

INSTRUCTOR

Alex Gabbi

Office: CBA 6.314 (Via Zoom)

Office hours: MW 12:00-1:00 PM (Via Zoom @ <https://utexas.zoom.us/j/3641517004>)

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TEACHING ASSISTANT

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CONTACT

Office hours, by appointment, e-mail, phone or text message (512-633-1193)

COURSE DESCRIPTION

The primary objective of Marketing 337 will be to introduce you to the basic concepts, practices and tools of marketing. The course has a broad scope, is contemporary in outlook, and managerial in orientation. Regardless of the field you ultimately choose to pursue, this course should give you a strong grounding in the marketing discipline.

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 process which allows an organization to create and deliver value for customers – hopefully more value than competitors offer – and therefore provides the *engine for organic 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.

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

- 1) ...understand that “marketing” is the discipline that studies how organizations can achieve superior organic growth
- 2) ...explain and apply the marketing process (i.e., developing promising configurations of insights, strategies, and execution) that gears the organization for growth
- 3) ...analyze and apply the marketing mix instruments (i.e., key tools and concepts pertaining to product management, price management, communication management, and sales management)

COURSE DESIGN AND PHILOSOPHY:

To start with, it is important for you to understand marketing-specific terminology, concepts, & activities.

- The first step in accomplishing this will be for you to read the assigned chapters by the dates outlined in the schedule.
- In addition, our class discussions will reinforce key concepts.

Reading text chapters and attending class is, however, only the first step. To really understand this material, you must also learn to apply it. To accomplish this, we will also have:

- Assigned readings from “popular press” sources (e.g., *The Wall Street Journal*)
- Class discussions & activities
- Several assignments intended to give you an opportunity to apply what you have learned

READING MATERIALS

MKTG-12 (use a different edition only at your own risk)

Lamb, Hair, & McDaniel – Cengage [Note - extra online access/modules are **optional**]

(available at the UT Co-op or at online book retailers)

Course Articles

(available on Canvas)

Lecture Slides & Course Assignments

(available on Canvas)

EVALUATION & GRADING

Grades will follow plus/minus system with these cut-offs. A: 93-100, A-: 90-92.99, B+: 87-89.99, B: 83-86.99, B-: 80-82.99, C+: 77-79.99, C: 73-76.99, C-: 70-72.99, D+: 67-69.99, D: 63-66.99, D-: 60-62.99, F: 59.99 or lower. Decimals will be **not** be rounded up – an 89.7 average will earn a B+, not an A-.

<i>Mid-Term Exam</i>	25%	
<i>Final Exam</i>	25%	
<i>Marketing Plan Assignment 1</i>	15%	
<i>Marketing Plan Assignment 2</i>	15%	
<i>Class Participation</i>	20%	<i>every day, excluding exam days</i>
<hr/>		
<i>Total</i>	<i>100%</i>	

Exams

There will be two exams and, collectively, they account for up to 50% of your grade. The exams will only be given on the assigned exam dates during class time. Exams end promptly at the designated time on the course schedule regardless of when you begin, so be sure to begin on time, and no students will be allowed to begin their exam after the first student finishes. See exam details below.

Format: The exams will include multiple-choice and short answer/essay questions. Each exam will cover only the material from that portion of the syllabus. The material will be drawn from the textbook, assigned readings, and the lectures/discussions, including guest speakers, but **not** current event articles that we use as the foundation for discussion. All exams will be “open note” and “open book.”

Appeals: After taking an exam, you may submit an appeal on any question for which you believe there is some cause for review. Each appeal must be made by the end of the second class session following the posting of exam grades and must include the specific reason for the appeal, including the explanation for the reason why you believe the answer you provided is the best choice, along with documentation or a citation as backup for your exam response (e.g., passage from the textbook, lecture slide, etc.).

Marketing Plan Assignments

These assignments will give you some practice creating specific and important sections of a typical marketing plan for a current, real business venture. I will provide you with at least one choice for you to select from, but you are encouraged to select a topic that is of personal interest. You will be able to work independently or with one other student as a team on this project. For the first assignment, you will create a Situation Analysis, including an overall SWOT analysis along with an industry and customer analysis. For

the second assignment, you will describe the Market-Product Focus for the product, product line, or brand. Additional details on these assignments will follow separately.

