



Principles of Marketing

MKT201

Spring 2016 SYLLABUS

INSTRUCTOR

Rebecca MacLeod

Office: CU-585

Office Hours: 10:00 – 11:30 a.m. Tuesday and Thursday and after class; or please contact me to schedule a mutually convenient time.

Contact Details: Work Phone: 978.988.8888

Email: rmacleod@university.edu

COURSE SCHEDULE

Welcome to *Principles of Marketing*! This class is held from 1:00-2:30 p.m. on Tuesdays and Thursdays in CU-859. This is a 3.0-credit course lasting for 15 weeks. There are no prerequisites for this course. All students, regardless of major, will benefit from this course by gaining an appreciation of marketing's expanding role in society.

This course is designed to serve as an introduction to the theory and practice of marketing. This syllabus is presented as a guide for class content and activities; it is subject to change. Please read the syllabus carefully! For ease of reference, please bring a copy of the syllabus to each class.

INTRODUCTION

To prepare to be a marketer, you need to understand what marketing is, how it works, and what is marketed. But what is marketing? Advertising? Personal selling? The American Marketing Association offers the following definition: "Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large."

Top marketers at outstanding companies share a common goal: putting the consumer at the heart of marketing. Today's marketing is all about creating customer value and building profitable customer relationships. It begins with understanding consumer needs and wants, then uses this information to design customer-driven marketing strategies and integrated marketing programs, and culminates in building customer relationships and capturing value for the firm. If an organization does these things well, it will reap rewards in terms of profits and customer equity.

Please consider this five-step model as a guideline for the topics covered in the course:



Source: Gary Armstrong & Philip Kotler

Understanding these basic marketing concepts will give you a solid foundation for material that follows in subsequent marketing courses.

COURSE OBJECTIVES

The objective of every marketer is to create more value for its customers. As such, the instructor's goals are to introduce students to the fascinating world of marketing in a comprehensive and enjoyable way and to foster students' problem-solving skills in real-world business situations.

This *Principles of Marketing* course provides an overview of marketing concepts, strategies, and techniques. Upon successful completion of this course, students will be able to:

1. explain the significance of key marketing terms and concepts in a variety of marketing situations;
2. analyze real-world marketing challenges faced by a company or a brand;
3. identify and utilize resources (blogs, publications, podcasts, etc.) for marketing information, illustrations, and current events to further learning; and
4. devise and evaluate a market segmentation and target marketing and/or a communications plan.

To achieve these objectives, we will explore marketing concepts, and their application, through a combination of case studies, discussions, lectures, presentations, small group work, and videos. Class time will be devoted to covering key concepts and enhancing student understanding through a collaborative, hands-on approach to real-world marketing examples and applications. We will strive for class sessions that are lively, engaging, and informative.

REQUIRED COURSE TEXT



Armstrong, Gary and Kotler, Philip. [Principles of Marketing](#). 15th ed. New Jersey: Prentice Hall, 2013. ISBN-10: 0133084043 | ISBN-13: 978-0133084047. This textbook may be purchased from either the campus bookstore or from any online bookseller.

Harvard Business Review (HBR) Case Study Packet. This case study packet is available for purchase in the campus bookstore under the course number MKT201.

ADDITIONAL REQUIRED READING

Articles, assignments, and other course materials will be available on the course BlackBoard website.

COURSE BLACKBOARD WEBSITE

Please visit the course BlackBoard site, <https://community.university.edu>, for articles, assignments, case study questions, reading postings, and other materials. For details about major course assignments and their deliverables, please refer to the "Principles of Marketing Course Assignments" (PMCA) document located in the "Course Docs & Information" section on BlackBoard.

Once you have registered for this course and received your University network login credentials, you should be able to access the BlackBoard site. If you experience technical difficulties, please contact the University's Help Desk at 978.988.8857.

