

## **MKT 337 COURSE SCHEDULE PRINCIPLES OF MARKETING**

### **FALL 2023**

TTH 12:30 PM to 02:00 PM

UNIQUE NO. 06380

GSB5.142A

In-person Class

- Instructor: Professor Herbert A. Miller, Jr. (he/him)
- Office Hours: TBD
- Web Page: Canvas. Class messages will be posted on Canvas as well as your grade.  
Be sure to link your email address to Canvas so you promptly receive important messages.
- Email: [Herb.Miller@mccombs.utexas.edu](mailto:Herb.Miller@mccombs.utexas.edu)  
**Please write MKT 337 in the subject line of your e-mails.**
- LinkedIn: Learn more about my professional background [via my LinkedIn](#). I will not accept any invitations from current students.
- TA: Hannah Qin (she/her)
- Office Hours: By appointment
- Email: [zzqin@utexas.edu](mailto:zzqin@utexas.edu)  
**Please write MKT 337 in the subject line of your e-mails.**
- FYI:** **No Professor or TA office hours will be held until the 4<sup>th</sup> class day.  
If you need to speak with Prof. Miller before then, please contact him via email.**

### **REQUIRED TEXT**

This class will study *Essentials of Marketing*, 17th Edition by William Perreault, Joseph Cannon, and E. Jerome McCarthy. You may use either the hardcover (ISBN 9781260260373) or paperback (ISBN 9781260570915) versions.

Supplementary in-class lecture material from external sources will also be presented. Course engagement, including with the interactive toolkit offered to you, is key to your success in this course.

### **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 drives 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 OBJECTIVES

This course is designed to introduce business students to the principles of marketing as they relate to the whole business enterprise. This course will be focusing on the understanding and application of key marketing concepts. Memorization of the material in the text will not be sufficient. Attendance in lectures and the participation in discussions during class will cement the concepts, allow you to apply them to real business problems, and prepare you for the exams.

I will provide insight into the way in which customer wants and needs are transformed into a firm’s strategies and tactics. This course will consist of class lectures, textbook, speakers, films, articles, and cases all designed to give you a comprehensive understanding of marketing.

1. To provide you with knowledge of the history of marketing activities and the evolution of the modern marketing system.
2. To heighten your awareness of the interaction between business and society as it relates to marketing activities.
3. To expand your understanding of the marketing system and basic marketing vocabulary.
4. To develop your understanding of basic marketing activities and ways that marketing relates to other business activities.
5. To sharpen your analysis of business strategy and tactics from a marketing person’s perspective.
6. To provide you with a framework for developing marketing strategy and a working understanding of tools and tactics useful in implementing marketing strategy.

## NATURE OF THE COURSE

I will personalize the class with outside information, guest speakers, films, and personal business experiences. In addition to this material, the course will include discussions of articles on “current events” related to marketing. You will be responsible for all speakers, films, and personal business examples covered in each class.

Several guest lecturers may be invited to class. They have special marketing expertise that will enrich the course content. There may be questions on examinations or quizzes from material that is presented by the guest lecturers.

As much as possible I will try to involve you in all the course material by asking for your opinions and comments on topics as they are covered in class. Please feel free to ask questions in class in order to enhance your learning and understanding of marketing concepts. As we cover different aspects of marketing, you will probably notice examples of marketing in the world around you.

**I encourage you to keep up with current events in business and marketing by regularly reading the popular business press, such as *Business Week*, *Financial Times*, *USA Today* (money section), *Fortune*, *Forbes*, and *The Wall Street Journal*.**

*Business Week*, *USA Today*, and *Forbes* are free to access the majority of content. *Fortune* is behind a paywall. University of Texas students can access *The Wall Street Journal* online and *Financial Times* online for free (though the *Financial Times* articles are delayed 30 days for students) by following the link below:

<https://guides.lib.utexas.edu/market/CNews>

We will cover a great deal of information throughout the semester. In addition, each new topic in the course builds on previously covered material. It is essential that you remain current in your assignments, reading the appropriate text chapters **prior** to the class in which the relevant material will be covered. This will both enhance your understanding of the lecture material and enable you to comment and contribute in class.

The class lecture will consist of PPT slides covering material in the textbook, PPT slides from outside sources, videos, articles, guest speakers, personal marketing experiences, and current examples of marketing practices. You will be responsible for all material covered in class, including PPT slides not included in the Canvas postings.

I would like to learn more about each of you personally. Please, feel free to take the time to “visit” me or your TA during virtual office hours.

