**Marketing 337**

**Principles of Marketing**

**SPRING 2023**

\*\* Please note that this syllabus is subject to change. Changes will be announced in class and via email. \*\*

Class: MKT 337 (UNIQUE NO.)

Time: MW 11:00 – 12:15 PM

Location: UTC 3.104

Instructor: Tushmit Hasan

E-mail: [Tushmit.Hasan@mccombs.utexas.edu](mailto:Tushmit.Hasan@mccombs.utexas.edu)

\* Please include “MKT 337:” in the subject line of any emails

\* You can also email me through Canvas

\* Please note that I may not be checking email in the evenings, as such, I may be unable to respond to any “last minute” emails

Office: CBA 3.332X

Office Hours: M 2:00-3:00, W 5:00-6:00, or by appointment

**TEXTBOOK AND REQUIRED READING**

* Textbook: The Growth Gears (2016) by Art Saxby and Pete Hayes, Publisher: Advantage, Charleston, South Carolina (ISBN = 978-1-59932-589-7) (available on Amazon)
* Additional Notes: Additional notes on topics being covered (especially topics outside the text book) will be posted on Canvas
* Articles and Videos: Articles and videos for class discussions shall be available on Canvas

**OVERVIEW AND COURSE OBJECTIVES**

This course is designed to introduce students to the concept of Marketing. Marketing is often thought of as the process of creating advertising and promotional materials to appeal to consumers, but this course will encourage you to think of it as an integral part of business strategy – a logical linear set of steps (Insight → Strategy → Execution: the Growth Gears) that work together holistically to deliver growth and repeatable performance.

This course is designed to give you a perspective on marketing, and familiarize you with the various components of marketing strategy and the challenges faced by marketing professionals. For students majoring in Marketing, this course is intended to provide you with a foundation on which to build subsequent Marketing courses and work experience. For students majoring in other disciplines, this course is intended to deliver marketing concepts and tools that will be useful to you in any career you pursue. However, note that the course is designed with non-marketing students in mind with a non-quantitative focus. If you would prefer a more marketing-focused or quantitative-focused class, feel free to come talk to me about other sections of these course that are also offered.

Over the course of this semester you will:

* Understand the role of the marketing function in driving growth
* Understand how to collect insight about your customer, competitors, and company
* Understand the key elements of strategy - Segmentation, Targeting, and Positioning
* Learn how to write a positioning statement
* Learn the “4P’s” (product, price, place, and promotion) and how those elements come together to deliver value to the end consumer
* How to execute and evaluate promotion programs and sales initiatives

**CLASS FORMAT AND POLICIES**

Class sessions will include lectures, guest speakers, and class discussion of assigned readings from the textbook, additional notes, and business press and academic articles, videos, and in-class quizzes and exercises. 2-3 of our class sessions will be dedicated to your marketing plan presentations and two more will be dedicated to exams.

The in-class quizzes will be given on Canvas on random days, so **please bring a device with access to Canvas (laptops, smart phones, tablets, etc.) every class period**. However, I expect you to **use these devices only when required (e.g. during the quizzes)**, and you must put them away during lectures and discussions.

I ask that you conduct yourselves professionally. This includes arriving to class on time; putting away your computers, cell phones, tablets, etc. during lectures and discussion; refraining from personal conversations during class and generally being respectful to your classmates and your instructor. If you must miss a class, you are still responsible for everything covered in that class. It is your responsibility to contact a classmate for missed notes, announcements, etc.

**GRADING**

Your grade will be based on the following:

Exam I: 20%

Exam II: 20%

Class Participation: 15%

In-Class Contribution (10%)

Discussion Leader Contribution (5%)

In-Class Quizzes: 10%

In-Class Team Exercises: 10%

Marketing Plan Group Project: 25%

Part I – Situation Analysis (8%)

Part II – Marketing Strategy (8%)

Presentation/Discussion (4%)

Peer Evaluation (5%)

**Total:**  **100%**

Extra-Credit Opportunities Up to 2% (details below)

I will assign grades using the +/- scale, and the cutoffs for the grades is as follows: A = 94-100, A- = 90-93, B+ = 87-89, B = 84-86, B- = 80-83, C+ = 77-79, C = 74-76, C- = 70-73, D+ = 67-69, D = 64-66, D- = 60-63, and F = 0-60.