COURSE RULES AND PROCEDURES

ACADEMIC HONESTY

All students are expected to understand the meaning of academic honesty and to act in accordance with the University's policies on academic honesty as published in the student handbook, University Student Handbook. Please re-familiarize yourself with the University's Academic Honesty Policy at <http://www.university.edu/CampusLife/AcademicHonesty>, as suspected instances of academic dishonesty will be referred to the University's judicial board and infractions of the rules will follow University procedures. What constitutes academic dishonesty? Violations of academic honesty include, but are not limited to, cheating, plagiarism, and changing exams or other academic material.

In addition to the University's Academic Honesty Policy, the following honor code applies in this class:

- The use of study groups and the discussion of homework assignments prior to coverage in class is strongly encouraged and is consistent with the principle that we all learn from each other. However, an individual's written assignment (Current Events assignment, homework, and mid-term examination) must represent an individual's *own* work and thoughts, and thus be developed on an individual basis. Collaboration is *not* permitted on the mid-term exam.
- When utilizing outside sources (blogs, magazine articles, research papers, etc.), it is imperative to *properly reference and cite these sources*. To learn how to cite sources and to write a bibliography, please reference <http://www.aresearchguide.com/12biblio.html>. For additional assistance, please consult the [University's Writing Center](#).
- A group project represents a collaborative group effort. Each group member is expected to contribute *equally* to the conception, execution, and review of the group work. Individuals will not receive credit for group work in which they have not significantly and equitably participated and contributed. Group assignments are to be prepared *only* by group members.

CLASS PARTICIPATION AND ATTENDANCE EXPECTATIONS

I endeavor to create interactions which foster interest and understanding of the core marketing principles and theories. In return, I ask you to please put forth complete effort in all learning activities and thoughtfully engage in class discussions and activities. We all learn from each other. Meaningful social interactions and discourse facilitate learning. Candid, open dialogue is encouraged in the classroom and collaborative learning experiences via small group work in class will enhance learning throughout the semester. Students are expected to come to class prepared to contribute their knowledge, questions, and insights. I will call on students to answer questions and discuss class material.

Class participation encompasses making high-quality contributions to in-class activities and conversations, as well as meaningful written and/or oral responses in the BlackBoard Discussion Forum. High-quality comments are relevant, thoughtful, respectful, and improve the class' learning experience. Disruptive behavior and disrespectful comments will *not* be tolerated and will negatively impact your participation score. We're a community of learners. By respectfully participating and attending class regularly, you can help the community flourish.

Your participation and attendance are intrinsically linked to your success in this class and contributes to your class participation grade. Should you miss a class, you *will be responsible* for the material covered *and* the homework assigned. You may have 2 absences that do not require an approved excuse. Absences beyond these 2 days will require contacting the instructor, via email, *prior* to the

absence. If the student has contacted the instructor *prior* to the absence and the instructor concurs that the absence is legitimate and beyond the student's control (medical or family concerns or professional travel), these further absences will be excused. All other absences are considered unexcused and will decrease your attendance grade. As is the case in most businesses, your attendance and promptness are expected.

Your future employer will not look favorably at your tardiness. Practice now and endeavor to be punctual. Class *will* start on time and finish on schedule. If unforeseen circumstances arise and you need to arrive late to class, please sit in the designated area in the front of the classroom by the door. The same goes for leaving early. If you need to leave class early, please sit in this same area. Please note that your tardy arrival or early departure does *not* excuse you from any due assignment and disrupts the class. Chronic tardiness and/or early departing will reduce your attendance grade.

You need to be prepared and present in order to receive a strong class participation score. Class participation and attendance is 10% of the course grade and will be assessed using the rubric in the PMCA document posted on BlackBoard.

IN-CLASS TECHNOLOGY USAGE

To encourage an active and engaging classroom environment, laptops and tablets will be used in class *solely* for note-taking and in-class assignments. Utilizing laptops and tablets for purposes other than classwork (e.g. watching videos, engaging in social media, doing work for other courses, etc.) is *not* tolerated. As it distracts you and those around you, cell phone use is *not* permitted in class. Think of your class as a business meeting and follow basic business etiquette of turning *off* (not just silencing) your cell phone when you come to class.

