have completed and thoroughly reviewed all of the unit content and are comfortable with the concepts.

**Participation:** During the course you will have the opportunity to interact with other classmates using polls, discussion forums, and video activities.

**Final Exam:** The exam is closed-book, closed-note, closed-material; you are not to access any materials during the exam. The exam has 50 questions and will be taken online through Canvas and monitored via a proctoring service. It is **required** that you complete a test of the proctoring software before beginning the class, so you can contact technical support if needed (see the Getting Started module on Canvas). The normal time limit is one hour but two hours are allocated for those needing extra time (i.e. SSD accommodations). It must be taken on the scheduled date.

- Computer set-up for remote proctoring of exams
  - High speed Internet (.7 mb download and .3 mb upload)
  - Web camera (built in or external) with microphone
  - Laptop or desktop (smartphone/tablet insufficient)
  - Government issued photo ID (UT student ID, driver’s license, passport, military ID)

Please make sure you follow these exam proctor policies:

- Make sure your phone or other digital device (including smart watch) is not on your person or out in the room where you are taking the exam (a desk drawer or backpack is a good storage place)
- Keep your eyes on the monitor/screen, don’t stare to your right/left since that can generate an exam proctor violation
- No headphones, earphones, radio, or TV
- Do not leave the room or stand up from your chair during the exam
- Take the exam where you will not be disturbed - no other people can be in the room with you during the exam
- Work at a desk where the webcam can see your head and torso and the room behind you (avoid using a laptop while sitting on a bed or on the floor since the webcam can’t see enough to verify the environment)

ProctorU is the remote proctoring service used to monitor exams. It is a live, online proctoring service that allows you to take your exam from the comfort of your home or office. The fee for ProctorU’s services is included in your course materials fee. However, any on-demand scheduling fees will be the
student’s responsibility to pay. ProctorU is available 24/7, however there are two important rules to remember:

1. You will need to schedule your exam proctoring session at least **72 hours in advance** to avoid any on-demand scheduling fees.
2. The last available exam appointment will be at **9pm (CST) on the due date** – you will NOT be allowed to start the exam later than that.

In order to use ProctorU you will need to have a high-speed internet connection, Chrome browser, a webcam (internal or external) with a microphone, a windows or apple Operating System, and a government issued photo id. You will set up a ProctorU account and test your equipment before starting the course (see the Getting Started module on Canvas).

ProctorU also provides free technical support to ensure you have the best testing situation possible. You can access the “How It Works” ProctorU manual on Canvas (see About This Course module). Support is also available at [www.proctoru.com/testitout](http://www.proctoru.com/testitout). On this page you will also be able to learn about what to expect during your proctoring session and ask any questions you may have about the proctoring process with a ProctorU representative. For additional technical services needed before your exam, you can click on the button that says “connect to a live person.” Test Taker Walk Through Video url: [https://vimeo.com/107066503](https://vimeo.com/107066503)

**Weighting and Final Grading Scale:**

- 22 Practice Activities (quizzes) 11%
- 22 Reading Checks (quizzes) 44%
- 10 Video submissions and discussion submissions 6%
- Comprehensive Final Exam 39%

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**Code of Ethics**
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.

**Academic Integrity**
Students of the University of Texas and this course may not share or distribute materials that could be an advantage to another current or future student, and the university has no tolerance for acts of scholastic dishonesty. More on UT’s policy of Academic Dishonesty and Cheating here: [http://deanofstudents.utexas.edu/conduct/facultyresources.php](http://deanofstudents.utexas.edu/conduct/facultyresources.php)

**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/)

**Academic Rigor and Workload**
Welcome to The McCombs School of Business. In order to challenge you and truly add to your education, the McCombs School is committed to rigorous classes. This means that you can expect a *substantial workload* in many of the weeks during the semester. This course, while for non-business majors, is in no way a “business light” course and will require significant reading, participation, assignment completion, learning of new concepts and critical thinking processes.

**Late Assignments and Responsibility of Turning in Work Properly**
Assignments are due at designated times as outlined on the course schedule. Assessments submitted after the due date, even 1 minute after the deadline, cannot be graded, so you should leave sufficient time to complete the prerequisite activities and the corresponding assessments. **There are NO extensions and NO extra credit or makeup assignments.**

**Course Outline and Deadlines:** Following this schedule will ensure you complete the course on time. You may move through the course more quickly than these deadlines, but **NOT MORE SLOWLY!** If you don’t complete the assignments by the required dates here, you will lose all the points—no exceptions! It is a good idea to work at least a day or two ahead of these deadlines.
**About This Course**, Complete by **Friday, September 7** at 11:55PM.
Activities: Course Overview Video
Welcome to Foundations of Marketing
Meet the Faculty
Glossary of Terms
Academic Integrity: Policies & Procedures

