



MKT337 – PRINCIPLES OF MARKETING

SECTION 05505, SPRING 2017

Instructor	<p>Bill Peterson GSB 5.176C 512-797-5690 Bill.Peterson@mcombs.utexas.edu (please include section number in the subject of all emails) Office hours: Monday 5:00pm – 6:00pm Tuesday 1:30pm – 3:00pm Wednesday 9:00am – 10:00am or by appointment</p>
Teaching Assistant	<p>Moni Chakravorty Monideepa.Chakravorty@mba17.mcombs.utexas.edu Office hours: by appointment</p>
Class	MW 11:00am – 12:30pm, UTC 1.102
Required Materials	Harvard Business Publishing Coursepack

Course Objectives:

This class is intended to provide you with an overview of the basic marketing concepts and tools. For marketing majors, you will find that this course provides a strong foundation for your future studies and work opportunities. As we will quickly learn in class however, “marketing” is not just for marketing majors. It is not simply a function or a department. Instead, marketing is a collection of concepts and tools which allow an organization to create and deliver value for customers – hopefully more value than competitors offer - and therefore provide the engine for growth of an organization. No matter what field you study in college and what career you eventually pursue, your success in business will be largely determined by your ability to deliver more value to customers than your competitors. In a nutshell, that is what marketing (and this course) is all about. No matter what your major field of study, marketing will be an important component of your business education.

More specifically, in this class you will have the opportunity to learn:

- 1) the primary role that marketing has in driving growth of an organization
- 2) how to craft powerful positioning - the core of business growth strategies
- 3) how to apply “the 4 Ps” and other tools of marketing to deliver on the positioning and grow organizations

This course will be focused on the *understanding* and *application* of key marketing concepts. You will find that, although the reading materials serve as a useful foundation for the concepts covered in the class, simple memorization of this material will not be sufficient. **It is the attendance in class and the participation in discussions during class that will cement the concepts, allow you to apply them to real business problems, and prepare you for the exams.**

Course Prerequisites:

Credit or registration for Business Administration 324 or 324H; and credit or registration for Statistics 309 or 309H.

Class Format and Policies:

- Class sessions will include lecture, discussion, guest speakers, exams, quizzes and other activities.
- Students are expected to fully apply themselves and be prepared for each class. Generally, it is expected that students will spend an average of not less than two hours outside of class for each hour in class (i.e. an average of six hours outside of class each week). Generally, preparation for class will consist of reading and understanding an assignment from the coursepack as well as multiple articles (available on the internet or posted on Canvas).
- Due to abuse by those who came before you, there is a no electronic device policy in our classroom.
- All students in MKT337 are businesspeople, as is the instructor. Correspondingly, businesslike conduct is expected in class and we are all expected to conduct ourselves professionally. This includes arriving to class on time, silencing and putting away your mobile phones, refraining from personal conversations and texting during class, and being respectful of your classmates, guest speakers, the TAs, and your instructor. Students not conducting themselves in a businesslike manner will be asked to leave the classroom for the remainder of the class period and may therefore miss any unannounced quizzes. Additionally, for each subsequent instance of un-businesslike conduct, students will have their semester grade lowered by one letter grade.

Keys to having a successful experience and outcome in this class include:

- Commit yourself to learn the concepts presented in this class. Don't simply memorize vocabulary words.
- Be fully prepared for each class in order to: a) understand the class discussion, and b) be prepared for unannounced quizzes.
- Participate in class discussions. Vibrant interaction in class not only provides a rich learning environment, but also helps to develop one of the most critical abilities any businessperson can have: verbal persuasion.
- Be present at every class. At least half of the questions on all exams and quizzes will be based on in-class discussions.
- Print the PowerPoint slides beforehand and bring them to class. PowerPoint slides will be available on Canvas by 10pm the day before each scheduled class.
- Take notes during class on everything, including the videos and speakers.
- Do not get behind. The material in this class builds on itself. You will find yourself struggling if you do not prepare for each class, attend each class, and commit yourself to learning the material. Be proactive - do not wait until the day before an exam for clarification.
- If you have questions, ask a classmate, a TA, or the instructor. Don't tolerate not understanding the material.