UNIVERSITY'S INCLEMENT WEATHER POLICY

In the event of inclement weather, a decision to close or delay opening the University will *generally* be made by 5:30 a.m. Notice of a closure or a delay will be posted to the following; please ensure you check one of these outlets prior to leaving for class:

Community System: <http://community.university.edu>
University Homepage: <http://www.university.edu>
Email: All "@university.edu" email accounts
Social Media: The University's [Facebook](#) and [Twitter](#) accounts
Campus Phone: 978.988.8000

Unless otherwise specified, this class will resume on the next scheduled day. Students are expected to continue with the readings and assignments as originally stated in the below Course Schedule. Any assignments or class activities (e.g. mid-term examination or Marketing Project presentation) due on a canceled class date are due at the *next* class meeting, unless otherwise communicated by the instructor.

GRADING PROCEDURES

In your future career, meeting deadlines is critical. As such, assignments must be turned in *on time*, *on the posted due date* to earn full credit.

Below please find the course's grade allocation

Assignments (includes Current Events assignment)	15%
Quizzes	15%
Mid-term Examination	20%
Case Study Write-ups	15%
Marketing Project	25%
<u>Class Participation (includes attendance)</u>	<u>10%</u>
<i>Total</i>	100%

Assignments will be graded with number grades. The final course grade will be determined using the University's undergraduate student grading scale:

A	94-100	B	84-86	C	74-76	D	64-66
A-	90-93	B-	80-83	C-	70-73	D-	60-63
B+	87-89	C+	77-79	D+	67-69	F	Below 60

Upon reviewing a graded assignment or examination, if you believe that a calculation or judgment error has been made in the grading, please follow these instructions. In the event of a computation mistake, please bring the original graded document to the instructor either after class or during office hours. If you feel a judgment error has been made on a quiz or the mid-term examination, please state your case by writing a memo describing the error, and bring the written memo, the original graded document, and any material that supports your opinion (e.g. the course textbook with the relevant information highlighted) to the instructor during office hours. Students have *one week* after the quiz or mid-term exam has been returned to submit a grade rebuttal. After this one-week deadline, no rebuttals will be accepted. If you are late picking-up your assignment because you have not attended class or logged into the BlackBoard site, you will not receive extra time to present a rebuttal.

READING AND HOMEWORK ASSIGNMENTS

Reading and homework assignments will be augmented by in-class activities and informative class discussions and presentations intertwined with real-world marketing stories to communicate marketing concepts and principles. As such, reading the textbook and other materials and completing the homework are required *before* the class takes place. To help you successfully learn the course material, please consider these “active reading strategies” for insightful textbook reading tips: <http://www.princeton.edu/mcgraw/library/for-students/textbook-reading/textbook-reading.pdf>
<http://www.princeton.edu/mcgraw/library/for-students/remember-reading/active-reading.pdf>

Homework comprises questions and activities pertaining to the assigned reading and the Current Events assignment. Homework assignments that pertain to the reading are given in advance of the class period in which the material is covered. As such, homework is to be completed *before* the class takes place so you may come to class prepared and ready to participate in the discussions.

Homework assignments are listed on the course BlackBoard site. Students must submit their completed homework on BlackBoard by midnight *before* the scheduled course meeting time and bring their homework to class. There are 12 homework assignments. In order to receive full credit for homework, a student must submit 10 of them *on time* (the Current Events assignment is compulsory). Students who turn in more than 10 assignments will earn extra credit (maximum of 2% of homework grade). Late assignments will *not* be accepted. Homework (including the Current Events assignment) addresses course objectives #1, #2, and #3 and represents 15% of the course grade.

Current Events Assignment

Marketing is all around us. In the Current Events assignment, you will identify examples or illustrations of a relevant marketing concept or principle in a recent news story, magazine article, and the like.

In your *two-page maximum* written summary on the article, you will explain the key marketing terms and concepts featured in the story and analyze the marketing situation posed in the article. To help make the assignment more relevant, you are encouraged to look for a connection between the course material and one of your personal interests.

Specific details of the mandatory Current Events paper are in the PMCA document. Due March 29, the Current Events assignment is a component of your homework grade and will be assessed using the evaluation criteria stated in the PMCA document posted on BlackBoard.

