

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

**FIRST SUMMER SESSION 2023  
MTWTH 12:00 – 1:45 PM  
UNIQUE NO. 72025**

Instructor: Professor Herbert A. Miller, Jr.  
Office Hours: Monday following class  
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@mcombs.utexas.edu](mailto:Herb.Miller@mcombs.utexas.edu)  
**Please state the name of the course you are in, i.e. MKT 337, and the class time in the subject line of your e-mails.**

TA: Mahdi Niknejad  
Office Hours: To be announced following each exam  
Telephone:  
Email: [mahdi.niknejad@mcombs.utexas.edu](mailto:mahdi.niknejad@mcombs.utexas.edu)  
**FYI: No TA office hours will be held until the 4<sup>th</sup> class day.  
Prof. Miller will NOT begin official office hours 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**

*Essentials of Marketing*, 17th Edition by William Perreault, Joseph Cannon, and E. Jerome McCarthy (ISBN: 9781260570915)

Supplementary in-class lecture material from external sources will also be presented. Attending class 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**

The course will be taught in-person. 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.

## **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 ring tone and remain on mute unless you have a question.
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, remaining on mute 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 at the link provided:

<https://deanofstudents.utexas.edu/conduct/standardsconduct.php>

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. 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	A-	3.67
87-89	B+	3.33
83-86	B	3.00
80-82	B-	2.67
77-79	C+	2.33
73-76	C	2.00
70-72	C-	1.67
67-69	D+	1.33
63-66	D	1.00
60-62	D-	0.67
59 or less	F	0.00

Decimals will not be rounded up. (e.g. 89.7 average will be considered an “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 (90% of Final Grade)

There will be three exams, each comprising 30% of your course grade. The exams will include both multiple-choice and short answer questions. 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.

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 12:00 PM. 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.

Exam grades will be posted on Canvas as soon as possible after the exam. The TA will provide an opportunity for you to review your exam, find out exactly which questions you missed and to discuss any of the questions on the exam for one week following the date of the exam during posted office hours only. After reviewing your exam, you may submit a written appeal on any question for which you believe there is some cause for review. Appeals must be submitted by the announced deadline, generally within 1 week after the grades are posted. No grade discussions of any kind (other than to correct data entry or calculation errors) will occur at the end of the semester.

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

Students will be asked to write and turn in two 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 no more than 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 on the day it is due. Please submit via Canvas. Late article summaries are unacceptable and will receive a zero if not turned in by 1:00 PM on the day it is due. There Will Not Be Any Exceptions!

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

See detailed description in [this section](#).

## CLASS GRADE CALCULATION

Exam #1	30%	Chapters 1-6
Exam #2	30%	Chapters 7-11
Exam #3	30%	Chapters 12-14-15, 17-18
Article Summaries	10%	Two 2-page article summaries
Two MKT DEPT Research Studies		2 points will be added to your “lowest exam grade” for each extra credit study you complete, for a possible total of 4 points. For example, if you have an 80% score on your lowest exam and you do two marketing department studies, you will receive 84% for that exam and if you do one, you will receive 82%. Points are not added to your raw score; only to your percentage score.

## 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 advantages 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.

## EXTRA CREDIT MARKETING DEPT RESEARCH STUDIES

You can earn extra credit points 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 studies than what your professor has allowed, you will not earn any additional credit.**

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 6th). If June 6th has passed, and you have not received your login information, you can email the lab coordinator (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 July 1st, 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 Abbott, the Behavioral Lab Coordinator, at [paige.abbott@mcombs.utexas.edu](mailto:paige.abbott@mcombs.utexas.edu)

## **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. 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**

Marketing 337 will operate in full compliance with the Policy Statement on Scholastic Dishonesty for the College of Business Administration, which is described in detail at <http://bevo2.bus.utexas.edu/udean/students/handbook/dishonest.html>. 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 Student Judicial Services Web site at <http://www.utexas.edu/depts/dos/sis/> or the General Information Catalog to access the official University Policies and procedures 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 Policy Statement on Scholastic Dishonesty for the McCombs School of Business. By teaching this course, I have agreed to observe all of the faculty responsibilities described in the document. By enrolling in this class, you have agreed to observe all of the 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.

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 thinking 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 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 FIRST SUMMER SESSION 2023

Th	June 1	Introduction to Principles of Marketing Marketing Value to Customers	Chapter 1
M	June 5	Marketing Strategy Planning	Chapter 2
T	June 6	Evaluating Opportunities	Chapter 3
W	June 7	Marketing Strategy Segmentation & Positioning	Chapter 4
Th	June 8	Consumer Behavior/Business Customers & Buying Behavior	Chapter 5/6
M	June 12	Article Summary Due/MKT Dept Study	
T	June 13	<b>Exam #1: Chapter 1-6</b>	
W	June 14	Marketing Information	Chapter 7
Th	June 15	Product Planning	Chapter 8
M	June 19	Product Management and New Product Development	Chapter 9
T	June 20	Place and Development of Channel Systems	Chapter 10
W	June 21	Distribution, Customer Service, and Logistics	Chapter 11
Th	June 22	Article Summary Due/MKT Dept Study	
M	June 26	<b>Exam#2: Chapters 7-11</b>	
T	June 27	Retailers, Wholesalers, and Their Strategy Planning	Chapter 12
W	June 28	Personal Selling and Customer Service	Chapter 14
Th	June 29	Advertising and Sales Promotion	Chapter 15
M	July 3	Pricing Objectives/ Price Setting	Chapter 17/18
T	July 4	Holiday/ No Class	
W	July 5	<b>Exam #3: Chapters 12-14-15, 17-18</b>	
Th	July 6	<b>No Class (Office Hours)</b>	

Exam #1	30%	Chapters 1-6
Exam #2	30%	Chapters 7-11
Exam #3	30%	Chapters 12-14-15, 17-18