Class Schedule:

Date	Day	Class	Topic
1/18/17	W	1	Course Overview
1/23/17	M	2	Overview of Marketing
1/25/17	W	3	Customer Behavior
1/30/17	M	4	Situation Analysis
2/1/17	W	5	STP - Part 1
2/6/17	M	6	STP - Part 2
2/8/17	W	7	STP - Part 3
2/13/17	M	8	Exam
2/15/17	W	9	Product - Part 1
2/20/17	M	10	Product - Part 2
2/22/17	W	11	Product - Part 3
2/27/17	M	12	Channel - Part 1
3/1/17	W	13	Channel - Part 2
3/6/17	M	14	Channel - Part 3
3/8/17	W	15	Exam
3/13/17	M		(Spring Break)
3/15/17	W		(Spring Break)
3/20/17	M	16	Promotion - Part 1
3/22/17	W	17	Promotion - Part 2
3/27/17	M	18	Promotion - Part 3
3/29/17	W	19	Promotion - Part 4
4/3/17	M	20	Global Marketing
4/5/17	W	21	Marketing Ethics
4/10/17	M	22	Exam
4/12/17	W	23	Pricing - Part 1
4/17/17	M	24	Pricing - Part 2
4/19/17	W	25	Pricing - Part 3
4/24/17	M	26	Market Research
4/26/17	W	27	CRM
5/1/17	M	28	Course Wrap-Up
5/3/17	W	29	Exam
TBD*	TBD*	-	Final Exam

Minor adjustments may be made to this schedule (for example, to accommodate the schedules of guest speakers). The Exam dates will not change, however.

Assignments for each class will be communicated prior to each class, either in the preceding class or on Canvas.

* To make up for a missed Exam only. To be offered only at "official" exam time as published by the UT Registrar.

Grading:

The components of your semester grade will be:

Exam Average	80%
Quiz Average	20%

Exams:

- Four exams will be administered during the semester (during the regularly scheduled class time). Exams will consist of multiple choice and short-answer questions.
- Exams will cover assigned readings, articles, lectures, class exercises, class discussions, videos, and guest speakers.
- Please bring your UT photo ID and two soft lead (#2) pencils to each exam. You may not use any books, notes, or electronic devices during exams. If you are found to be using any forbidden materials or violating the Scholastic Dishonesty Policy in any way, you will be subjected to the maximum penalties described in the Policy Statement on Scholastic Dishonesty for the McCombs School of Business.
- Exams will end promptly at the designated time, regardless of when you arrive to class. No student will be allowed to begin their exam after the first student finishes.
- Exams will be administered ONLY during the class period for which the exam is scheduled and only in the section in which you are registered.
- There will be no make-up exams for ANY reason – this includes interviews, personal issues, illnesses, school-sponsored trips, family emergencies, etc. Students missing an exam will receive a zero for that exam.
- If you miss an exam you may take the final exam. The grade for the final exam will take the place of one missed regular exam. Students may only take the final exam to replace a missed exam (i.e. the final exam cannot be used to replace a previous exam grade). The final exam will be cumulative of the entire semester content. The final exam will be administered only during the University-designated final examination period.
- The final exam can replace one missed exam. If you will miss more than one exam, you should consider dropping the class since there is no provision to replace more than one exam grade.
- Each exam will be available for review during scheduled office hours for two weeks after the grade for that exam is posted. After the two-week period, the exams are no longer available for review.
- If you have an accommodation from the Dean of Students SSD office which you would like to have considered, please provide me with documentation no later than one week prior to the first exam. It is your responsibility to provide this documentation and to reconfirm necessary arrangements 3-5 calendar days prior to each exam date. Students using an accommodation for extra time allowed for exams will take their exam in the GSB Testing Center, space permitting, at the same time as the rest of the class. There are no exceptions.
- Unless documented as medically necessary, students will not be allowed to leave the classroom during exam or quiz periods.

Grading, continued:**Quizzes:**

- Several unannounced quizzes will be given throughout the semester. These quizzes will generally consist of five-to-ten multiple choice questions based on the previous class content and the assignment for the class in which the quiz is administered (if any).
- You may not use any books, notes, or electronic devices during quizzes. If you are found to be using any forbidden materials or violating the Scholastic Dishonesty Policy in any way, you will be subjected to the maximum penalties described in the Policy Statement on Scholastic Dishonesty for the McCombs School of Business.
- Quizzes may be taken ONLY during the class period in which the quiz is administered and only in the section in which you are registered.
- There will be no make-up quizzes for ANY reason – this includes interviews, personal issues, illnesses, school-sponsored trips, family emergencies, etc. Students missing a quiz will receive a zero for that quiz.
- The lowest quiz grade (i.e. one quiz grade) will be dropped. The remaining quiz grades will be averaged together for the “Quiz Average” component of your semester grade.