**COVID Caveats:** Students are **strongly encouraged** to wear a mask during class and while indoors. Students are also **strongly encouraged** to get vaccinated if they can. Vaccinations are available for free on campus. More information can be found [here](#). To help keep everyone at UT and in our community safe, it is critical that students report COVID-19 symptoms and testing, regardless of test results, to [University Health Services](#). Please see this [link](#) to understand what needs to be reported. In addition, to help understand what to do if a fellow student in the class (or the instructor or TA) tests positive for COVID, see this [University Health Services link](#). We strongly suggest you keep up with the University’s COVID-19 updates on [its home page](#).

## CLASS POLICIES AND EXPECTATIONS

Class sessions will include lecture, discussion, test, and other activities. The class sessions will be based on content from the textbook, assigned readings, guest speakers, and videos. The keys to having a successful experience in this class include:

1. Commit yourself to learn the concepts presented in this class. Don’t simply memorize

vocabulary words.

2. Be present at every class. At least  $\frac{1}{4}$  of the questions on all exams will be based on lectures, other in-class activities, and the ensuing discussions that take place in class.
3. Stay current with Canvas. Look at Canvas announcements for weekly updates, import class notices, and grades. It is your responsibility to check Canvas regularly.
4. Take notes during class on all material, including the videos and speakers.
5. Please turn off your cell phone ringtone during class.
6. Participate in class discussion and ask questions, particularly with guest lecturers.
7. The material in this class builds on itself. Do not get behind. Read assigned chapters and articles prior to the class in which they will be discussed. This will provide you with an overview of the concepts and vocabulary so that our class lecture discussion will be much more meaningful.
8. Observe the marketing principles we discuss in class you journey through your daily life:
  - Read articles in the business press (e.g. Wall Street Journal, Business Week, etc.) and think about the marketing implications for you, other consumers, the organizations, the industry, the economy, and society.
  - Think about the reasons why you buy a certain brand of clothes, beverages, or cars.
  - Consider why products you buy are priced the way they are.
  - Observe how many forms of advertising you encounter every day.
  - Consider how diverse consumers can be and the effect this has on marketing strategy.
  - Reverse engineer the marketing efforts you are exposed to and understanding how these efforts utilize (or don't utilize) the marketing principles we discuss in this class.
9. Conduct yourselves professionally. This includes "arriving" to class on time, turning off your cell phones, listening quietly during lecture unless you have a question, refraining from personal conversations during class, remaining focused on the material presented instead of distractions, and being respectful of your classmates, guest speakers, the TA and your instructor.

In general, students are expected to conduct themselves in accordance with the University of Texas Code of Conduct and the Honor Code. You can review the Code of Conduct and the Honor Code [here](#).

Students who engage in unprofessional conduct or conduct against the University of Texas Code of Conduct may be subject to disciplinary action, including but not limited to temporary removal from the classroom setting.

10. I have no tolerance for acts of academic dishonesty. Such acts damage the reputation of the University of Texas and the degree and demean the honest efforts of the majority of students. The minimum penalty for act of academic dishonesty will be a zero for that assignment or exam.

## **GRADING**

Your grade in the course will be determined on the basis of three examinations. Each exam will include 40 multiple-choice questions counting 2.5 points each. The questions will cover all the material covered in the **TEXTBOOK (TEXT AND GRAPHS), CLASS LECTURES, CLASS SPEAKERS, FILMS, ARTICLES AND CASES DISCUSSED IN CLASS**. **You are responsible for everything covered in the previously stated areas.** There will be no curves given on the exams; however, if questions are judged to be worthy of consideration an adjustment may be given, to ensure fairness.

**All exams will be available for review for ONLY one week following the posted grades. After the one-week period, the exams are no longer available for review.  
(Because of the size of the class, we cannot extend this beyond the stated time frame).**

Final grades will be assigned based on your semester average as follows:

Semester Average	Grade	Grade Points
93-100	A	4.00
90-92.99	A-	3.67
87-89.99	B+	3.33
83-86.99	B	3.00
80-82.99	B-	2.67
77-79.99	C+	2.33
73-76.99	C	2.00
70-72.99	C-	1.67
67-69.99	D+	1.33
63-66.99	D	1.00
60-62.99	D-	0.67
59 or less	F	0.00

Decimals will not be rounded up. (e.g. 89.7 average will be considered a “B+”, not an “A-”). **THIS CLASS IS NOT PASS/FAIL. YOUR GRADES WILL BE RECORDED.**

**VERY IMPORTANT!!!!...In calculating your final course grade, you must use the below stated “grading formula/percentages” – NOT CANVAS!!! CANVAS IS ‘NOT’ AN ACCURATE WAY TO DETERMINE YOUR OVERALL COURSE GRADE, ONLY THE BELOW STATED GRADING FORMULA/ PERCENTAGES IS CORRECT.** If you have any questions, please contact me or your class TA.

