**Marketing 350 Fall 2013**

**Note: This Syllabus is subject to change**

**Date of Syllabus:** 8/19/2013

**Professor:** Dr. Nora M. Martin 777-4386 (work)

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Yahoo instant messenger id dr\_nora\_martin

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How to reach me if you need me

1. **Office Hours: Moore School of Business office 354 -** Tuesday / Thursday 1:30 PM – 2:30 PM
2. **Monday is Open Door** – come see me 11 AM – 2 PM
3. **Yahoo Instant messenger** –ID dr\_nora\_martin available to you 24/7 – I am usually online to answer your questions during the normal day 9 AM–9 PM if I am not “right there” chances are I will be within a few hours.
4. **Skype** – ID noramartin64 available to you 24/7 – I am usually online to answer your questions during the normal day 9 Am – 9 PM if I am not “right there” chances are I will be within a few hours.
5. **Class email** – directly from Blackboard, this emails the TA and they will respond within 24 hours M-F. After 5 PM on Friday, responses are not guaranteed until Monday at 5 PM, although we try to take care of them daily.
6. **Office phone** – only checked when I am in the office – slowest means of contacting me

**Required Text:** Armstrong, Kotler (2013). Marketing an Introduction 11th edition. Pearson,

ISBN 978-0-13-274403-4

**NOTE:** Do not buy an earlier or international version of this textbook. The online version or loose leaf version if available are acceptable.

**Course Description and Learning Outcomes**

This course is primarily focused on broad based marketing functions, including but not limited to product conception, pricing, promotion, and distribution of products and services and the role of marketing in society. Particular emphasis is given to the processes of product development, understanding consumers and identifying consumer needs, segmenting consumers into viable markets, and techniques for reaching potential customers. As such this course has the following five primary objectives:

1. To Facilitate the student’s understanding of the broad array of activities that fall within the domain of marketing
2. To introduce students to the role of marketing within society and the economic system, as well as the important ethical issues that often arise.
3. To introduce the student to various marketing concepts and terminology used by decision makers charged with managing the firm’s marketing efforts.
4. To expose students to basic problems and decisions that frequently confront the marketing manager, and the methods and tools used to address these problems and decisions.
5. To prepare students for other courses in business that assumes a solid marketing foundation.

**Attendance Policy**

**This is NOT an online course.** Attendance in one form or another is required. You must **“either”** attend the normal scheduled class sessions, watch live from home, or watch the recorded lecture. If you watch live, please enter with your real name. Attendance is verified by technology tracking system.

\*\* You must watch the lecture in your chosen format each day we have class. You are responsible for being aware of any announcements I make during the lecture on the day of that class\*\*

**Academic Integrity**

It is the expectation of the Professor of this course that your work be performed without resorting to cheating, plagiarism, lying and/or bribery. Any student who is believed to have engaged in any of these behaviors will be dealt with according to the procedures as set forth in the USC Student Guidelines. Technology will be used to ensure academic integrity with the use of Blackboard. This includes using groups to complete the tests which are individual.

**University of South Carolina Honor Code**

It is the responsibility of every student at the University of South Carolina Columbia to adhere steadfastly to truthfulness and to avoid dishonesty, fraud, or deceit of any type in connection with any academic program. Any student who violates this Honor Code or who knowingly assists another to violate this Honor Code shall be subject to discipline.

The Honor Code is intended to prohibit all forms of academic dishonesty and should be interpreted broadly to carry out that purpose. The following examples illustrate conduct that violates this Honor Code, but this list is not intended to be an exhaustive compilation of conduct prohibited by the Honor Code:

**Required Communication**

Communication is crucial for this class. Checking your email and our course announcements is how you will stay informed of important updates and information. Please do this daily.

**Prior to the course start – “Start Here Work”**

Go to Blackboard. On the top left column you will see a tab entitled “Start Here”. You watch the videos and complete the course overview quiz. This quiz is averaged into your quiz grade. You may take it as many times as you like in order to earn a perfect score. However, it is only available until the first day of class. So do it now and start the course off with a 100 quiz score!!!!

**OK – LET’S GET STARTED !!!!!**

**Course components and their percentage of your grade**

1. **Class Attendance – not a percentage of your grade but is required**

You may choose one of the following formats to view lectures. You may change the format at any time you desire. Roll is not taken since the lecture is recorded and placed in our Blackboard for you to view.

