

MARKETING 337
PRINCIPLES OF MARKETING
FALL 2012

Instructor: Richard Schaefer

Class: MKT 337, Unique # 04980

Time: T/Th 3:30 pm - 4:45 pm

Location: UTC 4.122

Office Hours: T/Th 12:00 pm - 1:00 pm

Office: CBA 1.306B

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COURSE MATERIALS

Textbook:

Marketing, 10th ed., by Kerin, Hartley, and Rudelius; published by McGraw-Hill/Irwin

The 10th ed. is available in the following options:

- Hardcover: ISBN 978-0-07-352993-6
- Loose-leaf: ISBN 978-0-07-740538-0
- Ebook: ISBN 978-0-07-726533-5

Blackboard:

I will post supplementary course documents (e.g. announcements, lecture slides, business press readings) on Blackboard (<https://courses.utexas.edu/>). Please check regularly.

Make sure that your preferred email is on file with the university. I will contact you through this email address via Blackboard.

PREREQUISITES

Admission to a Business major. Credit or Registration for ACC 312, BA 324 (or MIS 324), and STA 309.

COURSE OBJECTIVES

Principles of Marketing conveys the fundamental components of marketing and its role within an organization. The course will provide an overview of the marketing management process, the analysis of marketing opportunities, and the development of a marketing strategy.

For Marketing majors and minors, this course will create foundational knowledge for both future departmental courses and work experience. For all students, this course will convey the marketing objectives that impact organizational decision-making.

Over the course of this semester, you will develop an understanding of:

- The marketing function and its scope within a firm.
- Tools employed for marketing decisions.
- The role of marketing in society and in an economic system.

CLASS POLICIES AND SUGGESTIONS

Class sessions will generally include lectures, discussions, quizzes, and group activities; however, we may occasionally deviate from this format. To thrive in this class, each student should:

1. *Read Assigned Materials.* Read the relevant textbook chapter and business press articles prior to each class meeting. Crucial to learning marketing terminology, outside reading will help you retain information from each lecture.

Reading assignments also present a more comprehensive overview than can be captured inside a class session. Accordingly, these readings will allow you to more fully understand course concepts, both during class discussion and group activities.

2. *Participate During Discussions and Activities.* Class discussions will provide the opportunity to clarify and reinforce information presented in the textbook.

In each group activity, you will solve a marketing management problem with the information you acquire during class. By exercising your knowledge in a new context, you should improve your long-term retention of the class material.

3. *Act Professionally.* I expect students to act in an utmost professional manner, as considered standard in the McCombs School of Business. Please do not engage in private conversations, act disrespectfully to others, or use an electronic device in a manner distracting to classmates.

I also ask that you arrive on time, for tardiness will disturb classroom activities. If you miss a session, please contact a classmate regarding missed notes and announcements.

FINAL GRADE

Among the three highest test grades, each will constitute 25 % of your final grade. The remainder of your final score is as follows: Quizzes: 10 %, In-Class Exercises: 10 %, and Class Contribution: 5 %.

I will assign final letter grades according to these thresholds:

93.00 - 100.00 = A	73.00 - 76.99 = C
90.00 - 92.99 = A-	70.00 - 72.99 = C-
87.00 - 89.99 = B+	67.00 - 69.99 = D+
83.00 - 86.99 = B	63.00 - 66.99 = D
80.00 - 82.99 = B-	60.00 - 62.99 = D-
77.00 - 79.99 = C+	0.00 - 59.99 = F

Students may receive extra credit through the Marketing Department Subject Pool, as described in detail on p. 6 of this syllabus. Additionally, students can earn extra credit during class quizzes, explained more fully on p. 5. These are the only avenues through which a student may obtain extra credit.

Please note that I will not round up in determining your semester grade. Additionally, I do not anticipate using any curve to adjust final grades.

Exams

Each exam will assess both concept recognition and comprehension; in addition, each test will require the application of course concepts to marketing management problems. Testable content includes relevant textbook chapters, assigned business press articles, and in-class exercises. Due to time constraints, I cannot discuss all textbook topics during lectures; such topics, however, may still appear in examinations.

The first three exams will occur during the semester, as outlined on the final page of the syllabus. These tests will consist of both multiple choice and short answer questions.

