



The University of Texas at Austin

Texas McCombs Business Foundations

McCombs School of Business

Online

MKT 320F: Summer 2020, Unique Number 71975
Title: Foundations of Marketing
Instructor: Dr. Chandra Srivastava
Email: cnsrivastava@utexas.edu
Office Hours: Select Tuesdays from 6-7 pm CST (see Course Schedule) and by appointment

Please note: The Canvas website for this class is the main source for important course information including announcements, updates to the course schedule, assignments, etc.

- Please enable Canvas notifications so you will be aware of important announcements, discussions, and grade posts.
- Also, please use the Canvas messaging feature for communications relating to this course, as I check it daily and will respond promptly. Email sent from Gmail or Yahoo or other such accounts sometimes gets filtered out as spam.

Course Description: The primary objective of this course is to introduce you to the fundamental concepts, practices, and tools of marketing. As we will quickly learn in class, “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:

- Understand the role of the marketing in creating value and driving firm growth,
- Understand the key elements of strategy - Segmentation, Targeting and Positioning – so that you are able to craft an appropriate marketing strategy,
- Learn the “4P’s” (product, price, place and promotion) and how those elements can be combined to deliver value to customers,
- Become conversant in the language and concepts of marketing so you are able to confidently discuss marketing issues and communicate your ideas,
- Become familiar with recent developments and trends in the field of marketing such as social media.

Course Outcomes: Upon successful completion of this course, you will be able to:

- Explain the evolution of the marketing concept, including the historical context of changes in the concepts of marketing and the role that marketing currently plays in the interaction between business and society.
- Demonstrate an understanding of business strategy options within an organization and connect it to the development of marketing strategy.
- Apply the basic framework of the marketing process, including the situation analysis (3 Cs), market strategy development (STP), and marketing mix decisions (4 Ps), to key issues that marketers encounter in implementing marketing strategy.
- Demonstrate an understanding of the value, use, and implications of market research using common tools and methods as part of a critical analysis of a marketing situation.
- Evaluate marketing decisions and their potential business impacts using key marketing terminology, tools, and tactics.

Course Materials: Access to all course materials and assignments is via Canvas.

Via links in Canvas, you will need to purchase the textbook (ebook) and a supplementary reading (download PDF):

- **Textbook:** *MKT¹²: Principles of Marketing* by Lamb, Hair, & McDaniel (Cengage Learning). *Note: You do not need to access the textbook's additional online resources (MindTap) but may do so if you wish.*
- **Handout:** *Note on Marketing Arithmetic and Related Marketing Terms*, by Star, Heskett, and Levitt (Harvard Business Publishing).

Live Class Sessions : On select Tuesdays (see Course Schedule), I will hold an optional live class session (lasting approximately 60 minutes) online via Zoom starting at 6 pm CST. Because this class time may conflict with some students' schedules, attendance is not mandatory and the session will be recorded and uploaded to Canvas for future on-demand viewing by students who are unable to attend. *These class sessions will review additional content that will be covered in the exams but is not covered in the Canvas course units.*

Evaluation & Grading: Grades will follow the plus/minus system with these cut-offs. A: 93-100, A-: 90-92, B+: 87-89, B: 83-86, B-: 80-82, C+: 77-79, C: 73-76, C-: 70-72, D+: 67-69, D: 63-66, D-: 60-62, F: 59 or lower. Decimals will be **not** be rounded up – an 89.7 average will earn a B+, not an A-.

Your grade in the course will be a function of multiple assessments designed to encourage knowledge and application of key concepts:

Reading Checks	Throughout course	35%
Discussions	Throughout course	4%
Practice Activities	Throughout course	11%
Exam #1	Friday July 7	25%
Exam #2	Friday August 14	25%

Reading Checks (35% of final grade): Throughout the course, there are 22 brief reading check quizzes based on the unit readings and activities you complete. Each contains a few (2 to 6) multiple-choice or true and false questions. Start the quizzes after you have completed and thoroughly reviewed all of the unit content and are comfortable with the concepts. Although these quizzes are “open book,” you are highly encouraged to attempt them on your own as they serve as important practice for the exams.

Discussions (4% of final grade): During the course you will have the opportunity to express your thoughts and interact with other classmates using polls, discussion forums, and video activities. Students are encouraged to complete these assignments individually, and then to review other students’ responses.

Practice Activities (11% of final grade): Practice activities will help you understand and apply the content covered in each of the lessons within a unit. These activities come in several forms including multiple-choice questions and written responses. All 23 assignments are graded on a Complete/Incomplete basis, and the percentage complete will be the basis for this grade component.

Exams (50% of final grade): There will be two exams, each comprising 25% of your course grade. The first exam will cover Units 1, 2, 3, and 8 and the second exam will cover Units 4, 5, 6, 7, and 9. All exams will be “closed note” and “closed-book”. The exam should take approximately 1 hour to complete, but you will be given two hours. **Exams must be taken on the scheduled date.**

The exams will be taken online through Canvas and monitored via a proctoring service. It is **required** that you complete a test of the proctoring software before beginning the class, so you can contact technical support if needed (see the Getting Started module on Canvas). The normal time limit is one hour but two hours are allocated for those needing extra time (i.e. SSD accommodations).