* 1. **Option1:** Attend your normal scheduled class – this is the traditional course method
  2. **Option 2:** Watch our class during our normal scheduled time on your computer – live but you watch remotely and can post questions which I will answer during class. The link is under announcements. You enter as a guest, no password is required.
  3. **Option 3**: Watch the recorded live lecture later that day. This is ***located under the Lectures tab on Blackboard.*** Lectures are recorded during the live delivery for your class and are posted by 5 PM on the day of the lecture. You simply click on the link to watch it no password required.

1. **Reading – not worth a percentage of your grade but still required (due before each class starts)**

Students are to read the chapter being discussed prior to the lecture when it is presented.

1. **Pre-class Questions – 4% of your total grade THIS IS HOW I TAKE ROLE**

In our Blackboard course under Pre-Class Work

Students answer the 7 T/F chapter questions **prior** to the lecture being given. These questions are to be answered by the start of class for that chapter. Once class has started, the questions for that chapter will automatically become invisible and cannot be made up for any reason. We have 16 chapters and each question is worth 1 point for total possible points of 112 points (12 point curve). **The 12 extra points to cover any extenuating circumstances”.** For chapters 1, 2 & 3 **ONLY** please see the due dates given on the course schedule.

There is not a time limit to complete these questions and you may use your book or do them with friends. **ONLY** the first submission will count. Blackboard will state multiple attempts are allowed. This is in case you are accidently removed from the quiz while taking it. Do NOT reopen a quiz once it is complete. If you accidently do, then you need to go through the quiz again and resubmit it or your grade book will not show or calculate the grade. However, it will ONLY show and use the score from the first submission.

1. **Chapter Quizzes 6% of your overall grade**

Chapter quizzes are located under the tab “Chapter Quizzes” in Blackboard.

Quizzes consist of 10 multiple choice questions from your textbook. **You may enter the quiz ONLY ONCE and submit the quiz ONLY ONCE**. You must complete it the first time you click on the tab. Questions appear one at a time. The quiz is set for an immediate reentry should you be logged out of it. You may use your book, notes and other available resources for quizzes. They are not timed so take your time and make a good grade.

Quizzes are to **be completed before 11:59 PM (Midnight) ON the due date**. Once this time has passed the quizzes will become invisible.This is the absolute cut off. If you miss the link, then you will earn a zero for those quizzes. I do not reopen the quiz links for any reason. However, I do drop your 2 lowest quizzes to accommodate any extenuating circumstances you may have. Quiz questions will not appear on the test. Please do not reopen your quizzes as that will affect your Blackboard and lower your quiz average.

* ***In Field Marketing Study This is an Optional Assignment*** 
  + Did you miss a quiz or score low on a quiz? Look at the day by day chart to see when the In Field Marketing Study is due. You may do this option to make up for the missed or low score quiz.
  + How to complete - Pick a company of your choice. Identify each of the 4 P’s for that company. Fully describe each P for that company. Render a justified opinion of whether the company is performing adequately or not. If they are, then why? If they are not, where in marketing terms do they need to improve? Submit your paper via the drop box located in our Blackboard course by the due date. The grade will replace your lowest quiz score.
  + If more than one In Field Marketing Study Opportunities appears, you may do 1 for each session. However, you must submit them by their respective due dates in order to earn credit. There is not a make up for this extra opportunity.

1. **4 Required Tests - Each test is 22% of your grade with the optional final replacing your lowest score.**

**DO NOT schedule travel during the exam**. I will not grant you an alternate time to take a test. This course has 4 tests plus an optional final – all have specific testing times. Tests 1-4 are 52 Multiple choice questions. The optional final is 100 multiple choice questions.

Tests are given in 1 of 2 formats either in class via SCANTRON or online via Blackboard. You MUST register for each test by the due date. **Failure to register will result in ONLY the online version being available to you**. I will ONLY print tests for those who register for the in class version by the due date. In other words, if you do not register for a test, then you take it online. You may change formats of testing each time there is a test.

**In class exams.**

In class exams are 4 versions of questions. **Please have your own pencil and eraser with you.** In class tests are given in our classroom via SCANTRON, unless you have special needs. Please do not enter the test room until the doors have opened and we let you in. The TA’s will seat you from the front of the room to the back and hand you a test. Please no talking as you come in and no hats. This applies to both men and women. Please limit what you bring with you that day. All book bags and personal items are to be closed and/or zipped and placed under the seat in front of you. Following these instructions really simplify the process.