**The final course grading scale will not be subject to change**. There will be no extra credit work outside of the opportunities available via the Marketing Department Subject pool (described below).

***Exams (40%)***

The exams will cover assigned chapters, assigned business press and academic articles, class discussions, and guest speakers. The exams will take place during regular class time on the dates specified in the Class Schedule. The exams will consist of multiple choice questions only.

* Exam I will cover material from the first two Gears of the textbook (Insight and Strategy) and related topics covered in class prior to Exam I.
* Exam II will be cumulative, but with heavier emphasis on the third Gear (Execution) and related topics covered in class following Exam I.

*Make-Up Exam Policy*

If you miss one of the exams, you may take a make-up final exam. The make-up final will be cumulative regardless of which exam you missed. If you miss both exams, you will be allowed to make up Exam II only.

*Exam Viewing and Appeal Policy*

If you wish to view your exam after it has been graded, you may do so at office hours or make an appointment with me. However, the exams will be available for viewing for up to 2 weeks after the grades are posted.

***Class Participation (15%)***

Your class participation will consist of 2 portions: in-class contribution and discussion leader contribution.

*In-Class Contribution (10%)*

In-Class Contribution will be recorded for every day there is a lecture or a guest lecture starting from the 2nd day of class. You will record your contribution to class on the back of the name-card that will be handed to you at the beginning of every class. Please write down the comment you made, the question you answered, or the question you asked, so that we have a record of your contribution. I will use this as a guide to award your final in-class contribution grade.

Please note that **class contribution points can also be subtracted for behavior that detracts from an optimal learning environment**, such as using your phone or laptop during lectures and discussions, coming late to class, and unprofessional classroom behavior.

*Discussion Leader Contribution*

Each student will be assigned to be discussion leader for the articles assigned for one of the classes. On days during which we will discuss articles, I will ask the discussion leaders to come prepared with questions relating to the topic under discussion to ask to the rest of the class. Discussion leader assignments will occur at the latest one week prior to the article being covered in class and will be announced in class. There may be 2-5 discussion leaders on a particular day depending on how many articles we are covering. **If you have to be absent on the day you are assigned as discussion leader, please let me know as soon as you are assigned so I can reassign you. If you are not able to be reassigned on time, I cannot guarantee you will get another opportunity.** I will grade your contribution as a discussion leader out of 5 points.

***In-Class Quizzes (10%)***

Quizzes will be given via Canvas on random days over the course of the semester. The quiz can take place at any point of the class **including right at the beginning of class, so don’t be late**. The quizzes will consist of multiple choice questions. The multiple choice questions will be worth 1 point each. These quizzes will typically cover material recently discussed in class, but may require you to recall key concepts from earlier on. These quizzes are designed to reinforce key concepts from class and also to give you a feel for what the exam questions will be like. Since you will be taking the quiz on Canvas**, make sure to bring a device with access to Canvas to every class**. You can expect somewhere between 11-14 quizzes. I may consider dropping your lowest quiz grade, but this is TBD. **Make-up quizzes will not be offered**.

***In-Class Team Exercises (10%)***

Some class sessions will include an in-class team exercise based on a reading or class discussion typically during the last ~20 minutes of class time (but could be at any point). I may provide you a sheet of paper with a prompt for the exercise or I may ask you to type up your answers and email them to me, so bringing your laptop to class is encouraged.

Students will work in teams of 4-5 to complete these assignments, and each team will submit a single assignment for all team members. Each member will receive the same grade. I encourage you to work in different groups for each of these exercises. The purpose of team exercises is to give you the opportunity to learn how to work with different people. If students do not make sufficient effort to work in different teams, I may start assigning teams. Students not in class or otherwise not contributing to an assignment will receive a zero for that assignment.