QUIZZES

Throughout the semester, there will be 5 unannounced, short answer quizzes in class. Students are allowed to use their class notes and their homework assignments to complete them. However, students are *not* permitted to use their textbook and other books during the pop-quiz. Quizzes aid in your retention of the course material, address course objectives #1 and #2, and represent 15% of the course grade.

MID-TERM EXAMINATION

A cumulative, mid-term examination represents 20% of your course grade and addresses course objectives #1 and #2. Two weeks prior to the mid-term exam date, students will be given five open-ended essay questions to prepare for the mid-term exam. The actual mid-term exam will comprise a subset of these 5 open-ended essay questions: 3/5 or 4/5 of these essay questions will appear verbatim on the mid-term exam. The exam questions are designed to integrate the course material to date; they will be based on the assigned readings (textbook & articles), class discussions and activities, and homework assignments. Although students are strongly encouraged to prepare their responses prior to the exam, the mid-term examination is neither open book nor open notes. It is important to reiterate that a student's answers to the mid-term exam questions *must* represent the student's *own* work and thoughts, and thus be developed on an individual basis. Collaboration is *not* permitted on the mid-term exam. The instructor will hold an extra office hour before the mid-term exam, the time and date of which will be announced closer to the exam date.

Make-Up Mid-Term Examination

A make-up for the mid-term examination will be given with an instructor-approved absence due to an illness or a personal/family emergency. To receive the approved absence and make-up exam, you must speak with the instructor.

CASE STUDIES

In this course, case studies (as well as the Marketing Project) are used as models for decision-making in marketing strategy. Prior to class, please read the case study at least twice and answer the case study questions, first individually, then in your small groups. At the beginning of class, we will broadly discuss the case, then briefly break into your groups so you may discuss your ideas and reach a consensus on the answers to the case questions and recommended course(s) of action. Groups will then share their ideas as we formally discuss the case as a class, with the the discussion facilitated by the instructor. To provide momentum, students will be asked to explain and defend their positions on the issues raised in the case, sometimes in a role-playing scenario. A successful case discussion

requires you to be an active participant. We will be searching for the best *option(s)* for the company, not necessarily the “right” answer (as those are rare in cases). It is likely that your classmates will have different perspectives on the case problem; a great deal of what you will learn from the cases will be from each other. At the end of the case study discussion, we will debrief: summarize key points and discuss what you have learned and how you might apply your learning.

Case study questions are posted on BlackBoard. The first two case studies will be used as a learning demonstration. Subsequent case studies will be assessed using the case study rubric in the PMCA document. At the end of class, each group will complete an “Empty Outline” paper to summarize and organize the main points of the case. Beginning on Feb. 25, “Empty Outline” papers will be collected for grading. Case study assignments must be turned in *on time, on the posted assigned date*, to earn full credit. Late assignments will receive a grade penalty of 10% per working day.

Through these case studies, students will learn how to creatively apply course information to actual marketing challenges faced by a company, addressing course objective #2. Completing the case study reading and questions, and participating in the class discussion, represents 15% of your grade.

A Note on Groups

At the beginning of the semester, the instructor will assign groups for in-class activities, case studies, and the Marketing Project; this will be your team for the semester. Students are asked to sit with their group during each class and be punctual for all group meetings. Each group member is expected to contribute *equally* to the conception, execution, and review of the group work. Working productively with your teams will prepare you for similar experiences in the workplace. Periodically, groups will assess their teammate's contributions using the group evaluation rubric located in the PMCA document.

MARKETING PROJECT

In this exciting exercise, students will demonstrate their ability to apply marketing theory, in a tangible way, to an actual marketing situation. Working in your designated groups, students will devise and evaluate a market segmentation and target marketing, and/or a communications plan that will directly help a specific small business or nonprofit organization (actual firm to be announced by the instructor).

From learnings in the course, students will formulate a plan and recommend a course of action (which marketing strategies and tactics should be employed, why, and how) to solve the problem and present and defend their recommendation to the class.

