

The University of Akron - College of Business Administration
FALL 2018

MARKETING PRINCIPLES
SECTION 6600: 205-003
TUES & THURS 11:45 – 1:00 PM POLSKY 567

Instructor: Lauren M. Houser
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Office Hours: Tuesday & Thursday: 1:30-2:30 & 4:30-5:30 PM
Additional Hours (Most Days) by Appointment

Text: *Marketing, 6th Edition* Dhruv Grewal and Michael Levy [2017]
McGraw-Hill (ISBN: 9781307021646)

Text Supplements: McGraw-Hill Connect Learning Website (25% of your final grade consists of points from Connect Assignments) and Practice Marketing (PM). **PLEASE PURCHASE THE PACKAGE AT THE UNIVERSITY BOOKSTORE CONTAINING THE TEXT & CODES FOR CONNECT & PM.**

Instructor will also provide supplemental materials throughout the semester (via online and in-class).

Course Information

Prerequisites/Corequisite: 24 hours of college credit & Microeconomics 200 (3250). If Econ 200 has not been completed prior, students must be simultaneously enrolled in Econ 200 & MKT 205 at the same time.

Description: This course will introduce you to the marketing discipline through a variety of topics including product, price, place and promotion as well as customer, company, competitors, context and collaborators. We will explore the dynamic interrelationship between the business environment and the strategic marketing response of market leading firms.

Mission Statement

College Statement: To prepare our students to become competent and responsible business professionals and leaders.

Department Statement: To stay at the forefront of marketing education while providing our students with engaging experiential learning opportunities that prepare them for successful careers

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CBA Learning Goals

- Master integrated business knowledge
- Analyze data using quantitative techniques
- Be informed decision makers
- Develop leadership and collaboration competencies
- Use writing and oral communication skills to persuade and to mobilize action
- Demonstrate a global perspective and cross-cultural awareness
- Recognize and understand how to address ethical concerns

Course Learning Objectives

Content Knowledge – Students will:

- Demonstrate knowledge and understanding of core marketing vocabulary and concepts.
- Understand the functions that marketing performs within a firm.
- Apply their knowledge of marketing theories, concepts and practices.
- Understand how global external forces impact organizations and the impact on marketing efforts.

Foundation Skills

- Demonstrate critical thinking skills through application of qualitative and quantitative tools to analyze and propose recommendations
- Present concepts and views clearly, professionally and persuasively through effective oral communication
- Present concepts and views clearly, professionally and persuasively through effective written communication.
- Locate, critically evaluate, appropriately document and apply information from external sources

Personal Qualities

- Be made aware of the positive personal qualities and social skills that are essential to a successful business career including: responsibility, creativity, adaptability, self-management and integrity
- Demonstrate a knowledge and application of professional business behavior and etiquette

Workplace Competencies

- Demonstrate the ability to think critically about business issues by integrating ideas from multiple sources, solving unstructured problems and applying knowledge of global business fundamentals in creative and innovative ways
- Work effectively in diverse teams
- Utilize information technology and knowledge management skills (online research queries, database tools, spreadsheet tools and the like) for global business decision making and problem solving
- Understand, identify and address ethical circumstances and dilemmas encountered by business professionals
- Demonstrate an understanding of and appreciation for leadership

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Class Policies

Attendance/Participation:

Your success in this course is largely dependent upon your attendance and your participation. The course is designed to provide you with information, activities, and other resources in the classroom that you will not receive anywhere else. Therefore, you are expected to attend every class. Each of you have your own thoughts and abilities, and offer something unique to this course just by being present and participating. You are not just a number in my course. You matter and I look forward to seeing you every Tuesday and Thursday!

Your attendance and participation in class will account for 15% of your final grade. Points will be earned via various in-class activities, which may include quizzes, and/or by attendance checks. There are **absolutely NO make-ups for in-class attendance/participation points.** You must be present at the time of the activity or you will receive ZERO points for that day. You must be in attendance for the ENTIRE class. Please see me if you will need to miss a portion of the class. In addition to points for attendance and in-class participation, I will also cover some things in class and provide examples that you will not find elsewhere. EVERYTHING covered in class has the potential to appear on your exams. Therefore, if you miss in-class material, it will directly impact your exam score. If you miss class, you are responsible to get any missed notes, materials, etc. Please make “friends” in the course whom you can contact in the event that you have to miss class. Whenever possible, please make *advanced* arrangements to get missed materials.

I do understand that occasionally there are legitimate reasons to miss class (See Below for Excused Absences). If you must miss class for one of these reasons, **please contact me prior to class to let me know** (unless circumstances do not allow). **Please be prepared to provide documentation if requesting to be excused from attendance/participation points.**

Each day’s attendance/participation will be given a grade of 10/10 (if you are present) or 0/10 (if you are absent). At the end of the semester, I will use your ten “best” scores, for a total of 100 points possible. Therefore, attendance/participation will account for 100/1000 possible points for the course, or 10% of your overall grade. You will be excused if your absence falls under “Excused Absences.”