- Computer set-up for remote proctoring of exams
 - High speed Internet (.7 mb download and .3 mb upload)
 - Web camera (built in or external) with microphone
 - Laptop or desktop (smartphone/tablet insufficient)
 - Government issued photo ID (UT student ID, driver’s license, passport, military ID)

Please make sure you follow these exam proctor policies:

- Make sure your phone or other digital device (including smart watch) is not on your person or out in the room where you are taking the exam (a desk drawer or backpack is a good storage place)
- Keep your eyes on the monitor/screen, don't stare to your right/left since that can generate an exam proctor violation
- No headphones, earphones, radio, or TV
- Do not leave the room or stand up from your chair during the exam
- Take the exam where you will not be disturbed - no other people can be in the room with you during the exam

- Work at a desk where the webcam can see your head and torso and the room behind you (avoid using a laptop while sitting on a bed or on the floor since the webcam can't see enough to verify the environment)

ProctorU is the remote proctoring service used to monitor exams. It is a live, online proctoring service that allows you to take your exam from the comfort of your home or office. The fee for ProctorU's services is included in your course materials fee. However, any on-demand scheduling fees will be the student's responsibility to pay. ProctorU is available 24/7, however there are two important rules to remember:

1. You will need to schedule your exam proctoring session at least **72 hours in advance** to avoid any on-demand scheduling fees.
2. The last available exam appointment will be at **9:00pm (CST) on the due date** – you will not be allowed to start the exam later than that.

ProctorU also provides free technical support to ensure you have the best testing situation possible. You can access the "How It Works" ProctorU manual on Canvas (see About This Course module). Support is also available at www.proctoru.com/testitout. On this page you will also be able to learn about what to expect during your proctoring session and ask any questions you may have about the proctoring process with a ProctorU representative. For additional technical services needed before your exam, you can click on the button that says "connect to a live person." Test Taker Walk Through Video url: <https://vimeo.com/107066503>

Late Assignments Policy: Assignments are due at designated times as outlined on the course schedule. Unfortunately, assessments submitted after the due date and time will not be counted. Given that there are no extensions and no makeup assignments, please leave sufficient time to complete the prerequisite activities and the corresponding assessments. It is a good idea to work at least a day or two ahead of these deadlines to anticipate unforeseen emergencies and technical difficulties.

Extra Credit Opportunities: You can earn one extra credit point in the course by participating in a research study through the Marketing Department Subject Pool. You will receive this credit for any extra credit opportunities offered via the Marketing Department Subject Pool website at:

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

You should receive an email with your login information by June 10th. If you have any questions, please email Larissa Garcia, the Behavioral Lab Coordinator, at larissa.garcia@mcombs.utexas.edu.

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 before July 3rd, so plan ahead.

Instructor Bio: I grew up in Austin, TX and earned my BA degrees in Economics and History from the University of Texas at Austin. After college, I worked for five years at Hill+Knowlton Strategies conducting market research for a wide a variety of clients all over the world from Fortune 50 firms to

local non-profits. A majority of my consulting work focused on corporate crisis management, stakeholder management, messaging, and long-term corporate reputation management.

I went back to UT and earned my Ph.D. in Marketing at the McCombs School of Business. As a researcher, I like to investigate questions related to marketing strategy and leadership. Specifically, my most recent work investigates the influence of female representation in the C-suite on the marketing strategy and customer orientation as well as factors that impact leadership decision-making during social media crises.

I keep busy outside of class with consulting engagements, including acting as marketing counsel to some early stage start-ups. In my spare time, I like to ride horses, bike, cook (which is more attempted than succeeded), travel, do yoga, and read (especially Harry Potter).

Course Schedule

The schedule below highlights key dates for exams, optional class sessions, and office hours. Following this schedule will ensure you complete the course on time. Please feel free to move through the course more quickly than these deadlines, but you must complete the assignments by the required due dates to receive credit.

Day	Date	Important Dates	Modules Due
Tuesday	June 9	Live Class Session: Kick Off at 6 pm	
Wednesday	June 10		Complete About this Course and Getting Started by 11:55 pm
Friday	June 12		Complete Unit 1: Overview of the Marketing Concept by 11:55 pm
Tuesday	June 16	Office Hours from 6-7 pm	
Friday	June 19		Complete Unit 2: Marketing Environment and Buyer Behavior by 11:55 pm
Tuesday	June 23	Live Class Session: Global Marketing at 6 pm	
Friday	June 26		Complete Unit 3: Building Marketing Strategy Through STP by 11:55 pm
Tuesday	June 30	Live Class Session: Review for Exam #1	
Friday	July 3		Complete “Unit 8: Qualitative and Quantitative Marketing Research” by 11:55 pm
Tuesday	July 7	Exam #1	
Sunday	July 12		Complete “Unit 4: Developing and Managing Products and Services” by 11:55 pm
Tuesday	July 14	Office Hours	
Friday	July 17		Complete “Unit 5: Developing and Managing the Value Chain” by 11:55 pm
Tuesday	July 21	Live Class Session: B2B marketing and Personal Selling	

Friday	July 24		Complete “ Unit 6: Managing Integrated Marketing Communications” by 11:55 pm
Tuesday	July 28	Office Hours	
Friday	July 31		Complete “ Unit 7: Developing and Managing Pricing Decisions” by 11:55 pm
Tuesday	August 4	Live Class Session: Digital and Social Media	
Friday	August 7		Complete “ Unit 9: Marketing Past, Present and Future” by 11:55 pm
Tuesday	August 11	Live Class Session: Review for Exam #2	
Friday	August 14	Exam #2	

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/>.

Diversity and Inclusion

It is my intent that students from all diverse backgrounds and perspectives be well served by this course, that students’ learning needs be addressed and that the diversity that students bring to this class can be comfortably expressed and be viewed as a resource, strength and benefit to all students. Please come to me at any time with any concerns.

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 Conduct and Academic

Integrity website at <http://deanofstudents.utexas.edu/conduct/> to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

Academic Integrity

Students of the University of Texas and this course may not share or distribute materials that could be an advantage to another current or future student, and the university has no tolerance for acts of scholastic dishonesty. More on UT's policy of Academic Dishonesty and Cheating here: <http://deanofstudents.utexas.edu/conduct/facultyresources.php>