**UNIVERSITY OF MASSACHUSETTS DARTMOUTH**

**Charlton College of Business**

**Department of Management and Marketing**

**Principles of Marketing (MKTG 311-03)**

**Fall 2023**

Course: MKTG 311-03 MWF 11:00 – 11:50 am SENG 210

Professor: Professor Izadi

Office: Charlton College of Business Room 227

Phone: (508) 910-9066

E-mail: [aizadi@umassd.edu](mailto:aizadi@umassd.edu) (the best way to reach me)

Office Hours: <https://umassd.zoom.us/j/6485867711> (via Zoom)

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| --- | --- | --- | --- |
| **Time** | **Monday** | **Wednesday** | **Friday** |
| 8:30 am – 10:00 am |  |  | x |
| 12:00 pm – 1:00 pm | x | x |  |
| Others by appointment | | | |

**Class Rules and Administrative Information**

* **This is a blended class. We do not meet in-person on Fridays (except one or perhaps two).). We meet in-person for most Monday and Wednesdays. However, we have a few asynchronous classes (typically on Mondays) as indicated below in the calendar.**
* **Laptop policy: No use of laptops, tablets, cellphones, and headphones in class unless specified or encouraged by me. Use of laptops will negatively impact your participation grade.**
* Please be on time for every class; if you miss more than 2 classes, it will affect your participation grade unless you provide a university- accepted documentation.
* Late submission policy: **NO LATE SUBMISSIONS ARE ACCEPTED**. Assignments are due 11:59 pm on the dates listed for each assignment on the syllabus unless otherwise is specified.
* PowerPoint slides will be posted on myCourses Black Board after each class. **It is your responsibility to check the Black Board for announcements and materials.** Also, please make sure that you **check your official UMASS email address**. I frequently send announcements on mycourses and emails directly to students in the class. If you do not use your UMASS email address, make sure to forward emails to your preferred email account. **Check the announcement section on mycourses frequently.**
* Except for one Friday (or perhaps two), we do not have class meetings on Fridays. The reason for this is to facilitate **group communications (e.g. meetings) with your teammates on a weekly basis and to provide you with a dedicated day for the group project.**
* All the **quizzes** are available the day before the due date **(typically on Thursdays after 6:30 am to Fridays 11:59 pm)**
* Since this is a blended class, you need a laptop with camera and a good wifi connection. Some classes will be held on Zoom and you need to turn your cameras on during the Zoom classes. Funds may be available to purchase these essentials: <https://www.umassd.edu/heerf-funding/>. Also note thaxt this class may at times be switching to the remote modality in response to health or other issues.
* Make sure to write the **class number and section** in your subject line when communicating with me.
* Exams will be administrated on mycourses. However, you need to **bring your laptop and take it in class**. **Otherwise, the exam will be scored as a zero.**

**Course Description and Objectives**

This course is designed to provide you with knowledge of key marketing principles and to develop specific skills necessary for success in marketing. The course focuses on learning basic marketing concepts, using data to make decisions, and effectively and concisely communicating marketing analysis and recommendations.

The course web page is on the Black Board. Students are required to access myCourses site. If this is your first time using the Blackboard Learn site:

* Please visit <http://support.blackboardcollaborate.com> to learn more about how this online system works
* You can log into UMASS Dartmouth Blackboard system at [www.umassd.edu](http://www.umassd.edu)
* If you experience problems using the Blackboard after logging in, please use the “HELP” page.
* If you experience problems logging into the Blackboard, please call the Student IT Services Center at 508 999 8884 between 8:00 am to 5:00 pm on weekdays, or at 800 569 6505 between 5 pm to 8 am on weekdays or on holidays. Or, you can visit the library lower level.

**Skills and Outcomes**

By the end of this course, you should be able to:

* Apply to novel situations marketing concepts such as segmentation, targeting, and positioning; the value proposition; the marketing mix; integrated marketing communications, value-based pricing, product lifecycle, and the new product development process;
* Conduct basic quantitative analyses to assess current situation, evaluate impact of proposed changes, and assess success of past decisions;
* Apply a systematic process to make marketing decisions—know what order to do things in, identify alternative strategies, and identify pros and cons of different strategies;
* Explain advantages and disadvantages of different research methods;
* Make persuasive and concise oral and written arguments about what a marketing organization should do;
* Work successfully in a team;
* Take marketing electives and the capstone course that draws on marketing.