****Please note that attendance will NOT be taken every single day.**

Excused Absences:

There are justifiable reasons for missing a class. These reasons include but are not limited to:

- (1) Illness or hospitalization of the student with doctor’s note
- (2) Serious illness/death of an immediate family member
- (3) Sponsored trip (through The University of Akron)
- (4) Mandated Court Appearance
- (5) Please note: all other absences will be considered on a case-by-case basis at the discretion of the instructor. It is expected that you proactively approach the instructor prior to your absence whenever possible. Documentation required if requesting point/deadline adjustment.

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Assignments:

Due on the date designated on syllabus and/or course calendar and/or Brightspace. NO EXCEPTIONS. Late Assignments will NOT be accepted and will result in a **ZERO**.

Please note: **The course calendar is subject to change. If there are changes made to the course calendar, you will be notified in class and/or via email or under ANNOUNCEMENTS on Brightspace. You are responsible for making sure that you have the most up-to-date version of the calendar. You are expected to be present in every class and check your University email daily. For these reasons, claiming that you were not aware of any changes/updates to the course calendar is not an acceptable reason to miss an assignment and/or turn an assignment in late.

Electronic Devices:

The policy for electronic devices will be discussed the first day of class and will be subject to change.

Special Accommodations:

Students with disabilities who require special accommodations must first meet with the Office of Accessibility in order to obtain proper documentation. The Access Office is located in Simmons Hall, Room 105. The student is responsible for reminding the instructor of test specific accommodations at least 1 full week prior to each exam.

Conduct:

Violation of the University Academic Honesty Policy, as defined in the "Procedures and Requirements" section of *The Undergraduate Bulletin*, will not be tolerated with the student being subject to disciplinary penalty.

Grading Scale

A	93.0 TO 100	B-	80.0 TO 82.9	D+	66.0 TO 69.9
A-	90.0 TO 92.9	C+	76.0 TO 79.9	D	63.0 TO 65.9
B+	86.0 TO 89.9	C	73.0 TO 75.9	D-	60.0 TO 62.9
B	83.0 TO 85.9	C-	70.0 TO 72.9	F	Anything below 60

Please Note: Final Grades Will NOT be Curved

Please take advantage of all extra credit opportunities that are offered.

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Course Evaluation

Item	Points	Percentage of Final Grade
Exam 1	150	15
Exam 2	150	15
Exam 3 (Final Exam)	150	15
Attendance & Participation	150	15
Connect Marketing Lab LearnSmart	100	10
Connect Marketing Lab Quizzes	100	10
Simulation	50	5
Project & Presentations	150	15
Total	1000	100

Tests:

Exams will account for 45% of your final course grade. There will be a total of three exams, including two midterm exams and one final exam. Each exam will be worth 150 points. (3 exams @ 150 points each = 450 out of 1000 total possible points). **Please note that the Final Exam *is* **CUMULATIVE**, but will focus mostly (80-90%) on material that was not covered for Exams 1 & 2.

Exams will consist of multiple choice and True/False questions. Exams will cover material presented in your textbook and in the classroom. All sources of material (textbook, Connect, lectures, videos, activities, guest speakers, etc.) are included in the composition of exams. Additional information regarding exams will be provided in class one week prior to the scheduled exam. All Exams will be taken in the classroom at your regularly scheduled class time. Additional details provided closer to the exam. **All exams will be closed book and closed notes.**

Exams are to be taken with the class at the scheduled time. Make-up exams will not be granted. Should you miss an exam due to extenuating circumstances that fall under *excusable absences* (as defined in the syllabus), please see me to discuss. When possible, this must be discussed **PRIOR to the exam, rather than after.**

Practical/Applied Assessment:

In addition to the exams, the course material will be broken into 2 conceptual blocks wherein each group will provide a detailed analysis of key marketing concepts. These analyses will be brand, product category and market specific (i.e. BMW, luxury autos in the US market). This assessment will focus on the competitive imperatives underlying brand success/failure within the product category and market selected. The class will be broken into groups of 4 students. Please note, each of the practical/applied exercises may culminate in a presentation in front of your peers. The instructor will provide guidelines and further details for each of the practical/applied exercises throughout the semester. Projects/Presentations will account for 150 points, or 15% of your final grade.