The grading scheme for Team Exercises will be as follows:

|  |  |
| --- | --- |
| * Well-written assignment that is the best that could be imagined for McCombs BBA students | 10 points |
| * Well-written assignment that exceeds minimum requirement of correct | 9 points |
| * Well-written assignment which fully meet the minimum requirement of being correct | 8 points |
| * Assignments which are not well-written and/or do not fully meet minimum requirement of being correct | 1-7 points |
| * Not present or no contribution to the exercise | 0 points |

You can expect somewhere between 6-8 of these team exercises. I may consider dropping your lowest exercise grade, but this is TBD. **Make-up exercises will not be offered**.

***Marketing Plan Group Project (20%)***

You will form **groups of four or five** to work on the marketing plan group project. You will need to form groups and let me know who is in your group early on in the semester. I may reassign members in order to ensure a more balanced group distribution. Groups must be finalized by XX February by 11:59 pm.

You must propose a marketing plan scenario submit a short proposal by XX February by 11:59 pm.

This assignment will give you relevant practice creating a marketing plan for a real business of your interest. There will be 2 parts to your Marketing Plan:

* Part I – Situational Analysis: What are the business objectives of the company? What insights does the company need to collect? Who are the target customers? Who are the main competitors? What are the company’s strengths, weaknesses, opportunities, and threats? DUE DATE: 5th April by 11:59 pm. We will have an in-class discussion of each of your marketing plans following submission of Part I, during which I will ask each group questions about your marketing plan.
* Part II – Marketing Strategy: What is the company’s strategy (segmentation, targeting, positioning)? What are the company’s marketing objectives and what is the plan to execute them? DUE DATE: 5th May by 11:59 pm. You will present your entire marketing plan to the class in the class periods immediately after the due date.

Both parts of your marketing plan should be submitted as a presentation (but in PDF format). You will turn them in on Canvas by the due dates. I will send you detailed guidelines about what I should be in your slides for each portion of the assignment. **There may be a penalty for not following instructions**.

*Marketing Plan Presentation*

The day following the submission of the plan, you will present the marketing plan to the class. You will be informed about the length of your presentation depending on how many teams there are. Both the students from other groups and I will ask questions about your marketing plan and this will constitute a portion of your marketing plan grade. **So, I encourage each member of the group to either present or be an active participant in answering questions.**

*Marketing Plan Peer Evaluation*

To prevent free riding on the group project, each member of the group will assess every team members’ (including one’s own) contributions to the project. This will constitute a portion of your marketing plan grade. Peer evaluation instructions will be provided to you toward the end of the semester.

*Late Submissions for Marketing Plans*

If you are not able to submit your marketing plan presentations by the deadline, then you will not be permitted to present the following day and those supposed to be presenting will receive no credit for presentation. If you submit your presentation late, 2 points will be deducted for each day by which the submission is late.

***Appealing a Grade***

If you believe there is a grading error which is cause for review, you may make an appeal. All appeals must be submitted to me via email **no later than 2 weeks after the grade is posted on Canvas or otherwise communicated to you**. Your appeal must include a typed, detailed, fact-based explanation of why you think the grade is in error. Note that an appeal is not an opportunity to provide new information or explain an answer, but instead to correct a grading error on the answer submitted. **Also note that your grade may be increased or decreased as a result of the appeal.** Also note that appeals for team exercises must be agreed to by all team members (and the outcome will apply to all team members).

***Extra Credit Opportunity (up to 2% of your participation grade)***

You can earn extra credit points in the course by participating in research studies through the Marketing Department Subject Pool. If you participate in 2 of these studies (must be 2 *different* studies), you will receive an extra percentage point for each on your participation grade. You may choose to participate in more than 2 of these studies, but I will only award 0.1 points for participation in your 3rd and later studies.

NEED UPDATED TEXT

**Schedule**

\*\*The schedule below is subject to change\*\*

\*\*I will post updates to the schedule separately on Canvas\*\*

You must review the assigned text book chapter and class readings posted on canvas before the class session for which it is assigned

