

Marketing: Value for Customer

(BA 317)

WINTER 2023 Syllabus

Woocheol Kim

Department of Marketing, University of Oregon

Summary

When: Mon & Wed 14:00-15:50

Where: Lillis 262

Who: Woocheol Kim

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Office hour: Mon & Wed 16:00-17:00, 291 Anstett

Course Description

A company must continually innovate to remain relevant in today's dynamic and competitive environment, and its products need to be strategically managed to create sustainable growth. This course is devoted to the study of marketing and marketing systems involved with the task of creating value, pricing, distributing and promoting products and services in this ever-changing environment. Key concepts we will study to address these issues include growth strategies, market analysis, target customer identification, and development of the marketing mix to deliver superior customer value.

Marketing: Creating Value for Customers (BA 317) introduces to non-marketing majors the core tenet of modern marketing: the marketing concept. The primary objective is to give students the skills and knowledge they need to begin to function in a marketing capacity. This course will emphasize the topics of marketing research, consumer behavior, market segmentation, targeting, positioning, the 4P's (product & services, price, place, and promotion), and strategic marketing analytics. The marketing experience is a roller-coaster ride full of ups and downs, and for those who pursue jobs in marketing in the future, it is a lot of fun.

Course Structure

This class will consist of a variety of lectures, in-class activities, textbook readings, one essay, two exams, and a group project intended to give you experience in proactively applying marketing concepts. Because quality learning (beyond rote memorization) generally occurs through (1) exposure, (2) critical thinking, and (3) application of material, the class is structured to give you opportunities to learn and apply the material. In addition, for a quarter long, you will be working as a team in in-class activities and the final project. To set your expectations, as a four-credit course, you are expected to spend approximately an average of 4 classroom hours and 8 hours of out-of-class hours each week on this course.

Textbook and Readings

Grewal, D., & Levy, M. (2022). *Marketing* (8th ed.). New York, NY: McGraw Hill Education

By Dhruv Grewal and Michael Levy

Print ISBN: 9781260717433, 1260717437

eText ISBN: 9781264155842, 1264155840

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It is available for purchase from the [University of Oregon bookstore](#). You will also need access to the [McGraw Hill Connect website](#), in order to complete the SmartBook readings and assignments. The first link will direct you to the Duck Store where you can purchase both the eTextbook and Connect license as a bundle. Once you receive the Connect license code, please use the second link to input the code and get connected to the McGraw Hill Connect course website. After having done so, your Canvas page and the McGraw Hill Connect should be linked together so that you can access everything on Canvas.

Grade Composition

Assessment	Point
SmartBook Textbook Readings w/ Assignments	16
Getting to Know You Post	2
Case Writing	5
In-class Activities	10
Midterm	20
Final Group Project	20
Final Exam	20
Marketing Research Requirement	2
Attendance	5
Total	100
Extra Points	2

SmartBook Textbook Readings with Assignments (16 points)

You are assigned chapter readings that you are required to do before class starts, and to help you in your preparations and understanding of the material, we are using McGraw-Hill's Connect SmartBook to assist in your readings. You are required to complete and submit each of the assigned SmartBook readings and questions **by the due dates at 11:59pm** in order to receive points for that reading assignment. If you get a question wrong, you are able to try again (and again if needed) without any penalty. No points will be earned if you submit your assignments after the due date/time.

Attendance (5 points)

You will have 5 points if you miss no more than 4 classes. 0.5 points will be deducted from the fifth absence. For instance, 6 absences lead to 4 points in attendance. I will count attendance as part of the grade from Week 2. Since this course is delivered in-person, class attendance is a very important part of the academic process and should be considered a responsibility. If you think you had an inevitable reason to miss the class (e.g., religious observance, university-sponsored activities, accessible education), please submit documentation of University of Oregon approved reason of hardship.

Case Writing (5 points)

You will first read a 6-page article from the Harvard Business Review on the topic of marketing channels. It features a real firm and the decisions it faces in promoting its service and protecting the bottom line. You will then analyze, evaluate, interpret, synthesize information and ideas, and answer questions. Write a 1-page essay (single-spaced) about the article. This case writing will be **due at the end of Week 9 (March 10th)**.

In-class Activities (10 points)

You will work as group to solve problems after listening to my lecture. These activities allow you to tackle problems during class with your team members and me on hand to discuss challenges. I encourage you to extrapolate beyond the information you receive in class and to stimulate creative and original thinking by looking at your knowledge from a new perspective. You will earn full credits, as long as you as group submit answers on Canvas.