Additionally, you have the opportunity to take an optional comprehensive final (Saturday, December 15, 7:00 pm - 10:00 pm). The optional final will consist of all multiple choice questions.

Among the four exams, the highest three test grades will contribute to your final grade. Taking the optional final will never lower your overall grade.

Exam Policies:

- Turn off your cell phone before the beginning of the test.
- Do not consult any books, notes, or electronic devices during examinations.
- Bring photo ID and soft lead (#2) pencils to each exam.
- Ball caps must be removed.
- **Due to class size, no make-up exams will be administered.** If you miss a scheduled exam for any reason, you can take the optional final to substitute for that missed exam. If you expect that you may miss multiple exams, you should not take this class.

Grade Revisions:

- I will post grades on Blackboard within a week of any test or quiz.

- Per departmental policy, I will not hand back exams during class. If you want to review your graded exam, please come to my office hours. If unable to meet during office hours, email me to schedule an appointment.
- If you feel that I erred in grading, you must submit a written request within 10 school days of the grade being posted on Blackboard. You must state why you believe your answer is correct; if a multiple choice question, you must explain why you believe your selection is the best available option. You must furthermore support any statement with evidence from either the textbook or business press readings.
- No appeals will be considered after 10 days.

Class Contribution

Class discussions provide you an opportunity to reinforce material you have learned in the textbook and business press readings. More importantly, discussions will encourage active engagement with the material and will allow you to assess your grasp of class concepts.

Accordingly, I will expect you to participate in class discussions, both by asking questions and providing insights into learning material. You should contribute in this manner, on average, once per class session to receive a perfect contribution score. I will not tally comments during class, nor will I require you to do so. However, you are welcome to provide me a brief written record of any contributions at the end of each session.

Please note that any disruptive or unprofessional behavior will adversely affect your contribution score, as I wish to facilitate an optimal learning environment.

I intend for all class contribution to be voluntary, but I will cold call whenever overall class participation is lacking.

In-Class Exercises

For many class sessions, I will devote the last portion of class time to a group activity. These exercises will require your team to apply the session's concepts to a marketing management problem.

Each team will submit one written response for grading. I expect all students to contribute equally to the group's output; hence, for each exercise, all team members in attendance will receive the same grade. A student will receive a grade of zero for any in-class exercises missed.

In case some students choose to free-ride, I will allow every student to grade his/her team members at the end of the semester. A student will receive point deductions if his/her team consistently indicates a lack of effort.

I will also drop each student's two lowest exercise grades at the end of semester.

Learning to work with others is important in your early career development. You will excel in your future profession if you can: 1.) listen to the ideas of your peers/co-workers, 2.) provide constructive feedback about their ideas, and 3.) effectively communicate your ideas to them. I hope that you fully utilize this opportunity to develop these skills.

Quizzes

Whenever I do not assign a group exercise, I will typically issue a quiz during the final part of class. Each quiz will largely focus on material from that day's lecture, but may also cover topics discussed since the previous quiz.

Every quiz shall contain two distinct sections:

1. Students will individually answer eight multiple choice questions, assorted between recognition, comprehension, and application items.
2. Students will meet with their group members to retry the same quiz. For each question, group members must negotiate their selections before converging upon an answer. For each correct group answer, every team member will receive a bonus of two and a half percentage points. A student will thus score 120% if he/she answers all questions correctly in both portions.

The class will discuss more difficult questions after all group answers have been submitted, time permitting. In any case, I will post answers on Blackboard to provide timely feedback.

This quiz design aims for the benefits of team interaction, while minimizing disadvantages to group work. Students should find it in their best interest to prepare since:

- The individual portion carries greater weight in determining the final grade.
- Timely feedback helps each team identify habitually unprepared members.

A student will receive a grade of zero for any quizzes missed. Finally, I will drop each student's two lowest quiz grades at the end of semester.

SEATING CHART AND GROUP MEMBERSHIP

For my assistance, I will distribute a seating chart on the third class session (Thursday, September 6th). The seat you select on September 6th will become your assigned seat for the remainder of the semester. You will also form into groups of 4-5 students on the third class session. You will work with your team on each in-class exercise, as well as the extra credit portion of each quiz.