**To be fair to all students, grade changes or additional extra credit opportunities will not be considered. There will be no exceptions. No arguments about +s or -s because this would remove the benefits of the +/- system, which was introduced to insure a more accurate**

**grading system. The way to get the grade that you want is by EARNING it *during* the semester.**

## **CLASS EXAMS, ASSIGNMENTS, & PROJECTS**

### **Examinations (60% of Final Grade)**

There will be three exams, each comprising 20% of your course grade. The exams will be multiple-choice. Exams will cover assigned chapters in the textbook, other assigned readings, lectures, class exercises, class discussions, videos, and guest speakers. You are responsible for everything covered in the previously stated areas. The emphasis on these exams will be on the application of concepts. Understanding of text material and knowledge of definitions are expected since they may be test material.

**The exams will be conducted in person in the classroom. And attendance will be taken during the exam. Anyone who takes the exam outside the classroom will NOT get credit for the exams.** I will refer any suspected violations of academic dishonesty to the Office of the Dean of Students for investigation. An ‘F’ in the course will be the recommended penalty in most cases of exam cheating or other scholastic dishonesty.

Each exam will ONLY be provided during the regular class period on the dates specified above at the start of our regular class time of 8:00 AM. Please consult the calendar and establish that the exam dates/times will not conflict with your schedule during the first day of class. **You must take the exam on the date and time indicated above and in the class calendar.**

No alternative test dates or times will be provided except as required for those students presenting a letter of accommodation from the Dean of Students SSD office, students observing religious holy days, and students dealing with health emergencies. **No make-up dates are offered for students who miss an exam.** Remember that if you miss an exam, you will be given a zero.

### **Team Marketing Research Project (20% of Final Grade)**

The purpose of the Team Project is to create a marketing strategy for a business. Outstanding projects demonstrate application of principles of personal selling techniques learned throughout the course, and focus on a forward-looking marketing plan, not an analysis of the company’s existing marketing plan. Points will be deducted for missing any of the “required” components outlined in the project description.

Each student will be assigned to a team and a due date at the beginning of the semester. That team is responsible for a 10 to 12-page double-spaced with 1’ margins, Times New Roman, (not including exhibits or references) marketing strategy plan. Papers may be analyzed for plagiarism through software such as Turnitin. A handout with specific guidelines will be posted later in the semester. The team will also have to present the content of the plan in a 10-minute presentation, followed by 5 minutes of Q&A. Exceeding this limit will result in a **lowered class presentation grade.**

Your paper will represent 70% of your project grade and the presentation will be 30% of your project grade.

Each team member is expected to pull his or her weight. Freeloaders will not be tolerated. Any reported lack of commitment or contribution to the team effort will be reflected anywhere from a lowered individual grade up to complete removal from the team. You will evaluate your team members' participation periodically throughout the semester.

**Quizzes (5% of Final Grade)**

You will take two unannounced quizzes during class, each consisting of ten true-false questions on Canvas covering the assigned reading for the day. We will provide the code to access the timed quiz during class. We recommend taking the quiz on your phone or laptop as we will only have a limited number of paper copies available. Each quiz is worth 2.5% of your Final Grade.

**Article Summaries (10% of Final Grade)**

Students will be asked to write and turn in two thoughtful article summaries on articles provided to them via Canvas. These articles will be discussed in class as a part of the subject being lectured on that day. Article summaries should be between 1.5-2 pages double-spaced in Times New Roman font size 12 with 1" margins.

Articles, the write up deadlines, and information on how to write an article summary will be posted to Canvas. The write ups will be due by the start of class (8:00 am) on the day it is due. Please submit via Canvas. Late article summaries may be unaccepted.

**Class Attendance and Participation (5% of Final Grade)**

Students are expected to attend class on a regular basis and on time. Attendance will be taken periodically through formats such as the quizzes, sign-in sheets, and others. Class participation opportunities will occur throughout the semester, including discussion about current events, articles summaries, and Q&A sessions with guest speakers.

Participation in class means insights that you share during class, that serve to add value to the ongoing discussion. Quality is preferred over quantity as you will not be graded on "air time". The quality of your participation will be gauged by perceived preparation, participation in discussions, ability to answer posed questions and your ability to connect the material being discussed with course readings from your text or from cases. Your comments should be designed to raise the overall understanding of the course material for the entire class.