Class Participation & Attendance

Each class session, you will receive a participation score from 0-3, based on the quality and quantity of your participation during that class. One point will be awarded for attending the class session. The second and third point will be awarded based on your quality of contribution that session. Answer questions, pose questions, participate in class exercises and provide insightful observations. Keep in mind that quality is an important component of this - simply giving one-word responses to questions I pose to the class will not automatically result in 1 point each. Periodic cold calls also count here.

Note that if you arrive more than 10 minutes late to a class session or leave more than 10 minutes early, you will not receive the one point for attendance. Additionally, if tardiness becomes a chronic problem (e.g., consistently showing up 3-5 minutes late for class), then I will consider more penalties because of the disruption.

At the end of the semester, the participation scores will be summed and then averaged across the entire class. If your total score is equal to or greater than the class average, then you will receive 20 points (or 20% of your total class grade). If your total score is below the class average, then you will receive between 0-20 points, based on the distribution of points across the class participation scores below the average.

Classroom Environment

My goal is to provide tools and create an environment for learning. I believe my responsibility as an instructor is to ensure that this class contributes to the overall return on your investment by providing a worthwhile set of tools and resources and doing my best to demonstrate how interesting and important this topic can be to you and the world-at-large.

Since you all learn in different ways, your responsibility is to take advantage of all the resources provided in all the ways that are best for you. I expect you to be very active in your learning, rather than sitting on the sidelines as a passive observer. I have created a fairly specific structure to this course but will maintain flexibility so that we can adapt to the needs and desires of those participating.

Throughout this course I am trying to encourage you to read the material from the resources provided, critically think about how they apply to a variety of marketing circumstances, make connections to concepts larger than marketing, and consider how you will make the world a better place through your work.

You are all bright people who learn in different ways. Because you all come from a variety of experiences and backgrounds, I am hoping that each of you will contribute greatly to the knowledge built in this class by sharing your thoughts. Come prepared to engage in the discussions, whether you actually speak out loud or not, by not just reading the required cases and chapters, but by also forming opinions and questions about the material presented. I will call upon you from time to time, but these will not be attempts to harass or embarrass you, I promise. I simply want to give everyone more experience in being prepared to speak on the spot about various topics.

TECHNOLOGY TOOLS

Canvas

One tool you may find particularly helpful to your group work is in Canvas. If you sign on to Canvas (canvas.utexas.edu) you will find a listing of your courses for this semester. If you click on our course, you will see a number of tools available for your use. The primary tools that you will find helpful in terms of groups will be the E-mail* feature (you can send e-mails to your group as a whole), and the Groups feature.

Just click on the Communication button. You will see links for E-Mail and for Groups. Your Groups pages will allow you to have, for your group members only, threaded discussions, a chat room, and a way to post documents that you can all see to review. All course materials that I reference during class will also be posted in the “Files” section of Canvas.

Note that the e-mail address that Canvas has for you is the address that you provided to UT when you registered. If you would like to double-check or change it, go to <https://utdirect.utexas.edu/utdirect/index.cgi>. Then click “My Addresses” on the bottom left side of the page. That will show you what UT has as your official e-mail address. That is the address that Canvas will use.

Note that Canvas provides a roster of all students in the class. Therefore, please read the University policy listed below.

Beginning Fall 2001, web-based, password-protected class sites will be available for all accredited courses taught at The University. Syllabi, handouts, assignments and other resources are types of information that may be available within these sites. Site activities could include exchanging e-mail, engaging in class discussions and chats, and exchanging files. In addition, class e-mail rosters will be a component of the sites. Students who do not want their names included in these electronic class rosters must restrict their directory information in the Office of the Registrar, Main Building, Room 1. For information on restricting directory information see:

<http://www.utexas.edu/student/registrar/catalogs/qi00-01/app/appc09.html>

Zoom

All class instruction will be online via Zoom. Other technology tools may be periodically used but you will be given instructions for those tools on a case-by-case basis.

Live Instruction/Presentations via Zoom: Class will be conducted during our normal meeting time. To join a class session, please go to the Zoom meeting link available on Canvas for the class date/time in question. Note that attendance will be taken as normal based on logging in, leaving video active and keeping the Zoom screen “in focus”. Please also note that since class attendance is mandatory, classes will **not** be recorded. If you miss a class, you are responsible for learning the material on your own or obtaining notes from one of your classmates.

Virtual Office Hours: To come to virtual office hours, just come to the appropriate Zoom meeting room (<https://utexas.zoom.us/j/3641517004>) during regular office hour times. Of course, as always, you can also text or e-mail me at any time with questions you might have.

