



## FOUNDATIONS OF MARKETING—Web based

-----Subject to change based on university or instructor circumstances-----

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Term, Unique:	Summer 2023, MKT W320F, Unique 72020
Format:	Online Asynchronous
Instructor:	Dr. Chandra Srivastava ( <i>she, her, hers</i> )
Email:	Please use Canvas email to communicate
Office Hours:	Email and by appointment.

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**Communication notes:** Please contact Prof. Srivastava by **using the Canvas email capability** so your email does not get filtered as out as spam. Also, please **enable Canvas notifications** so you will be aware of important announcements and updates.

**Course Description:** This course will introduce basic concepts and terminology in marketing: the process of developing marketing strategy; the role, design, and management of marketing activities within the firm; external influences that affect the development of marketing strategy; and basic analytical tools appropriate to marketing decision-making.

**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 (5 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 Access:** via Canvas

**Textbook:** Marketing Core Curriculum Readings. Harvard Business Press. This will be a set of digital readings accessed through Canvas. Various articles will also be embedded throughout the course.

**Academic Rigor and Workload:** The McCombs School is committed to rigorous classes. There will be a *substantial workload* in many of the weeks during the semester. This course will require significant reading, participation, assignment completion, learning of new concepts and critical thinking processes.



**Grade Weighting:** The course grade is based on the following types of assessments designed to encourage knowledge and application of key concepts.

Practice Activities (quizzes)	10%
Reading Checks (quizzes)	20%
Discussions	10%
Exam 1	20%
Exam 2	20%
Exam 3	20%
Extra Credit (max 2 points on final average)	

**Final Grading Scale:**

From	To	Grade	GPA
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
0	59.99	F	0.00

**Live Sessions:** On select Wednesdays throughout the summer (see Course Schedule), I will hold live sessions and exam reviews online via Zoom (time TBD) that will last approximately 45 minutes. Because the chosen time may conflict with some students' schedules, attendance is not mandatory and the live class sessions and exam reviews will be recorded and uploaded to Canvas for future on-demand viewing by students who are unable to attend. The live class sessions will review additional content that will be covered in the exams but is not covered in the Canvas course units so please make sure you make time to watch them before the next exam. You are not required to watch the live exam reviews. Please note that you are also always welcome to schedule an office hours appointment with me for any questions you may have or any topics you want to discuss in more depth.

**Practice Activities:** 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 interactive activities within the HBP Core Curriculum readings, multiple-choice questions, and other written responses. All 27 practice



activities are graded on a Complete/Incomplete basis, and the percentage complete will be the basis for this grade component.

**Reading Checks:** Throughout the course, there are 31 brief reading checks. These are non-cumulative quizzes based on the unit readings and activities you complete. These reading checks contain a few 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 on your own as important practice for the exams. Each student’s lowest 2 quiz grades will be dropped, and the average of the remaining quizzes will be the basis for this grade component.

**Discussions:** During the course you will have the opportunity to express your thoughts and interact with other classmates using structured discussion forums. Each of the 7 discussion assignments will be reviewed and assigned 1, 2, or 3 points credit:

- 3 points for outstanding level of completion
- 2 points for good level of completion
- 1 point for incomplete or poor level of completion
- 0 points for missing assignments

**Exams:** There will be four exams available (three non-cumulative exams and one cumulative final exam) and only the three highest grades will be counted. The exams will be primarily composed of multiple-choice questions and are “closed note” and “closed-book”. The exams are designed to have a one-hour normal time limit for each exam, but two hours are allocated for those needing extra time (SSD accommodations). **Exams must be taken on the scheduled date** and will be taken online through Canvas and monitored via Proctorio. If you are unable to take an exam on the scheduled date, you will receive a 0 for that exam; however, the lowest grade of the four exams will be dropped, meaning you can miss one exam without incurring a grade penalty in this course. You are also welcome to take all four exams, and the lowest grade will be dropped.

**Late Assignments and Responsibility of Turning in Work Properly:** Assignments are due at designated times as outlined on the course schedule. Assignments submitted after the due date and time will receive 50% credit, if submitted within 24 hours of the due date and time. Assignments submitted more than 24 hours after the original deadline will not receive any credit. Please leave sufficient time to complete the required activities and the corresponding assessments to avoid being penalized for unplanned issues, unforeseen emergencies, and technical difficulties. To maintain fairness to all students in the course, there are NO extensions and NO make-up assignments.

**Extra Credit Research Opportunities:** You can earn up to two extra credit points on your final grade in the course by participating in research studies through the Marketing Department Subject Pool. You can earn one point for each study you participate in. For instance, to earn two points, you must participate in two different studies. Please note, if you participate in more than two studies than, you will not earn any additional credit beyond two points. You can find all extra credit opportunities for this course at the Marketing Department Subject Pool website at: <http://mcombs.sona-systems.com>. You can expect to receive your login information for SONA by the 3rd class day (June 4th). If June 4th has passed, and you have not received your login information, you can email the lab coordinator (see below).