Marketing Research Requirement (2 points)

DUE DATE: Must be completed by 8pm PST on Friday of Week 9 March 10, 2023. Studies will be available starting Week 4, Monday January 30, 2023. No late work will be accepted.

As one of the requirements for this course, students will experience the research process firsthand in one of the two ways listed below. To fulfill this requirement, students must complete one of the following two options (i.e., do either Option 1 OR Option 2, not both):

Option 1: Participate in 1 credit of research studies (suggested)

Option 2: Complete two academic paper summaries

We encourage students to participate in research studies rather than paper summaries, because we believe the studies provide interesting insight into how marketing research is gathered and used. However, you will also receive credit if you choose another option.

Read the MRR Guidelines BA317 under Files on Canvas for more information for further instructions. If you have any questions, email the Subject Pool Coordinator at lcb-subjectpool@uoregon.edu.

Midterm (20 points)

February 8, 14:00-15:50 pm (during regular class hour, submit through Canvas)

T/F and multiple-choice questions taken from content covered in lectures. It is an open book test. The midterm will cover content from Week 1-5. The midterm will be open book and open notes. Every student must be present in classroom to take the midterm. Taking the midterm in elsewhere results in 0. There will not be a makeup exam, but I will shift weight of the missed midterm to the final with 20% off your final score. For example, if a student who misses the midterm gets 18 in the final, his final score is 18 but midterm score is 14.4 (18×0.8).

Final Project (20 points)

The entire course revolves around developing a marketing plan. The marketing plan is a semester long project, divided into several parts. Each group (5-6 students) will create a 10-minute group presentation of your marketing plan which you will deliver during class. You should be able to clearly and shortly communicate how you address each stage of the marketing plan process, rationalizing your different choices and try to persuade the class why your marketing plan is the most attractive one to choose. You will be given a grade based on your class presentation. This will also be a competition between the presenting groups on any given day for 1 extra credit point. The winners of each group will be determined by the votes of the class through poll.

If you miss your original presentation date without a justified reason according to the university's policies, your group will present without you, and you will not be given an opportunity to present and will receive a 0 on the assignment. In the business world you will often work in groups or teams. Not always will you have the opportunity to choose your entire or even part of the group. You will need to work together, make decisions together and execute this task together.

Warning: Coming in late while some else is presenting is highly unprofessional, it's disturbing and disrespectful. I will hold you accountable if you come in late while groups are presenting, and this will reflect in your grade.

Final exam (20 points)

March 22, 14:45-16:45 pm (submit through Canvas)

Everything would be the same as the midterm except that you will not have a chance to make up for the final if you miss it. The final will be **comprehensive** in that knowledge of all the material is required, but the main emphasis will be on the material from the second half of the course. Every student must be present in classroom to take the final.

Grade Standards

Letter Grade	Raw Score %	Letter Grade	Raw Score %
A	93-100	C+	77-79
A-	90-92	C	73-76
B+	87-89	C-	70-72
B	83-86	D	66-69
B-	80-82	F	< 65

Your overall grade will be determined by your performance on all assignments and final letter grades typically uses the traditional grading scale, and there is no need to do any final curve. I do, however, retain the right to amend this scale for the student's benefit.

Learning Objectives

By the end of the course, you will be able to:

1. Gain a working knowledge of marketing terms and concepts.
2. Solve problems strategically and analytically from the standpoint of marketing managers.
3. Understand the role of marketing in the context of the company and society.
4. Develop a managerial viewpoint in marketing decision making.

Expectations of Students

1. I encourage you to contact me with via email about any issues you have about the course (absences, emergencies, need clarifications about the material, schedule meetings, etc.). Emails should be professional, polite and to the point. Also, state your full name and the course you are enrolled in (BA 317).
2. If you require special accommodations according to university policy, please see me privately as soon as possible with the appropriate documentation or have the relevant office contact me directly.
3. Class participation is essential since the right answers in your future “world” are in your head, not mine.
4. **Late assignments** will not be accepted without documentation of University of Oregon approved reason of hardship.
5. You are treated as adults, and you are expected to conduct yourself in a professional manner. I have no interest dealing with behavioral issues. Should you be disturbing me, or other students and you are expected to communicate and work together on group assignments. This will reflect in your professionalism grade.
6. The final week is scheduled by the Registrar’s office, and you must take it at that time. Please review this schedule prior to making travel plans.