FEEDBACK

At the end of each session, I will provide the class 2-3 minutes for students to reflect on the items covered during that meeting. If any material remains unclear at the end of

class, you may utilize this time to write down any questions on a piece of notebook paper. I will look over any questions submitted to me after class. If many students remain unsure about a specific topic, I will revisit the item at the beginning of the following lecture.

EXTRA CREDIT OPPORTUNITY

You can earn extra credit points in the course by participating in research studies through the Marketing Department Subject Pool. For each study in which you participate, you will earn one point added to your lowest test score. You may not, however, participate in the same study twice. You will receive this credit via the Marketing Department Subject Pool website at: <http://mcombs.sona-systems.com>.

You may go to the website and register today. You will be notified by email when the first studies are posted online. For more information, see the Marketing Department website: <http://www.mcombs.utexas.edu/Departments/Marketing/Courses.aspx>. Click the 'Course Descriptions' tab and click the first link for 'Subject Pool: Extra Credit for MKT 337 and MKT 320F'.

Please note: this document lists the location for these research studies, as well as policies regarding tardiness. Disregard any information that directly conflicts with this syllabus, specifically the amount of extra credit per study. Additionally, the research paper option does not pertain to this class.

You are strongly encouraged to participate in these studies. It is a good way to expose yourself to marketing research and will help you understand marketing and consumer behavior. These opportunities are offered throughout the semester, but will *end on December 5th*, so plan ahead.

Questions regarding extra credit? Email Szu-Chi Huang, the Subject Pool Coordinator, at Szu-Chi.Huang@phd.mcombs.utexas.edu

HONOR CODE

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

ACADEMIC 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:

http://www.mcombs.utexas.edu/udean/advising/policy/code_of_conduct.asp. 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 that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification.

Policy on Scholastic Dishonesty: 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, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Judicial Services website or the General Information Catalog to access the official University policies and procedures on scholastic dishonesty, as well as further elaboration on what constitutes scholastic dishonesty.

Due to the large class size, some students may be tempted to cheat. Don't. I will refer students to Student Judicial Services when necessary.

STUDENTS WITH DISABILITIES

The University of Texas at Austin provides, upon request, appropriate academic accommodations for qualified students with disabilities. For more information, contact Division of Diversity and Community Engagement, Services for Students with Disabilities at 471-6259 (voice) or 232-2937 (video phone).

Please also contact me ASAP regarding any special assistance I may provide.

SCHEDULE OF CLASS SESSIONS

(Please note that the schedule below is subject to change)

Date	Day	Class	Chapter	Topics
8/30	Th	1		Course Overview
9/04	T	2	Chapter 1	Creating Customer Relationships and Value Through Marketing
9/06	Th	3	Chapter 2	Successful Marketing and Corporate Strategies
9/11	T	4	Chapter 3	Scanning the Marketing Environment
9/13	Th	5	Chapter 5	Consumer Behavior
9/18	T	6	Chapter 6	Organizations as Customers
9/20	Th	7	Chapter 7	Global Consumers and Markets
9/25	T	8	Chapter 8	Marketing Research: From Information to Action
9/27	Th	9	Catch-up and Exam Review	
10/02	T	10	Exam One	
10/04	Th	11	Chapter 9	Market Segmenting, Forecasting and Positioning
10/09	T	12	Chapter 10	Developing New Products and Services
10/11	Th	13	Chapter 11	Managing Successful Products and Brands
10/16	T	14	Chapter 12	Service Marketing
10/18	Th	15	Chapter 13	Building the Price Foundation
10/23	T	16	Chapter 14	Arriving at the Final Price
10/25	Th	17	Chapter 15	Marketing Channels and Wholesaling
10/30	T	18	Catch-up and Exam Review	
11/01	Th	19	Exam Two	
11/06	T	20	Chapter 17	Retailing
11/08	Th	21	Chapter 18	Integrated Marketing Communications and Direct Marketing
11/13	T	22	Chapter 19	Advertising, Sales Promotion and Public Relations
11/15	Th	23	Chapter 20	Personal Selling and Sales Management
11/20	T	24	Happy Thanksgiving! No Class	
11/22	Th	25	Happy Thanksgiving! No Class	
11/27	T	26	Chapter 21	Implementing Interactive and Multichannel Marketing
11/29	Th	27	Chapter 22	The Strategic Marketing Process
12/04	T	28	Catch-up and Exam Review	
12/06	Th	29	Exam Three	