Due to the size of the class, your participation grade will be based on a combination of in-class verbal participation and online participation. Your grade will be based on the quality of your participation during class. There are two ways to participate in class - either contribute verbally during class discussion or contribute to the Canvas discussion boards. This will give you the opportunity to participate in the discussion even if you are unable to participate during class time. An "A" student ideally meaningfully participates in either of the two ways about once a week.

**Religious Holy Days & Health Emergencies:** If you must miss a class, a work assignment, or a project in order to observe a religious holiday, please email me by the 4<sup>th</sup> class day so that

alternative arrangements can be made. I will give you an opportunity to complete the missed work within a reasonable time after the absence.

Students with special circumstances (non-ADA) that require you to miss class, including for COVID-19 symptoms, should complete the [absence notification request form](#) with Student Emergency Services.

**Personal Branding Project (Extra Credit Opportunity)**

You will have the opportunity to develop a personal branding project in order to better market yourself and distinguish yourself (from the competition). Strong branding strategies have shown to outperform less recognized ones by 73%. Building a solid personal brand makes you more visible to recruiters during campus interviews and leaves a lasting impression.

You have **two options** for your personal branding project. Further instructions, templates, and samples will be provided on Canvas. You may select **one** of the following projects:

1. Personal Branding Brochure. You will create an informative personal branding brochure with good organization. Examples are available in the Canvas files.
2. Personal website. You will create a personal website using your choice of free website building software.

**2 points will be added to your “lowest exam grade” for completing one of these options.**

**Marketing Department Research Studies (Extra Credit Opportunity)**

You will have an opportunity to earn extra credit by participating in research studies run by the Marketing Department. Paige Abbott, the Behavioral Research Lab Coordinator, will reach out to you in the first few weeks of the semester to set up your research hub login information.

Please contact Paige at [paige.abbott@mccombs.utexas.edu](mailto:paige.abbott@mccombs.utexas.edu) if you are having trouble getting your login information.

**2 points per completed study will be added to your “lowest exam grade” for a possible total of 4 points.**

## **CLASS GRADE CALCULATION**

Exam #1	20%	Chapters 1-6 & Lecture/Speakers/Videos/Articles/Other Class Content
Exam #2	20%	Chapters 7-12 & Lecture/Speakers/Videos/Articles/Other Class Content
Exam #3	20%	Chapters 13-15, 17-18 & Lecture/Speakers/Videos/Articles/Other Class Content
Class Attendance & Participation	5%	Based on class attendance and active participation.
Article Summaries	10%	Two 2-page article summaries
Quizzes	5%	Two unannounced quizzes
Team Project	20%	10 to 12-page Team Project and Presentation

<b>NO EXCEPTIONS FOR LATE PAPERS</b>		
Personal Branding Project(s)		Demonstration of marketing by building personal brand. <b>2 points</b> will be added to your “lowest exam grade” for the project you chose out of the <b>2 options</b> and completed.
Two MKT DEPT Research Studies		<b>2 points</b> will be added to your “lowest exam grade” for <b>each</b> extra credit study you complete, for a possible <b>total of 4 points</b> .

## MEETING YOUR GRADE GOALS

First, review this syllabus and the course requirements carefully. There are many opportunities provided to help you succeed in this course. However, you must take advantage of them throughout the semester. Please note that grades are based on your inputs, not your effort, nor your improvement. I expect each of you to have the time management skills to evaluate course requirements, complete them on time, and accept the consequences of your choices.

Please see the instructor or TA for guidance early in the semester if you are not meeting your grade goals. Your TA will not provide notes for missed classes! A buddy system where a fellow student can take notes for you and you for them due to an absence is a smart idea.

It is always disappointing to hear from students at the end of the semester who did not take advantage of the available resources during the semester and are a point away from a higher grade. Do not be the one of them! All choices – even ‘right’ ones – have consequences, so skipping class/studying less to meet other legitimate life needs will not excuse you from receiving the grade you earn in this class. The instructor will not discuss or consider any grade changes at the end of the semester (regardless of special circumstances, improvement, good intentions, needs, desires, etc.) so please put your effort into this class throughout the semester and accept the consequences of your choices.

## STUDENTS WITH DISABILITIES

Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 471-6259. Your letter should be brought to the attention of the TA at the beginning of the semester to arrange accommodations. This must be submitted within two weeks of the start of the semester.

**TA:** Your TA should be contacted on all grade, review, test, speaker, article, textbook, and absence issues, etc. Feel free to copy me on all email correspondence. Your TA will NOT provide notes for missed classes! Students who use TA office hours regularly to ask questions about course material or simply to ask directions regarding study methods tend to do better in class.