**Getting Started**, Complete by **Friday, September 7** at 11:55PM.
Activities: Q&A Forum
Introduce yourself
Video test

**Unit 1**: Overview of the Marketing Concept, Complete by **Friday, September 21** at 11:55PM.
Readings: Textbook and articles as assigned in Canvas
Participation: Poll: Responsibility of Marketing
Discussion: What Problem Does this Product Solve?
Assessments: Reading Check: Unit 1, Lesson 1
Practice Activity: What Is This Firm’s Orientation?
Reading Check: Unit 1, Lesson 2
Reading Check: Unit 1, Lesson 3

**Unit 2**: Marketing Environment and Buyer Behavior, Complete by **Friday, October 5** at 11:55PM.
Readings: Textbook and articles as assigned in Canvas
Participation: Poll: Environmental Forces and the Economy
Assessments: Reading Check: Unit 2, Lesson 1
Practice Activity: Environmental Forces at Proctor & Gamble (P&G)
Practice Activity: Opportunities and Threats at Proctor & Gamble (P&G)
Reading Check: Unit 2, Lesson 2
Practice Activity: Consumer Decision Process for Premium Coolers

**Unit 3**: Building Marketing Strategy Through STP, Complete by **Friday, October 19** at 11:55PM.
Readings: Textbook and articles as assigned in Canvas
Participation: Poll: Radio Audience
Discussion: Positioning Statements
Assessments: Reading Check: Unit 3, Lesson 1
Practice Activity: Segmenting Customers
Practice Activity: Segment Criteria for Pottery Barn
Reading Check: Unit 3, Lesson 2
Practice Activity: Targeting for Cleaning Products
Practice Activity: The Marketing Mix in Footwear
Practice Activity: Perceptual Mapping
Practice Activity: The Power of Brands
Unit 4: Developing and Managing Products and Services, Complete by Friday, November 2 at 11:55PM.
Readings: Textbook and articles as assigned in Canvas
Participation: Poll: Decisions, Decisions
Assessments: Reading Check: Unit 4, Lesson 1
Practice Activity: Response Curves in Product/Service Development
Reading Check: Unit 4, Lesson 2
Practice Activity: Developing the Next Taco
Practice Activity: Adopting 3D TV
Reading Check: Unit 4, Lesson 4
Practice Activity: Decision Process for Services
Reading Check: Unit 4, Lesson 5

Unit 5: Developing and Managing the Value Chain, Complete by Friday, November 2 at 11:55PM.
Readings: Textbook and articles as assigned in Canvas
Participation: Poll: Moving Freight
Discussion: Direct to Customers
Video Activity: Factors Affecting Channel Design
Assessments: Reading Check: Unit 5, Lesson 1
Reading Check: Unit 5, Lesson 2
Practice Activity: Social Influences
Reading Check: Unit 5, Lesson 3

Unit 6: Managing Integrated Marketing Communications, Complete by Friday, November 16 at 11:55PM.
Readings: Textbook and articles as assigned in Canvas
Participation: Poll: Advertising Impressions
Poll: Touch Points
Discussion: Prankvertising and Ethics
Assessments: Reading Check: Unit 6, Lesson 1
Practice Activity: Communication Tools for GoPro
Reading Check: Unit 6, Lesson 2
Practice Activity: The Value of the Promotional Mix

Unit 7: Developing and Managing Pricing Decisions, Complete by Friday, November 30 at 11:55PM.
Readings: Textbook and articles as assigned in Canvas
Participation: Poll: Pricing and Demand
Poll: Effective Pricing Mechanisms
Assessments: Reading Check: Unit 7, Lesson 1
Reading Check: Unit 7, Lesson 2
Practice Activity: Variable and Fixed Costs
Reading Check: Unit 7, Lesson 3
**Unit 8:** Qualitative and Quantitative Marketing Research, Complete by **Friday, December 7** at 11:55PM.

Readings: Textbook and articles as assigned in Canvas

Participation: Poll: Big Data
Discussion: Researching Gender Roles

Assessments: Reading Check: Unit 8, Lesson 1
Practice Activity: Conducting Market Research
Reading Check: Unit 8, Lesson 2
Practice Activity: Research Approaches
Reading Check: Unit 8, Lesson 4
Practice Activity: Would I? Should I?

**Unit 9:** Marketing Past, Present and Future, Complete by **Friday, December 7** at 11:55PM.

Readings: Textbook and articles as assigned in Canvas

Participation: Poll: Wearables
Discussion: Future Trends of Marketing

Assessments: Practice Activity: The Connected Customer

**Final Exam:** **December 14.**