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 August 5th, so plan ahead. All extra credit opportunities for this course will be held ONLINE. Below are instructions on how to access these online studies:

Login with your username (EID) and password. Click "VIEW AVAILABLE STUDIES." Then click the session you would like to complete. You will be taken to a page with the study description, and you will be prompted to sign up. Only after you sign up for the session will you be given access. You will see an orange button that says "Complete Survey Now."

If you have left the SONA website since signing up, please follow these instructions: Click the session you signed up for. You will be taken to a page with the study description. Below the description, you will see an orange button that says "View Study Website." Click this button, and you will be redirected straight to the study website.

**Questions regarding extra credit?** Email Paige Abbot, the Subject Pool Coordinator, at [paige.abbott@mcombs.utexas.edu](mailto:paige.abbott@mcombs.utexas.edu). **Please note that I will not have any information about your participation until after the last day of classes.**

**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 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, marketing research, 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 customer orientation as well as factors that impact leadership decision-making during social media crises.

I am currently on an academic leave of absence to serve as the CMO of Calque Inc., a fintech startup. 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 Outline and Deadlines:** The schedule below highlights key dates for assignments, exams, and live classes. 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. It is a good idea to work at least a day or two ahead of these deadlines to anticipate unforeseen emergencies.



Day	Date	Important Dates	Modules Due
M	June 5	Live Class: Kick-Off Class	<b>Course Syllabus, Pre-Class Activities, Using Proctorio and Getting Started Modules</b> at 11:59 PM
F	June 9		<b>Unit 1:</b> Overview of the Marketing Concept at 11:59 PM
W	June 14	Live Class: Bringing Marketing Research to Life	
F	June 16		<b>Unit 2:</b> Understanding the Marketing Environment and Marketing Intelligence at 11:59 PM
W	June 21	Live Class: Exam Review	
Th	June 22		<b>Unit 3:</b> Understanding the Customer--Consumer Behavior & B2B Marketing at 11:59PM
<b>F</b>	<b>June 23</b>	<b>Exam #1: Units 1-3</b>	<i>The exam must be taken on this day.</i>
F	June 30		<b>Unit 4:</b> Building a Marketing Strategy Through Segmentation & Targeting at 11:59PM
W	July 5	Live Class: Personal Selling & Sales Mngmt. w/ Guest (TBD)	
F	July 7		<b>Unit 5:</b> Building a Marketing Strategy Through Positioning, Differentiation, and Branding at 11:59PM
F	July 14		<b>Unit 6:</b> Building the Marketing Program, Part 1: Developing and Managing Products and Services at 11:59PM
W	July 19	Live Class: Exam Review	
Th	July 20		<b>Unit 7:</b> Building the Marketing Program, Part 2: Developing and Managing the Value Chain at 11:59PM
<b>F</b>	<b>July 21</b>	<b>Exam #2: Units 4-7</b>	<i>The exam must be taken on this day.</i>
F	July 28		<b>Unit 8:</b> Building the Marketing Program, Part 3: Managing Integrated Marketing Communications & Digital Marketing at 11:59PM
W	Aug. 2	Live Class: Social Media & Crisis Management	
F	Aug. 4		<b>Unit 9:</b> Building the Marketing Program, Part 4: Developing and Managing Pricing Decisions at 11:59PM.
W	Aug. 9	Live Class: Exam Review	
TH	Aug. 10		<b>Unit 10:</b> Special Topics--Global Marketing & Entrepreneurial Marketing at 11:59PM
<b>F</b>	<b>Aug. 11</b>	<b>Exam #3: Units 8-10</b>	<i>The exam must be taken on this day.</i>
<b>TBD</b>	<b>TBD</b>	<b>Cumulative Final Exam</b>	<i>The university will release the final exam schedule on August 1<sup>st</sup> and I will send out a Canvas announcement. The exam will either be held on Sat. Aug.12 or Mon. Aug. 14.</i>

Notes: The schedule is subject to change based on university and instructor circumstances.



### Important Notifications

Proctorio is a secure monitoring platform that integrates with Canvas and **ONLY** works within the Chrome web browser. Please read the information here: <https://wikis.utexas.edu/display/MSBTech/Exams>

- Make sure you're using the **Chrome browser** on a desktop or laptop computer. Tablet and phone support is not available.
- Make sure your computer is plugged into a power outlet and not running on battery.
- **Proctorio Chrome Extension** settings (you can turn these off after you complete the quiz or exam)
- Click the Proctorio extension (shield icon) and select "Manage Extensions" .
- Scroll down and make sure the option "Allow this extension to read and change all your data on websites you visit" is set to "**On all sites**". NOTE: You can always turn off this setting later after the exam.
- Check to be sure the "Allow in incognito" setting is enabled (the slider should be blue).
- You may need to refresh the page or reload the test for these settings to take effect.
- If checking/modifying the settings does not work, remove and reinstall the extension. Note: the Proctorio extension often reloads with the "Allow in incognito" setting disabled, so walk through the steps above again after reinstalling.
- As a best practice, it helps to reboot your computer before you take a quiz or exam that uses Proctorio.