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  |  |  | **Assigned Readings** | |
| **Date** | **Class#** | **Topic** | **Textbook** | **Canvas** |
| 09 Jan M | 1 | Introduction | pg 9-28 |  |
| 11 Jan W | 2 | Gear 1: Insight (Customers) / Overview | pg 9-44 | ✓ |
| *16 Jan M* |  | *No Class (MLK Day)* |  |  |
| 18 Jan W | 3 | Market Research |  | ✓ |
| 23 Jan M | 4 | Consumer Decision Process (B2C) |  |  |
| 25 Jan W | 5 | Organizational Buying (B2B) | pg 9-44 | ✓ |
| **Last Day to Drop without Permission; Last Day to Add Class** | | | |
| 30 Jan M | 7 | Gear 1: Insight (Competitors) | pg 45-56 | ✓ |
| 01 Feb W | 8 | Gear 1: Insight (Company) | pg 57-76 | ✓ |
| 06 Feb M |  | Guest Speaker: Marketing Plans |  |  |
|  | ***DUE by 11:59 pm: Marketing Plan Groups*** | | | |
| 08 Feb W | 9 | Gear 2: Strategy (Market) | pg 77-90 |  |
| 13 Feb M | 10 | Gear 2: Strategy (Offerings) | pg 91-108 | ✓ |
| 15 Feb W | 11 | Diffusion of Innovation **(+Picko)** |  |  |
| 20 Feb M | 12 | Product Life Cycle |  | ✓ |
| 22 Feb W | 13 | Gear 2: Strategy (Positioning) | pg 109-124 | ✓ |
| 27 Feb M | 14 | REVIEW |  |  |
| 01 Mar W | 15 | **EXAM I** |  |  |
| 06 Mar M | 16 | Gear 3: Execution | pg 125-176 |  |
| 08 Mar W | 17 | Consumer-Based Brand Equity |  | ✓ |
| 13 Mar M |  | SPRING BREAK | TBD | TBD |
| 15 Mar W |  | SPRING BREAK |  | TBD |
| 20 Mar M | 18 | The 4 P’s: Promotion |  | ✓ |
| 22 Mar W | 19 | The 4 P’s: Place (Channels) |  | TBD |
|  | 20 | The 4 P’s: Price |  | ✓ |
|  |  | ***DUE by 11:59 pm: Marketing Plan Part I*** | | |
| **27 Mar M** | **21** | **Marketing Plan Class Activity** |  |  |
| 29 Mar W | 22 | The Growth Gears **(Pete Hayes)** |  |  |
| 03 Apr M | 23 | Positioning Target (**Robina Ghosh**)  Market Research (**Nikkita Sarna**) |  |  |
| 05 Apr W | 24 | Sustainability and Ethics |  |  |
| 10 Apr M | 25 | Sustainability and Ethics |  |  |
|  |  | ***DUE by 11:59 pm: Marketing Plan Part II*** | | |
| 12 Apr W | 22 | **PRESENTATIONS** |  | ✓ |
| 17 Apr M | 23 | **PRESENTATIONS** |  | TBD |
| 19 Apr W | 24 | REVIEW |  |  |
| **24 Apr M** |  | **EXAM II** |  |  |

*Final Exam Day for this course:*

*University-Mandated Syllabus Disclosures*

**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://www.utexas.edu/diversity/ddce/ssd/>.

**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 and feel free to reach out to me regarding the correct pronunciation of your name or your preferred pronouns.

You can also refer to the community resources available at McCombs at <https://www.mccombs.utexas.edu/Diversity-and-Inclusion/Community-Resources>.

**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://www.mccombs.utexas.edu/BBA/Code-of-Ethics.aspx>. 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.

**Campus Safety**

Please note the following recommendations regarding emergency evacuation, provided by the Office of Campus Safety and Security, 512-471-5767, <http://www.utexas.edu/safety>:

* Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings when a fire alarm is activated. Alarm activation or announcement requires exiting and assembling outside.
* Familiarize yourself with all exit doors of each classroom and building you may occupy. Remember that the nearest exit door may not be the one you used when entering the building.
* Students requiring assistance in evacuation should inform the instructor in writing during the first week of class.
* In the event of an evacuation, follow the instruction of faculty or class instructors.
* Do not re-enter a building unless given instructions by the following: Austin Fire Department, The University of Texas at Austin Police Department, or Fire Prevention Services office.
* Behavior Concerns Advice Line (BCAL): 512-232-5050
* Further information regarding emergency evacuation routes and emergency procedures can be found at: <http://www.utexas.edu/emergency>.