Course Schedule

** Topics and readings are subject to change.*

† Course slides are created by Xaringan with R, adopting the format by Assistant Professor of Economics, Ed Rubin at the University of Oregon.

Week	Date (module)	Topic	Assignments & Deliverables
1	Jan 9 (1.1)	<i>Syllabus Day & Introduction (TMAY)</i>	
	Jan 11 (1.2)	<i>Overview of Marketing</i>	Ch1. & Getting to Know You Due 1/14 (Sat) 11:59pm
2	Jan 16	No class, Martin Luther King Jr. Day	
	Jan 18 (2.1)	<i>Marketing Strategies and Planning</i>	Ch2. Due Wed 11:59pm
3	Jan 23 (3.1)	<i>Marketing Environment</i>	Ch5. Due Mon 11:59pm
	Jan 25 (3.2)	<i>Consumer Behavior</i>	Ch6. Due Wed 11:59pm
4	Jan 30 (4.1)	<i>Segmentation, Targeting, & Positioning</i>	Ch9. Due Mon 11:59pm
	Feb 1 (4.2)	<i>Guest Speaker, Company Recruiter (TBD), Marketing Research</i>	Ch10. Due Wed 11:59pm
5	Feb 6 (5.1)	<i>Product 1</i>	Ch11. Due Mon 11:59pm
	Feb 8 (5.2)	MIDTERM	
6	Feb 13 (6.1)	<i>Product 2</i>	Ch12. Due Mon 11:59pm
	Feb 15 (6.2)	<i>Services</i>	Ch13. Due Wed 11:59pm
7	Feb 20 (7.1)	<i>Pricing 1</i>	Ch14. Due Mon 11:59pm
	Feb 22 (7.2)	<i>Guest Speaker from Kernutt Stokes</i> Amy Delaney , Director of Marketing	
8	Feb 27 (8.1)	<i>Pricing 2</i>	Ch15. Due Mon 11:59pm
	Mar 1 (8.2)	<i>Place</i>	Ch16. Due Wed 11:59pm
9	Mar 6 (9.1)	<i>Promotions 1</i>	Ch17. Due Mon 11:59pm
	Mar 8 (9.2)	<i>Promotions 2</i>	Ch18. Due Wed 11:59pm Case Writing Fri 11:59pm
10	Mar 13 (10.1)	FINAL PRESENTATIONS	Presentation ppt file Due Mon (Mar 13) 2:00pm
	Mar 15 (10.2)	FINAL PRESENTATIONS	Peer Evaluations Due Fri (Mar 17) 11:59pm
Finals Week	Mar 22 (14:45)	FINAL EXAM	

Access and Accommodations

The University of Oregon and I are dedicated to fostering inclusive learning environments for all students and welcomes students with disabilities into all of the University's educational programs. The Accessible Education Center (AEC) assists students with disabilities in reducing campus-wide and classroom-related barriers. If you have or think you have a disability (<https://aec.uoregon.edu/content/what-disability>) and experience academic barriers, please contact the AEC to discuss appropriate accommodations or support. Visit 360 Oregon Hall

or aec.uoregon.edu for more information. You can contact AEC at 541-346-1155 or via email at uaec@uoregon.edu.

Academic Disruption

In the event of a campus emergency that disrupts academic activities, course requirements, deadlines, and grading percentages are subject to change. Information about changes in this course will be communicated as soon as possible by email, and on Canvas. If we are not able to meet face-to-face, students should immediately log onto Canvas and read any announcements and/or access alternative assignments. Students are also expected to continue coursework as outlined in this syllabus or other instructions on Canvas. In the event that the instructor of this course has to quarantine, this course may be taught online during that time.

Academic Conduct

The [University Student Conduct Code](#) defines academic misconduct. Students are prohibited from committing or attempting to commit any act that constitutes academic misconduct. By way of example, students should not give or receive (or attempt to give or receive) unauthorized help on assignments or examinations without express permission from the instructor. Students should properly acknowledge and document all sources of information (e.g. quotations, paraphrases, ideas) and use only the sources and resources authorized by the instructor. If there is any question about whether an act constitutes academic misconduct, it is the students' obligation to clarify the question with the instructor before committing or attempting to commit the act.

Title IX

If you or someone you know (student, faculty, or staff) has experienced gender discrimination, sexual harassment, or sexual violence, the university can offer assistance, support, and resources. Please see [the How to Report page](#).