Appealing a Grade: If you believe there is a grading error which is cause for review, you may make an appeal. All appeals must be submitted via email (not Canvas) to bill.peterson@mcombs.utexas.edu and must be received no later than 11:59pm on the 7th calendar day after the grade is posted on Canvas or otherwise communicated to you. Your appeal must include a detailed, fact-based explanation of why you think the grade is in error (passage from a reading, lecture slide, etc.) and must include the section number of your class in the subject line. A maximum of two questions per exam (and 1 question per quiz) may be appealed. Note that an appeal is not an opportunity to provide new information or explain an answer, but instead to correct a grading error on the answer submitted. Your grade may be increased or decreased as a result of the appeal. Due to tight grading timelines at the end of the semester, no appeals for Exam 4 or the Final Exam will be considered.

Extra Credit: You can earn extra credit by participating in research studies through the Marketing Department Subject Pool. The extra credit will be in the form of additional quiz grades (with a grade of “100”). For example, if there are ten quizzes during the semester and you participate in three research studies, your quiz average would be calculated on the basis of *thirteen* quizzes (with the three additional quizzes having the grade of “100”). One quiz with a grade of 100 will be added to your quiz grade calculation for each study you participate in. A maximum of three studies is allowed, and you may not participate in the same study twice. You will receive this credit for Research Studies offered via the Marketing Department Subject Pool website at:

<http://mcombs.sona-systems.com>

You may go to the website and register today and you will be notified by email when the first studies are posted online.

You are strongly encouraged to participate in these studies. It is a good way to get exposed to marketing research and it is valuable to understanding marketing and consumer behavior. These opportunities are offered throughout the semester, but will end on May 5th (or earlier), so plan ahead. Those not interested in participating in a research study may choose a research paper option (see the above website for details).

Questions regarding extra credit? Email Gunes B. Unal, the Subject Pool Coordinator, at Gunes.Biliciler@mcombs.utexas.edu.

Grading, continued:**Final Grades:**

Final grades will be assigned as follows:

Semester Average	Grade	Grade Points
93-100	A	4.00
90-92	A-	3.67
87-89	B+	3.33
83-86	B	3.00
80-82	B-	2.67
77-79	C+	2.33
73-76	C	2.00
70-72	C-	1.67
67-69	D+	1.33
63-66	D	1.00
60-62	D-	0.67
59 or less	F	0.00

Consistent with the guidelines suggested by the Undergraduate Program Office, the average grade for this course will be between 3.0 and 3.2 (or 85-86%), inclusive of the extra credit described above.

To avoid any misunderstanding regarding rounding methodology, grades will NOT be rounded up - an 89.99 (as close as it is to 90) will still be a B+.

Note that the grade calculations shown on Canvas are occasionally in error. The official grades for this class will be calculated as described in this syllabus and may be different than the grades shown on Canvas.

Out of fairness to all students, I do not arbitrarily change grades or give additional extra credit opportunities. There will be no exceptions. The way to get the grade that you want is by earning it *during* the semester, and not by asking for a favor at the end of it.

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 BBA Program's Statement on Scholastic Dishonesty at <http://www.mcombs.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/> to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

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/>.

If you have an accommodation from the Office of the Dean of Students which you would like to have considered, please provide me with documentation prior to the first exam. It is your responsibility to provide this documentation and to reconfirm necessary arrangements 3-5 calendar days prior to each exam date. Students using an accommodation for extra time allowed for exams will take their exam in the GSB Testing Center, space permitting, at the same time as the rest of the class. There are no exceptions.

Religious Holy Days:

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

Campus Safety:

Please note the following recommendations regarding emergency evacuation, provided by the Office of Campus Safety and Security, 512-471-5767, <http://www.utexas.edu/safety/>:

- Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.
- Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
- Students requiring assistance in evacuation should inform the instructor in writing during the first week of class.
- In the event of an evacuation, follow the instruction of faculty or class instructors.
- Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.
- Behavior Concerns Advice Line (BCAL): 512-232-5050
- Further information regarding emergency evacuation routes and emergency procedures can be found at: <http://www.utexas.edu/emergency>.