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Simulation (Also called Practice Marketing):

McGraw-Hill has recently launched a simulation platform whereby students have the opportunity to develop and market a new product (backpack) launch. Through the simulation framework, you will apply many of the concepts learned throughout the semester to include: (1) Product, Price Place, Promotion, (2) Segmentation, Targeting & Positioning, (3) Competitive Market Analysis, (4) Costs and Price Correlations, (5) Integrated Marketing Communications, (6) Competitive Market Analysis and Return on Marketing Investment. Further details will be provided throughout the semester. Simulations will account for 50 total possible points, or 5% of your final grade. (Additional information and details will be posted on Brightspace).

Connect Assignments:

Throughout the semester, you will be required to complete assignments through Connect. Connect will prove quite useful in cementing key concepts discussed in class and will prove invaluable as a tool for exam preparation. The use of Connect assignments will help you prepare for class and will strengthen and elevate your learning in the classroom, as well as online. **Please note that the Connect Assignments will account for 20% of your total grade (200 total possible points).** It is important that you complete EVERY SINGLE assignment. As with other assignments, **absolutely no late work will be accepted.** You will be given a minimum of 5 days to work on any given Connect assignment. Each assignment will have a due date and time. Once the due date and time arrive, Connect automatically closes the assignment and you will no longer have access to the assignment. Assignments **WILL NOT** be reopened once they have closed.

There are THREE Categories of Connect Assignments that we will use:

- 1. LearnSmart (Required) = 100 Points Total (Each Assignment worth 10 points)**
- 2. Quizzes (Required) = 100 Points Total (Each Quiz worth 10 points)**
- 3. Chapter Exercises (Optional = Offered For Extra Credit Only)**

Because I know that “life” tends to happen from time to time, I will only use your TEN BEST scores for LearnSmart & TEN BEST scores for Quizzes. The remaining scores will be dropped. There will be approximately 13-15 of each, so please plan accordingly.

THE TEXTBOOK AND PACKAGED MATERIALS (CONNECT & PRACTICE MARKETING) ARE REQUIRED FOR THE COURSE.

Details regarding materials, registering for your account, and getting started are provided IN DEPTH on Brightspace and will also be reviewed in class during WEEK 1. Courtesy Access has been provided for the first two weeks of class to help those that are not able to purchase their materials immediately. Because of this, you will NOT be excused from Assignments for the excuse of “not having materials.” EVERYONE has FREE access for the first two weeks of class. You are expected to purchase materials by Week 3. If you have extenuating circumstances, please see me during WEEK ONE.

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COURSE SCHEDULE

****This is a tentative schedule that may change at the discretion of the instructor****

WEEK	DATE	TOPIC/AGENDA
1	TUES 8/28 THURS 8/30	COURSE INTRODUCTION CH 1: OVERVIEW OF MARKETING
2	TUES 9/4 THURS 9/6	CH 2: MARKETING STRATEGY & MKTG. PLAN CH 2 CONTINUED
3	TUES 9/11 THURS 9/13	CH 5: ANALYZING THE MKTG. ENVIRONMENT CH 5 CONTINUED
4	TUES 9/18 THURS 9/20	CH 6: CONSUMER BEHAVIOR CH 6 CONTINUED & CH 9 (STP)
5	TUES 9/25 THURS 9/27	CH 9: SEGMENTATION, TARGETING, & POSITIONING CH 9 CONTINUED & EXAM REVIEW
6	TUES 10/2 THURS 10/4	EXAM 1 (CH 1, 2, 5, 6 & 9) CH 10: MARKETING RESEARCH
7	TUES 10/9 THURS 10/11	CH 11: PRODUCT, BRANDING, & PACKAGING CH 12: NEW PRODUCT DEVELOPMENT
8	TUES 10/16 THURS 10/18	CH 14: PRICING CONCEPTS FOR ESTABLISHING VALUE
9	TUES 10/23 THURS 10/25	CH 15: STRATEGIC PRICING METHODS
10	TUES 10/30 THURS 11/1	EXAM 2 (CH 10, 11, 12, 14, 15) CH 16: SUPPLY CHAIN MANAGEMENT
11	TUES 11/6 THURS 11/8	CH 13: SERVICES MARKETING
12	TUES 11/13 THURS 11/15	ETHICS ACTIVITY
13	TUES 11/20 THURS 11/22	GUEST SPEAKER—JEFF RYZNAR THANKSGIVING – NO CLASS
14	TUES 11/27 THURS 11/29	CH 7: B2B MARKETING & CH 8: GLOBAL MARKETING CH 18: INTEGRATED MARKETING COMMUNICATIONS
15	TUES 12/4 THURS 12/6	CH 18 CONTINUED & EXAM REVIEW EXAM 3--FINAL EXAM (CUMULATIVE WITH FOCUS ON CHAPTERS 7, 8, 13, 16 & 18)

IMPORTANT COURSE DATES AT A GLANCE:

This will be updated throughout the semester