## ACADEMIC DISHONESTY

The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The Marketing 337 class will operate in full compliance with the Policy Statement on Scholastic Dishonesty for the College of Business Administration, which is described in detail [here](#). By

enrolling in this class, you have agreed to observe all student responsibilities described in that document. If the application of that Policy Statement to this class and 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. You should refer to the [General Information Catalog](#) to access the official University Policies and procedures on scholastic dishonesty.

All assignments in this course may be processed by TurnItIn, a tool that compares submitted material to an archived database of published work to check for potential plagiarism. Other methods may also be used to determine if a paper is the student's original work. Regardless of the results of any TurnItIn submission, the faculty member will make the final determination as to whether or not a paper has been plagiarized.

## FINAL THOUGHTS

Please take advantage of the opportunities in this course. I am here to help you learn as much as possible about marketing strategies and concepts. Please keep in mind that this is a dynamic course that incorporates the growth and changes in the field of marketing. Marketing requires you to integrate, to be imaginative, and to be decisive in situations with limited information. Develop a mindset that allows you to think as a way of life. Remember, you will be able to use the skills and knowledge you have learned in this class in whatever path you take in your career. At the same time, I will give you valuable insight into the real world that will benefit you as you pursue a career in an increasingly global marketplace.

Foremost, this course should be very enjoyable. **You will get out of this class what YOU put into it.** If you will commit yourself to preparation, apply yourself to the tasks at hand, and then open yourself up to learn and succeed. I think you will find this one of the most enjoyable practical courses you will take in your college career. **It will DEFINITELY help you get Ahead in Life.**

*All aspects of the delivery of this course, including the class lecture, are the intellectual property of the professor. Any unauthorized reproduction, transmission, transcription or duplication of any aspect of the delivery of this course is strictly prohibited.*

## MKT 337 COURSE SCHEDULE FALL 2022

T	Aug 22	Introduction to Principles of Marketing Marketing Value to Customers	Introduction Chapter 1
TH	Aug 24	Marketing Value to Customers	Chapter 1
T	Aug 29	Marketing Strategy Planning	Chapter 2
TH	Sept 03	Guest Speaker	
T	Sept 05	Evaluating Opportunities (Team Project Explanation & Guidelines)	Chapter 3

TH	Sept 07	Marketing Strategy Segmentation & Positioning	Chapter 4
T	Sept 12	Consumer Behavior	Chapter 5
TH	Sept 14	Business Customers and Buying Behavior	Chapter 6
T	Sept 19	<b>Exam 1 (Chapters 1-6)</b>	
TH	Sept 21	Marketing Information (Team Project Checkpoint #1 Due)	Chapter 7
T	Sept 26	Guest Speaker	
TH	Sept 28	Product Planning <b>[Article Summary 1 Due]</b>	Chapter 8
T	Oct 03	Product Management & New Product Development	Chapter 9
TH	Oct 05	Place & Development of Channel Systems	Chapter 10
T	Oct 10	Distribution & Logistics <b>(Team Project Checkpoint #2 Due)</b>	Chapter 11
TH	Oct 12	Guest Speaker	
T	Oct 17	Retailing and Wholesaling Strategies	Chapter 12
TH	Oct 19	<b>Exam 2 (Chapters 7-12)</b>	
T	Oct 24	Integrated Marketing Communications	Chapter 13
TH	Oct 26	Guest Speaker <b>[Article Summary 2 Due]</b>	
T	Oct 31	Personal Selling & Sales Management <b>(Team Project Checkpoint #3 Due)</b>	Chapter 14
TH	Nov 02	Advertising & Sales Promotion	Chapter 15
T	Nov 07	Price Objectives & Price Setting <b>(Team Project Checkpoint #4 Due)</b>	Chapter 17 & 18
TH	Nov 09	Personal Branding & Ethical Marketing	Lecture
T	Nov 14	<b>Exam 3 (Chapters 13-15, 17 &amp; 18, Personal Branding/Ethical Marketing)</b>	
TH	Nov 16	TEAM PRESENTATIONS (Team Project Paper Due)	Team 1, 2, 3 & 4
T	Nov 21	THANKSGIVING BREAK	
TH	Nov 23	THANKSGIVING BREAK	
T	Nov 28	TEAM PRESENTATIONS	Team 5, 6, 7 & 8
TH	Nov 30	TEAM PRESENTATIONS (Personal Branding Projects Due)	Team 9, 10, 11 & 12