**NOTE**: Students with a verified disability who require extra testing time must make arrangements with the disability office to take the test at the Disability office during our normal test time. Alternate test times are not available.

**Blackboard testing**

Blackboard testing is a random draw from the entire test bank for the relative chapters. You must have a reliable high-speed connection. Your phone using the Blackboard app. is NOT a reliable connection. You will be given 60 minutes to complete each test. Test will be available from 9:00 AM – 7:00 PM the day of the test. They will appear on Blackboard under the “Tests” tab exactly 9:00 AM and will disappear exactly at 7:00 PM. If you miss the link, you have missed the exam and have earned a zero. Using extended times eliminates overload and eliminates booting from Blackboard**. Now, the ONLY reason you will be booted is if you are NOT active with your test**. Do NOT leave your test for any reason. Do not look up answers (it is CLOSED book). Do not have any other program open. Do NOT leave your computer unattended for any reason. If you are booted from the test, you will not be allowed to reenter for any reason.

**DO NOT LEAVE AN EXAM UNLESS YOU HAVE SUBMITTED THE TEST!!** Failure to complete the online test will result in scoring whatever questions you did answer in the allotted 60 minutes. Do not leave your test until you click submit.

**Official USC Travel on Test Dates:** If you are traveling for official USC business on a test date, you are to take the test prior to leaving. These arrangements are to be made no later than 1 week prior to the exam.

**Make up Exam**s:

You must have extenuating circumstances approved by me to make up an exam. Very few extenuating circumstances are granted. **Exams missed and granted extenuating circumstances will be made up collectively in class on DECEMBER 12TH, during our normal class time.** No online version will be available.

**Raise your grade Optional Exam**

We will have an optional final exam. I will drop the lowest score from the 4 tests and the final. Currently, everyone has a zero on the optional final and it is being used as the dropped lowest test. If you choose to not take the final, then you do not need to take any action if you choose to not take the optional final. If you want to take it to try and raise your grade, you are to register to take it no later than 12/5 AT 5 pm. The optional final will NOT lower your grade. It cannot hurt you. Students use this opportunity to get those last few points towards a higher grade.

1. **Research Component 2% of your overall grade**

Details are at the end of the syllabus. If you register by the due date, then you will earn 10 points of the possible 100 research credits. You need to complete 2 research items for the other 90 points. They are worth 45 points each.

**Grading Policies**

Course Grades will be comprised as following (the lowest of the 5 tests is dropped)

Test 1 100 points 22%

Test 2 100 points 22%

Test 3 100 points 22%

Test 4 100 points 22%

Raise Your Grade Optional Final (test) 100 points 22%

88% (subtotal)

16 Chapter attendance checks 7 points each 4%

16 Chapter Quizzes & course overview quiz 6%

Research Requirement registration and 2 sessions 2%

100%

**The following grading scale is used –** *I do NOT round up because I have already given you extra credit*

A 90-100 B+ 88.0 – 89.99 B 80.0 – 87.99 C+ 78.0-79.99 C 70.0-77.99

D+ 68.0 – 69.99 D 60.0 -67.99 F Below 60.0

**Extra Credit**

Each of the 4 tests will include 2 extra credit questions worth 2 points each for a total of 16 possible extra credit points for the testing. Additionally, there are 112 homework points out of 100 for a homework curve and finally I drop the lowest of the 5 tests (4 regular and 1 optional final). This is the extent of extra credit available in this course. The grades you view on Blackboard ARE YOUR GRADES. These extra points only matter in the weighted balance formula. The dropped quizzes are not removed from Blackboard; they are dropped in the calculations. See above for percentages to compute.