The Marketing Project culminates in an *8-12-page* written report (due on April 21) and a class presentation (Prezi or PowerPoint slide deck due on April 26, presentations occurring on April 26 - May 3). Students are expected to submit the two milestone assignments on the due dates posted in the Course Schedule; the instructor will return the outline with feedback. If you are unsure if you have identified a proper communications problem, or have any questions along the way, please see the instructor as early as possible. Specific details of the Marketing Project are available in the PMCA document.

By learning about the kinds of problems and decisions faced by marketing managers, and developing and evaluating marketing strategies and plans, the Marketing Project demonstrates achievement of course objective #3 and represents 25% of the course grade. The Marketing Project will be assessed using the evaluation criteria stated in the PMCA document and students will also be asked to evaluate

their group members' participation using the group evaluation rubric located in the PMCA document.

COURSE ACCOMMODATIONS

If you are a student with a disability, or believe you may need an accommodation in this course, please contact Dr. Jane Doe in the Office of Disability Support Services (ODSS), Room 229 Ball Hall, at 978.988.8768 or via email at jdoe@university.edu. Additionally, you may consult ODSS information at <http://www.university.edu/CampusLife/ODSS> to learn more about support services available at the University.

To discuss how your accommodations will be implemented in this course, or to share information unrelated to accommodations, please email the instructor at rmacleod@university.edu as soon as possible to schedule an appointment.

TIPS ON HOW TO SUCCEED IN THIS CLASS

Students frequently ask what they can do to succeed in this course. Well, “sometimes the questions are complicated and the answers are simple.” — *Dr. Seuss*

- Keep abreast of the reading. Read all of the course material *before* its assigned class and review the aforementioned “active reading strategies” textbook reading tips.
- Attend all classes. You are a part of a community of learners and by attending class regularly, you will help the community flourish. Additionally, studies consistently show that students who attend class earn higher course grades than students who regularly miss class.
- Take notes during class. It helps develop your listening skills and in your professional career, you will regularly be in meetings that require absorbing and processing information you will need to remember and act upon. Taking notes also offers reflection and the opportunity for you to write down the information in a way that you will best understand it.
- Form and use study groups. Explore the marketing topics and learn from each other.
- Participate in every class meeting; enjoy the class and provide thoughtful insights during class discussions and activities.

COURSE SCHEDULE

As this course schedule is subject to change at the discretion of the instructor, please be attentive to notifications of schedule changes announced during class and posted on the course BlackBoard site.

Week	Date	Topic	Reading	Assignments Due
1	Jan 19	Welcome and Course Introduction	Syllabus	Read Syllabus
	Jan 21	Defining Marketing and the Marketing Process	Ch. 1 (pgs 2-34)	Homework posted on BlackBoard
2	Jan 26	Company & Marketing Strategy	Ch. 2 (pgs 38-62)	Homework posted on BlackBoard
	Jan 28*	Analyzing the Marketing Environment	Ch. 3 (pgs 64-94)	Homework posted on BlackBoard
3	Feb 2	Kotler Case Study: "Target: From "Expect More" to "Pay Less"	Case Study	Case study questions posted on BlackBoard
	Feb 4	Managing Marketing Information to Gain Customer Insights	Ch. 4 (pgs 96-129)	Homework posted on BlackBoard
4	Feb 9	Consumer Markets and Consumer Buyer Behavior	Ch. 5 (pgs. 132-161) WSJ article, "How Mobile Technology is Changing the Way We Dine Out" (BlackBoard)	Homework posted on BlackBoard
	Feb 11	Guest Speaker: Representative from Marketing Project company	Review Marketing Project company's website and social media sites. Review a Marketing Project company's <i>competitor's</i> website & social media sites.	Bring a thoughtful question to class
5	Feb 16	Designing a Customer-Driven Marketing Strategy	Ch. 7 (pgs. 188-219) HBR article: "Mapping Your Competitive Position" (BlackBoard)	Homework posted on BlackBoard Complete 3-2-1 paper by 9 p.m. (BlackBoard)
	Feb 18	Video Case Study: "Meredith" (Topics: Segmentation and Target Marketing)	HBR article: "Cycles of Corporate Branding: The Case of Lego Co." (BlackBoard)	Bring case study questions posted on BlackBoard Marketing Project bibliography due in hard copy (in class) and submitted on BlackBoard by 9 a.m.
6	Feb 23	Value Propositions & Building Strong Brands	Ch. 8 (pgs 222-255)	Homework posted on BlackBoard