**Required Materials**

* Grewal, D., and Levy, M. Marketing (M Series), any edition from 5th onward is fine.
* PowerPoint slides (lecture notes), available at myCourses Black Board after each class

**Evaluating Policy and Special Instructions**

Your grade will be determined at the end of the semester after taking into consideration the following:

Exam 1 14%

Exam 2 14%

Exam 3 14%

Online quizzes. 12% (each quiz 2%)

Group marketing project (Marketing Plan Paper and Presentation) 28% (280 points: 120 (assignments)+120 (Two reports)+ 40 (Presentation))

In-class participation 8%

Individual assignments 5%­

Research assignment 5%

Total 100%

**With specific regard to the group project in this class, it is my policy to hold ALL group members accountable for work submitted as a group. Therefore, it is incumbent upon all group members to ensure your submitted work is entirely your own and proper credit is given to sources of ideas/information that are not your creation.**

All write-ups, including but not limited to marketing plan project and assignments will be typed in 12-point Times New Roman, double spaced format with 1 inch margins on each side and the top and the bottom

**Tests (exam 1, 2, and 3) and Exam Makeup Policy**

There will be 3 exams. Each exam will follow roughly the same format and be composed of a number of multiple-choice questions and several short answer questions. All course material is fair game for these exams. This means that material from class discussions, the textbook, power point slides, and supplemental readings will appear on the tests. Each exam will focus on the material covered during that third of the semester (i.e., exam 3 will focus on the material covered in the last third of the course). However, because each class session builds on the previous ones, each exam will require you to draw on some concepts that you learned earlier in the course.

Test dates are indicated on the schedule below. You are responsible for being prepared and present for all tests.You **must** take the exam in you scheduled class time. For example, if you are in MWF 1:00 pm lecture, you must take the exam during the MWF 1:00 pm lecture session.

Note: **You must have prior approval from me to take the exam at a time other than the scheduled date if you have a viable excuse**. If you miss the exam, I will give a makeup exam only if you provide a university- accepted excuse for missing the exam. I will require supporting documentation (e.g., doctor’s notes) for verification. Otherwise, a missed exam will be scored as a zero. Please note that it is up to you to arrange a time with me to take a makeup exam.

For confidentiality and security reasons, graded tests will not be permanently or temporarily returned to students in the class time. If you would like to review your exam and ask questions, please come to my office.

# **In-class Participation**

In order to be successful in marketing, you must be able to clearly and persuasively articulate your recommendations to others. For this reason, your substantive participation in the class discussion is critical. Considered, intelligent class participation is about 8% of the grade in this course. Of course, regular and punctual class attendance is important and if you miss more than 2 classes, it will affect your participation grade unless you provide a university- accepted documentation (e.g., doctor’s notes). However, substantive class participation is not merely showing up or asking questions in class. Nor for that matter does substantive class participation involve saying something just to get air-time. Substantive class participation involves intelligent questioning, thoughtful responses to instructor and classmate questions and comments, and considered comments that advance the discussion. Class participation is based on both attendance and my impression of the quality and quantity of each student’s contribution to the class discussion.

***Laptops and Electronics***: To encourage an active and engaging environment, please do not use laptops, tablets, or mobile phones during class. This policy will be strictly enforced and use of personal electronics during lectures will have an adverse effect on your class participation score.

**Marketing Project, Team Forming, and Peer Evaluations (Group work)**

The Marketing Project, which consists of **8 weekly assignments, and two reports**, is to develop a marketing plan for a product, or version of a product, in a country other than the one in which it was originally developed. The product and country pair will be selected from a provided list of options or proposed by students with instructor approval. This project is designed to provide you with **hands-on experience** in using marketing research, strategic planning, and designing a marketing mix. You will develop a preliminary marketing plan by applying concepts delivered in this course and using data gathered largely from resources provided by the University Library at <http://www.lib.umassd.edu/find/articles-databases>, such as databases **like Mintel and Mergent Online**; additionally, from company websites, and company/brand social media pages. If you have any problems using these databases, please contact library HELP by clicking on the “Need Help, Ask Us” link on the top of the page. Each part of the marketing plan assignment has to be submitted by 11:59 pm on the day it is due according to the syllabus (see the schedule below).

For marketing-project, please select a contact person, who will communicate with me on marketing plan and team work related issues, such as company/country choice of your group. More details about the Marketing Project will be posted on the Black Board. You will be asked to evaluate your group members’ participation at the end of the semester. **Grades on group work will be significantly adjusted if peer evaluations do not indicate that everyone contributed equally.**

**SPECIAL RESEARCH ASSIGNMENT**

Students in both MGT 312 and MKT 311 are required to complete a research assignment over the course of the semester. This assignment is worth 5% of the grade. There are two alternative ways you can fulfill this requirement.