**Day by Day Course Activities**

|  |  |  |  |
| --- | --- | --- | --- |
| **Class Date** | **Due Before Class Starts** | **Class Discussion Topic** | **Assignment Due Dates** |
| 8/22 | Watch the “Start Here” videos on Blackboard and take the Course Quiz | Syllabus overview, research requirement, Testing Procedures |  |
| 8/27 | Read Chapter 1, complete Chapter 1 pre-work | Marketing,: Creating and Capturing Customer Value |  |
| 8/29 | Read Chapter 2, complete Chapter 2 pre-work | Company and Marketing Strategy: Partnering to Build Relationships | Register for Research Database (5 points if done on time) |
| 9/3 | Read Chapter 3, complete Chapter 3 pre-work | Analyzing the Marketing Environment |  |
| 9/5 | Read Chapter 4, complete Chapter 4 pre-work | Managing Marketing Information to Gain Consumer Insights | Register for test 1 |
| 9/10 |  | Catch up Day | Quizzes 1,2 3 & 4 |
| 9/12 |  | Test 1 |  |
| 9/17 | Read Chapter 5, complete Chapter 5 pre-work | Understanding Consumer and Business Buying Behavior |  |
| 9/19 | Read Chapter 6, complete Chapter 6 pre-work | Customer-Driven Marketing Strategy: Creating Value for Target Customers |  |
| 9/24 | Read Chapter 7, complete Chapter 7 pre-work | Products, Services, and Brands: Building Customer Value |  |
| 9/26 | Read Chapter 8, complete Chapter 8 pre-work | Developing New Products and Managing Product Life Cycles | Register for test 2 |
| 10/1 |  | Catch up Day | Quizzes 5, 6, 7 & 8 |
| 10/3 |  | Test 2 |  |
| 10/8 | Read Chapter 9, complete Chapter 9 pre-work | Pricing: Understanding and Capturing Customer Value |  |
| 10/10 | Read Chapter 10, complete Chapter 10 pre-work | Marketing Channels: Delivering Customer Value. |  |
| 10/15 |  | In Field Marketing Study Opportunity 1 |  |
| 10/16 |  | No class this day but research is due! | **First Research is due (45 points) by 1 PM** |
| 10/17 |  | FALL BREAK – Have Fun |  |
| 10/22 | Read Chapter 11, complete Chapter 11 pre-work | Retailing and Wholesaling | In field Study 1 due |
| 10/24 | Read Chapter 12, complete Chapter 12 pre-work | Communicating Customer Value: Advertising and Public Relations. | Register for test 3 |
| 10/29 |  | Catch up Day | Quizzes 9, 10, 11 & 12 |
| 10/31 |  | Test 3 |  |
| 11/5 | Read Chapter 13, complete Chapter 13 pre-work | Personal Selling and Sales Promotions |  |
| 11/7 | Read Chapter 14, complete Chapter 14 pre-work | Direct and Online Marketing: Building Direct Customer Relationships |  |
| 11/12 | Read Chapter 15, complete Chapter 15 pre-work | The Global Market Place |  |
| 11/14 | Read Chapter 16, complete Chapter 16 pre-work | Sustainable Marketing: Social Responsibility and Ethics | Register for test 4 |
| 11/19 |  | Catch up day | Quizzes 13, 14, 15 & 16 |
| 11/21 |  | Test 4 |  |
| 11/26 |  | In Field Marketing Study Opportunity 2 | **Last Research is due (50 points) by 1 PM** |
| 11/28 | Thanksgiving Break |  | In field study 2 is due |
| 12/2 | Make Up Exams 1-4 |  |  |
| 12/5 | Private appointments | LAST DAY REGISTER TO TAKE THE FINAL (BY 5 pm) | **Register for Optional Final exam** |
|  | Raise your grade Optional Test | Look on Official final exam schedule for day and time |  |

**FALL 2013**

**Required Marketing Research Credit for MKTG 350 (MARTIN):**

Marketing Department Participant Pool, Moore School of Business

**Sign-up online at** [**http://moore-marketing.sona-systems.com**](http://moore-marketing.sona-systems.com/)

Marketing data and theories depend upon the research methods used to obtain them. Thus, an exposure to research and research methods is an experience that is valuable to understanding marketing and consumer behavior. At the University of South Carolina, the Marketing Department requires each student enrolled in MKTG 350 to earn 2 hours of Marketing Research Credit in order to gain some familiarity with the aims, methods, and results of marketing research.

**There are two options for earning the required 2 hours of Marketing Research Credit: (1) the Experiment Option OR (2) the Research Report Option. You must choose one of these options (or a combination of the two) to earn your research credits. Your instructor can tell you what portion of your final grade is determined by completing the research credit activities.**

**YOU MUST HAVE EARNED ONE OF YOUR RESEARCH CREDITS (EITHER BY PARTICIPATING IN AN EXPERIMENT OR BY WRITING A RESEARCH REPORT) BY Wednesday, October 16, 2013 (by 1 pm)**

**BOTH CREDITS MUST BE COMPLETED BY Tuesday, November 26, 2013 (by 1 pm). NO CREDITS WILL BE GRANTED AFTER THIS FINAL DUE DATE.**

1. **EXPERIMENT OPTION**

Students may elect to participate in basic market research studies conducted by USC faculty, which may be in conjunction with local or national companies and researchers. These studies last around 60 minutes and your responses are always confidential.