These tips can reduce issues with Proctorio's camera check of your webcam and mic that runs at the start. Before starting the quiz:

- Only open Chrome, close all other programs.
- Make sure you're in a room that is quiet with good lighting with no glare.
- Make sure your face is close enough to your camera and not too far away.
- If you are wearing glasses you may need to remove them during the camera check that runs at the start.

If the webcam or microphone fail when Proctorio tests your hardware, it is likely an issue with your computer or browser so:

- First, try the links they provide to troubleshoot your issues.
- If that doesn't help, use the Live Chat feature to talk to someone at Proctorio to resolve your issue. Do not ignore this option because Proctorio Support is experienced in resolving issues
- Mac users may need to change permissions to allow third-party apps to control microphone and webcam.
- If you get an alert that your computer is lacking RAM and could crash, still attempt to take the quiz or exam. RAM memory is a regular issue.
- If you have an extension for another proctoring service, besides Proctorio, you need to disable it.
- To contact Proctorio for more assistance, use the live chat option from the extension, or go to <https://proctorio.com/support>
- ***Your instructors and TAs are NOT equipped to provide technical support.***

**Statement on Learning Success:** Your success in this class is important to me. We will all need accommodations because we all learn differently. If there are aspects of this course that prevent you from learning or exclude you, please let me know as soon as possible. Together we'll develop strategies to meet both your needs and the requirements of the course. I also encourage you to reach out to the student resources available through UT.



**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.

#### **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/>

**Code of Ethics:** 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 <https://my.mcombs.utexas.edu/bba/about-us/code-of-ethics/>. 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.

**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: <https://deanofstudents.utexas.edu/conduct/>.

**Class Recording Privacy:** Class recordings are reserved only for the use of members of this class (students, TAs, and the instructor) and only for educational purposes. Recordings should not be shared outside the class or posted in any form. Violation of this restriction could lead to Student Misconduct proceedings. For more information, please see [FAQs on Student Confidentiality \(FERPA\) Issues Associated with Recordings](#).

**Sharing of Course Materials is Prohibited:** No materials used in this class, including, but not limited to, lecture hand-outs, videos, assessments (quizzes, exams, papers, projects, homework assignments), in-class materials, review sheets, and additional problem sets, may be shared online or with anyone outside of the class without explicit, written permission of the instructor. Unauthorized sharing of materials promotes cheating. It is a violation of the University's Student Honor Code and an act of academic dishonesty. The University is well aware of the sites used for sharing materials, and any materials found on such sites that are associated with a specific student, or any suspected unauthorized sharing of materials, will be reported to [Student Conduct and Academic Integrity](#) in the [Office of the Dean of Students](#). These reports can result in sanctions, including failure of the course.





**Title IX Reporting:** Title IX is a federal law that protects against sex and gender-based discrimination, sexual harassment, sexual assault, sexual misconduct, dating/domestic violence and stalking at federally funded educational institutions. UT Austin is committed to fostering a learning and working environment free from discrimination in all its forms. When sexual misconduct occurs in our community, the university can:

1. Intervene to prevent harmful behavior from continuing or escalating.
2. Provide support and remedies to students and employees who have experienced harm or have become involved in a Title IX investigation.
3. Investigate and discipline violations of the university's [relevant policies](#).

Beginning January 1, 2020, Texas Senate Bill 212 requires all employees of Texas universities, including faculty, report any information to the Title IX Office regarding sexual harassment, sexual assault, dating violence and stalking that is disclosed to them. Texas law requires that all employees who witness or receive any information of this type (including, but not limited to, writing assignments, class discussions, or one-on-one conversations) must be reported. **I am a Responsible Employee and must report any Title IX related incidents** that are disclosed in writing, discussion, or one-on-one. Before talking with me, or with any faculty or staff member about a Title IX related incident, be sure to ask whether they are a responsible employee. If you would like to speak with someone who can provide support or remedies without making an official report to the university, please email [advocate@austin.utexas.edu](mailto:advocate@austin.utexas.edu). For more information about reporting options and resources, visit <http://www.titleix.utexas.edu/>, contact the Title IX Office via email at [titleix@austin.utexas.edu](mailto:titleix@austin.utexas.edu), or call 512-471-0419.

Although graduate teaching and research assistants are not subject to Texas Senate Bill 212, they are still mandatory reporters under Federal Title IX laws and are required to report a wide range of behaviors we refer to as sexual misconduct, including the types of sexual misconduct covered under Texas Senate Bill 212. The Title IX office has developed supportive ways to respond to a survivor and compiled campus resources to support survivors.