**OPTION 1: Participating in the Behavioral Laboratory (B-Lab)**

The first way is to participate in one session of academic research (45 to 60 minutes) at the Behavioral Laboratory, Dept. of Management & Marketing. You will answer questions, perform tasks, provide opinions, etc. written and designed by faculty researchers. The Lab is located at CCB 144. Some of the experiments involve using a laptop but others may request your participation in an activity, e.g. assemble a puzzle.

Participating in research is a way to receive first-hand experience with widely used marketing and management research techniques. In addition, you will help our faculty continue to develop state-of-the-art marketing and management theory—which is ultimately brought back into the classroom and, importantly, improves our school’s academic standing. This “branding” outcome is perhaps the ultimate goal of the lab.

You will be able to sign up to participate using credentials for SONA that will be emailed later in the semester. SONA is the time-slot reservation system of the B-Lab.

Masking and social distancing in the Lab will follow UMass policy

**OPTION 2: Alternative Assignment**

The second way to fulfill your research participation requirement is to write two 1-page summaries of two original scholarly articles. These articles should be chosen from the following list of top journals, all from the same journal or all from different journals, or any combination:

Students in MGT 312 Students in MKT 311

Journal of the Academy of Management

Academy of Management Discoveries

Administrative Science Quarterly Journal of Marketing Journal of Marketing Research Journal of Consumer Research

All students have free access to these journals through the UMass Dartmouth library.

Important:

· The summarized articles must be research or theoretical articles, not editorials, book reviews, commentary or other non-scholarly contents

· Reviews should be double-spaced with the articles clearly referenced in APA format.

· Each review counts for 2.5% of the grade. The total of the two article reviews is worth 5% of your grade.

· Lab assistants do read each submission.

Please hand-in the summaries to your instructor by 6:00 pm Nov 30, by uploading it to myCourses or by any other means designated by the instructor

FAQs:

1. I am taking MGT 312 and MKT 311 simultaneously, will I get double credit? Unfortunately, no. You will only be able to participate in a study once per semester. You will be asked to choose which of the two courses your Lab credit will be applied to. You should enter this choice when signing-in for your session through SONA. For the other course, Lab staff will email your instructor so as they scale up your 95% to 100%.

2. I did the Lab in a previous semester. Do I need to do it again? Yes, you need to do it again.

# **OMNIBUS LANGUAGE (CLASS POLICIES):**

<https://www.umassd.edu/provost/resourcesforfaculty/syllabus-language/>

The term “omnibus” reflects the compilation of policies here as well as the idea that it will apply universally (omni) to every sylla*bus*.

**Schedule of course assignments:**

Due to uncertainties on both teaching and learning sides, the attached schedule is tentative and may change as the semester proceeds. It is your responsibility to keep abreast of announcements made in class or posted electronically on Blackboard in this regard.