			David Aaker's branding articles (BlackBoard)	Complete 3-2-1 Paper by 9 p.m. (BlackBoard)
	Feb 25	HBR Case Study: "Microsoft Office: Gaining Insight into the Life of a College Student" (Topics: Customers and Consumer Behavior)	Case Study	Case study questions posted on BlackBoard Empty Outline due at end of class
7	Mar 1	Pricing & Pricing Strategies	Ch. 11 (pgs. 312-335) HBR note: "Principles of Pricing" (BlackBoard) WSJ article, "GM Tries to Curb Discounting" (BlackBoard)	Homework posted on BlackBoard
	Mar 3	Mid-term Examination		
8	Mar 8	Marketing Channels: Delivering Customer Value	Ch. 12 (pgs. 338-369) WSJ article, "How Men Really Shop" <i>and</i> accompanying WSJ video, "Luxury Retail Aims to be Less Scary to Men" (BlackBoard; video is 4 min)	Homework posted on BlackBoard
	Mar 10	HBR Case Study: "Pricing and Partnership at Zillow, Inc."	Case Study	Case study questions posted on BlackBoard Empty Outline due at end of class <i>Marketing Project outline due in hard copy (in class) and submitted on BlackBoard by 9 a.m.</i>
9	Mar 15	Communicating Customer Value: Integrated Marketing Communications Strategy	Ch. 14 (pgs. 406-432) HBR note: "Marketing Communications" (BlackBoard)	Homework posted on BlackBoard Complete 3-2-1 paper by 9 p.m. (BlackBoard) <i>Deadline to discuss mid-term exam results</i>
	Mar 17	Video Case Study: "Crispin Porter+ Bogusky (Crispin)"		Bring case study questions posted on BlackBoard

		Extra time can be used to work on your Marketing Project		Empty Outline due at end of class
	Mar 22 & Mar 24	Spring Break!		Enjoy your Holiday!
10	Mar 29	Advertising and Public Relations	Ch. 15 (pgs. 434-460) HBR note: "Adding Social Media to the Marketing Mix" (BlackBoard) HBR note: "Increasing the ROI of Social Media Marketing" (BlackBoard)	Current Events assignment submitted on BlackBoard by 9:00 p.m.
	Mar 31	Advertising and Public Relations	To be assigned	Homework posted on Blackboard.
11	Apr 5	Guest Speaker: <i>Marketing executive to be announced</i>	To be assigned	Bring a thoughtful question to class.
	Apr 7	HBR Case Study: "Red Bull" (Topics: Marketing Strategy and Branding)	Case Study	Case study questions posted on BlackBoard Empty Outline due at end of class
12	Apr 12	Direct & Online Marketing: Building Direct Customer Relationships	Ch. 17 (pgs. 494-524) Article & video, "PUMA Drives Customer Engagement across Every Screen" (BlackBoard; video is 2½ min)	Homework posted on BlackBoard
	Apr 14	Creating Competitive Advantage	Ch. 18 (pgs. 526-548) HBR report, "Advancing the Customer Experience" (BlackBoard)	Homework posted on BlackBoard
13	Apr 19	Work on Marketing Project in Class		Work on Marketing Project
	Apr 21	Video Case Study: Umpqua Bank Extra time can be used to work on your Marketing Project presentation		Bring case study questions posted on BlackBoard Empty Outline due at end of class Written Marketing Project due in hard

				<i>copy (in class) and submitted on BlackBoard by 9 a.m.</i>
14	Apr 26	Final Project Presentations		All Marketing Project Prezi or PowerPoint slide decks due in hard copy (in class) and submitted on BlackBoard by 9 a.m.
	Apr 28	Final Project Presentations		
15	May 3	Final Project Presentations Course Evaluation		"Don't cry because it's over, smile because it happened." — <i>Dr. Seuss</i>

*Last day to drop day classes is February 1, 2016