Important Notifications

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://diversity.utexas.edu/disability/>.

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.

Policy on 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://my.mcombs.utexas.edu/BBA/Code-of-Ethics>. By teaching this course, I have agreed to observe all faculty responsibilities described there. By enrolling in this class, you have agreed to observe all student responsibilities described there. 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.

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 (or <https://operations.utexas.edu/units/csas/bcal.php>).
- Further information regarding emergency evacuation routes and emergency procedures can be found at: <http://www.utexas.edu/emergency>.

Course Schedule

<u>Date</u>	<u>Session</u>	<u>Topics</u>	<u>Readings</u>
6/8	1:30-2:30	Overview of Marketing	Chapter 1 "Fortnite Success Factors"
	2:40-3:40	Strategic Planning / Marketing Plans	Chapter 2 "The Inside Story of How the iPhone Crippled Blackberry"
	3:50-4:50	Marketing Environment	Chapter 4 "As Middle Class Shrinks, P&G Marketing Aims High"
6/10	1:30-2:30	Marketing Environment	Amazon Pillpack Articles (2)
	2:40-3:40	Marketing Environment	"Are we one Step Closer to Pilotless Commercial Jets?" "Summary of Homo Deus"
	3:50-4:50	Marketing Research / DSS	Chapter 9 "Tracking Technology Sheds Light on Shopper Habits" "How AI Will Reinvent Market Research"
6/15	1:30-2:30	Consumer Decision Making	Chapter 6 "BMW Seeks Idea Class"
	2:40-3:40	Business Marketing	Chapter 7 "The Most Destructive, Unpredictable Force in Tech" "Popular Selling Methodologies"
	3:50-4:50	<i>GUEST: B2B in a B2C World</i>	"Four M's of Influencer Marketing"
6/17	1:30-2:30	Metrics	"Marketing Performance Metrics"
	2:40-3:40	STP	Chapter 8 "How to Create Detailed Buyer Personas for Your Business" "Tesla's New Rival" "Lego Sets Its Sights on a Growing Market: Stressed- Out Adults"
	3:50-4:50	Product Development	Chapter 10 "Costco's Kirkland and Other Store Brands are Having a Moment"
6/22	1:30-2:30	Product Management	Chapter 11 "Brandless the Online Store that Sells Everything"
	2:40-3:40	Services / Non-Profits	Chapter 12 "Why Can't We Sell Charity Like We Sell Perfume?"
	3:45-5:00	MID-TERM EXAM MARKETING PLAN 1 DUE	Chapters 1, 2, 4, 6-12

6/24	1:30-2:30	Marketing Channels	Chapter 14 “Amazon is Opening a Supermarket with No Cashiers. Is Whole Foods Next?” “The Future of Retail”
	2:40-3:40	Supply Chain Management	Chapter 13 “Five Things to Know about Costco’s \$4.99 Rotisserie Chicken”
	3:50-4:50	Supply Chain Game	None.
6/29	1:30-2:30	Ethics / Sustainability	Chapter 3 “Adidas is Making a Recyclable Shoe”
	2:40-3:40	Promotion Strategy	Chapter 15 “These Brands Spend Nearly \$100 Billion on Ads. They want Facebook and Google to Raise their Game”
	3:50-4:50	Advertising	Chapters 16-18 “Businesses Using Pokemon Go Lures to Attract More Customers”
7/1	1:30-2:30	Public Relations / Personal Selling / Sales Promotions	Chapters 16-18 “Blue Bell Agrees to \$19 Million Fine Over Ice Cream Linked to 2015 Listeria Outbreak”
	2:40-3:40	<i>GUEST: Social Media</i>	Chapters 16-18
	3:50-4:50	Global Marketing	Chapter 5
7/6	1:30-2:30	Pricing	Chapter 19 “Now Prices Can Change Minute to Minute”
	2:40-3:40	Pricing	None.
	3:50-4:50	<i>GUEST: Pricing Exercise / Dynamic Pricing</i>	None.
7/8	1:30-2:45	FINAL EXAM MARKETING PLAN 2 DUE	Chapters 3,5, 13-19
	3:00-3:50	The Future of Marketing	“Next Generation Retail Technology: How IoT, AI, and 5G will Impact the Shopping Experience.”
	4:00-4:50	Conclusion / Pulling it Together	None. <i>Bonus Participation!</i>

The content for each date presented on the following schedule is subject to change. Students are responsible for monitoring announcements made in class and on Canvas for specific changes to the course schedule.