**GP=Group Project**

**Indv= individual**

**All the quizzed are available the day before the due date (typically on Thursdays after 6:30 am to Fridays 11:59 pm)**

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|  | **Day** | **Subject** |  | **Materials & Assignments** |
| 09/06 | W | Course Introduction  & What is Marketing? |  | Syllabus  Ch. 1: Overview of Marketing |
| 09/08 | F |  |  | * *Before Wed class (09/13):Read Marketing Plan Assignment Overview (check the list of Countries and Companies) (see Black Board)*   *Read Marketing Plan Assignment 1 (see Black Board)* |
| 09/11 | M | Marketing Strategy |  | 1st part of Ch. 2: Developing Marketing Strategies and a Marketing Plan |
| 09/13 | W | Group Project |  | **Read Chapter 4, and the ppt slides** |
| 09/15 | F |  | **Class in Library**  **(Room 128)** | * **Indv Assignment 1: Read Chapter 4, and the ppt slides and answer the related questions posted on blackboard** * ***GP: Submit your company/country & team members for the marketing plan by midnight.*** * Read Chapter 5 before class on Wednesday |
| 09/18 | M | Marketing Strategy |  | 2nd part of Ch. 2: Developing Marketing Strategies and a Marketing Plan |
| 09/20 | W | The Marketing Environment | Flip class (class discussion) | Read Chapter 5 before class  Ch. 5: Analyzing the Marketing Environment   * **Listen***:* **TED Radio Hour, the digital industrial revolution**   https://www.npr.org/programs/ted-radio-hour/522858434/the-digital-industrial-revolution |
| 09/22 | F | **Online Quiz 1:** Marketing Strategy and Marketing Environment (chapters 1,2 and 5) |  | * **GP Assignment1: Company Review (market compatibility), SWOT analysis** * **Online Quiz 1 *(deadline to take the quiz is 11:59 pm)*** |
| 09/25 | M | Consumer Behavior | **(Asynchronous class)** | * 1st part of Ch. 6: Consumer Behavior * Read Chapter 7, and the ppt slides |
| 09/27 | W | Consumer Behavior |  | 2nd part of Ch. 6: Consumer Behavior |
| 09/29 | F |  |  | * **Indv Assignment 2: Read Chapter 7 (B2B marketing), and the ppt slides and answer the related questions posted on blackboard** |
| 10/02 | M | Global Marketing | **(Asynchronous class)** | 1st part of Ch. 8: Global Marketing |
| 10/04 | W | Global Marketing |  | 2nd part of Ch. 8: Global Marketing |
| 10/06 | F | **Online Quiz 2:** Consumer Behavior, B2B Marketing  (chapters 6 & 7) |  | * **GP Assignment 2: Market Review (Market characteristics), Competitors Review** * **Online Quiz 2 *(deadline to take the quiz is 11:59 pm)*** |
| 10/09 | M | HOLIDAY | **NO CLASS** |  |
| 10/11 | W | **EXAM 1** | Chapters: 1,2,5,6,7 |  |
| 10/13 | F |  |  | **GP Assignment 3: Market Review (country specific situation analysis),** **Customers Review** |
| 10/16 | M | Segmentation, Targeting and Positioning |  | Ch. 9: Segmentation, Targeting and Positioning |
| 10/18 | W | STP | In-class activity | Ch. 9: Segmentation, Targeting and Positioning   **Listen***:* **TED Talk, Simon Sinek - Start with Why** [*https://www.youtube.com/watch?v=IPYeCltXpxw*](https://www.youtube.com/watch?v=IPYeCltXpxw) |
| 10/20 | F | **Online Quiz 3:** Global Marketing and STP (chapters 8 &9) |  | * **GP Assignment 4: Marketing Strategy (STP)** * **Online Quiz 3 *(deadline to take the quiz is 11:59 pm)*** |
| 10/23 | M | Marketing Research |  | Ch. 10: Marketing Research |
| 10/25 | W | HOLIDAY | **NO CLASS** |  |
| 10/27 | F |  |  | ***Submit Marketing Plan Part 1 by 11:59 pm on Black Board*** |
| 10/30 | M | Product of 4Ps |  | Ch. 11: Product, and Branding |
| 11/01 | W | Price of 4Ps |  | Ch. 14: Pricing Concepts for Establishing Value |
| 11/03 | F | **Online Quiz 4:** Marketing Research, Products of 4Ps  (chapters 10 &11) |  | * **Online Quiz 4 *(deadline to take the quiz is 11:59 pm)*** * **GP Assignment 5: Product Strategy** |
| 11/06 | M | **EXAM 2** | Chapters: 8, 9, 10, 11 |  |
| 11/08 | W | Price of 4Ps |  | Ch. 14: Pricing Concepts for Establishing Value |
| 11/10 | F |  |  | **GP Assignment 6: Pricing Strategy** |
| 11/13 | M | Product of 4Ps: New Products | **(Asynchronous class)** | Ch. 12: Developing New Products |
| 11/15 | W | Place of 4Ps: Channels & Retailing |  | Ch. 15: Supply Chain and Channel Management |
| 11/17 | F | **Online Quiz 5:** New Products and Price (chapters 12 and 14) |  | * **Online Quiz 5 *(deadline to take the quiz is 11:59 pm)*** * **GP Assignment 7: Distribution Strategy** |
| 11/20 | M | Promotion of 4Ps: IMC and Promotion Tools | **(Asynchronous class)** | Ch. 17: Integrated Marketing Communications  Ch. 18: Advertising, Public Relations, and Sales Promotions |
| 11/22 | W | **THANKSGIVING** | **NO CLASS** |  |
| 11/24 | F | **Online Quiz 6:** Place and Promotion(Chapters 15 and part of 16, 17, and part of 18) |  | * **Online Quiz 6 *(deadline to take the quiz is 11:59 pm)*** * **GP Assignment 8: Communication Strategy** |
| 11/27 | M |  | CLASS DISCUSSION |  |
| 11/29 | W | **EXAM 3** | Chapters: 12, 14, 15, 17, 18 |  |
| 12/01 | F |  |  |  |
| 12/04 | M | Marketing Plan Presentations | * Persuasively and concisely communicate a plan for introducing and managing a product in a new market. | ***Marketing Plan Presentations due the class time in which you will present*** |
| 12/06 | W | Marketing Plan Presentations | * Persuasively and concisely communicate a plan for introducing and managing a product in a new market. | ***Marketing Plan Presentations due the class time in which you will present***  ***Submit Marketing Plan Part 2 by 11:59 pm on Black Board*** |
| 12/08 | F | Marketing Plan Presentations | This class may or may not hold depending on the number of groups presenting. | ***Complete CATME Peer Evaluation by 11:59 pm.*** |