**1 study = 1 hour of Marketing Research Credit. Remember, 2 hours of Marketing Research Credit are required (i.e., to receive full credit you must participate in either two studies, write two papers, or participate in one study and write one paper).**

*Please note that you can participate in each particular study only once*. Each study is identified by a unique “study number.” Thus, if you have already participated in a session for “S**111**,” you cannot participate in a later session of the same study.

To participate in a study, students should sign up for a time slot at:

**http://moore-marketing.sona-systems.com**

All studies are conducted in the Behavioral Research Lab (BA room 150). New sign-ups are posted every few weeks; check the web frequently for new postings. Some postings will also be announced in class.

Please make a note of the times for which you sign up and make sure you arrive five minutes earlier than the posted start time. No late-comers can be admitted to the study once the door has closed. If a study session you are interested in is completely full on-line, you may still come by at that time – *sometimes students who reserve spaces do not show up and their spaces will be given on a first-come-first-serve basis to students who are there but don’t have a reserved space*.

However, if you cannot attend a session for which you’ve signed up, it is your responsibility to cancel your reservation via the on-line system. If you do not attend an experimental session for which you signed up, you will not receive credit for that study. Credit is assigned based on study attendance, not study sign-ups.

# Additional Important Information about the Experiment Option

At the study session, you will fill out a participation form with your name and other identifying information. This sheet will be used to automatically assign you credit for that study, which will appear in your account on the sign-up website. You do not have to take anything to your instructor to get credit – this process is done for you.

You will not need to bring anything to the studies – everything you might need will be provided for you. Some study sessions may be a collection of separate short tasks, so don’t be surprised if some of the things you do in a session don’t seem to tie together. This research is very important to the reputation of our business school so please try to give all tasks (even if some are a little boring) your attention and best effort.

*Keep in mind that the study sessions at the end of the semester are generally in high demand, so it is a good idea to sign up for studies early in the semester.*

**(2) Research Report Option**

The Marketing Department Participant Pool offers a written alternative for MKTG 350 students not wishing or able to participate in experimental research. The purpose of participating in experiments is to gain hands-on experience concerning how marketing research is conducted.

**Here's what to do**. Select an article from a recent issue of one of the top four marketing journals (1990’s or later). These journals, the *Journal of Marketing,* the *Journal of Marketing Research, Marketing Science,* and the *Journal of Consumer Research*, are available through the Thomas Cooper Library. Do not use articles from magazines such as *Fortune, Business Week, The Wall Street Journal, etc*; only the 4 journals listed above are acceptable. Read the article and write a synopsis relating the article to a topic from your class and/or text. The synopsis should state directly the major hypothesis being investigated, the method used by the researchers, and how the results supported or did not support the hypothesis. **This should be a 2 page, double-spaced, typed paper with 1 inch margins**. Staple to this paper a copy of the front page of the article that includes its abstract. Note that University policy on plagiarism prohibits you from using text of the article without proper citation.

**1 paper = 1 hour of Marketing Research Credit. Remember, 2 hours of Marketing Research Credit are required (i.e., to receive full credit you must participate in either two studies, write two papers, or participate in one study and write one paper).**

Copying from another student's paper is also considered plagiarism. To prevent plagiarism, these papers are filed by the last name of the article's author. All papers for a particular article will be compared to make sure that students are using their own words. All university academic responsibilities and disciplinary procedures apply. These papers are due in the marketing office (BA 357, in Alokparna (Sonia) Monga’s box) either by Wednesday, **October 16, 2013 (by 1 pm)** if you are writing a paper for your first research credit or by **Tuesday, November 26, 2013, 2013 (by 1 pm)** if you are writing a paper for your second research credit**. Be sure to write your name, section no., instructor name, and the specific times the class meets. Papers will not be accepted over email. No papers will be accepted after the final due date.**

***If you have any questions or concerns about the experiment option or the written alternative OR ABOUT YOUR CREDIT STATUS, email the Marketing Department Subject Pool Coordinator, Dr. Alokparna (Sonia) Monga, at*** [***alokparna.monga@moore.sc.edu***](mailto:alokparna.monga@moore.sc.edu) ***. Your instructor does not have access to your credit status during the semester and does not control when studies are offered.***