

MARK 5311: Marketing
Summer 2017

Instructor Name: Lauren Brewer

Office Number: Department of Marketing, College of Business Administration – Room 618

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Faculty Profile: Please see Professor Brewer for a faculty profile.

Office Hours: By Appointment

Classroom: College of Business – Room 150

Class Time: M/W 5:30 pm – 7:50 pm

Textbook: MM4 by Dawn Iacobucci. ISBN-10: 1133629385 & ISBN-13: 9781133629382

Course Description: Survey of activities involved in marketing. Emphasis is on developing a managerial point of view in planning and evaluating marketing decisions of the firm. Analyzes decisions with respect to products, price, channel, and promotional variables and considers questions relating to cost efficiency, demand, social responsibility and regulations.

Student Learning Outcomes: This course will focus on key elements of marketing and their importance to organizations. The “what,” “why” and “how” of marketing activities will be discussed, with an emphasis on both processes and outcomes. At times, the course integrates marketing with other functional areas. The intent of the course is to introduce concepts of marketing that are pertinent to the effective and efficient functioning of a business or non-business enterprise. Objectives of the course include:

- Further develop your understanding of forces driving competition in the marketplace
- Enhance your skills for analyzing competitive trends, identifying threats and opportunities, and monitoring competitive activities and assessing a firm's competitive advantage.
- Understand the value of marketing concepts as guides for addressing business problems and opportunities
- Understand the role of marketing function within cross-functional business processes for creating and delivering superior customer value
- Develop a disciplined approach to the analysis of marketing problems
- Develop an awareness of the major types of marketing problems faced by organizations, with emphasis on sound analytical approaches to effective decisions.

Class Process: Students are encouraged to complete the assigned readings in advance of the lecture, since that session will build on the text and other reading materials. Marketing is a practical skill that is learned through study and application in a cumulative fashion. Experience suggests that the value of the course is greatly diminished if students attempt to substitute cramming for regular preparation.

E-Mail Communication: I will NOT be accepting ANY email from students unless it is from a UTA e-mail address. I will only send email communication to your UTA email accounts. This course will strictly adhere to the exclusive use of University assigned e-mail addresses for all communications. If you have not activated your university email account, or are not in the habit of checking it at least daily, please make the required changes by the beginning of this semester.

Please consult this link for further help: <http://www.uta.edu/oit/cs/email/index.php>

Direct all UTA Email account related questions to the Office of Information Technology.

Attendance: At The University of Texas at Arlington, taking attendance is not required. Rather, each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance.

As the instructor of this section: Attendance does not directly factor into students' final grades, but regular attendance is important for you to perform to the best of your ability in this course. Some activities taking place in class (e.g. videos, exercises, cases, etc.) will not be made available by the instructor to students afterwards.

However, while UT Arlington does not require instructors to take attendance in their courses, the U.S. Department of Education requires that the University have a mechanism in place to mark when Federal Student Aid recipients "begin attendance in a course." UT Arlington instructors will report when students begin attendance in a course as part of the final grading process. Specifically, when assigning a student a grade of F, faculty report the last date a student attended their class based on evidence such as a test, participation in a class project or presentation, or an engagement online via Blackboard. This date is reported to the Department of Education for federal financial aid recipients.

Class Etiquette: I will insist on professional behavior in class, which includes coming to class on time, not walking out in the middle of a lecture (without my permission in advance), and not engaging in cross-talking with other students unless it is part of a broader class discussion. I expect to see you prepared for class, ready to participate in discussions, and, otherwise, make full use of the class time.

My Accessibility: I look forward to getting to know as many of you as possible during the semester. Please let me know if I can help. You do not need an appointment to drop by and see me during regular office hours, but you can reserve a specific appointment time in advance. I will also be glad to talk with you before and after classes as our schedules permit. E-mail is an excellent way to get in touch with me – for simple questions, clarifications, or to set up an appointment. You may also contact me by phone (817-272-6741). Instead of leaving a voicemail, please contact me via email.

Grading Policy: In accordance with the policies at the University of Texas at Arlington, I use the following grading system:

Grade	Total Points Received
A: Excellent – 90%	360 - 400
B: Good – 80%	320 – 359.99
C: Satisfactory – 70%	280 – 319.99
D: Passing – 60%	240 – 279.99
F: Failing – 59% and Below	239.99 and Below

I employ the entire range of the grading system in this class. Do not assume that all grades receive a minimum of B. Average (Satisfactory) work is the baseline and receives a grade of C not B. Average work is what anyone can produce, it is average. Good (B) work and better requires additional effort, initiative, creativity and a good understanding of the subject matter.

No grades will be rounded up for any reason!

<u>Grade Item</u>	<u>Possible Points</u>	<u>Percentage</u>
Exam 1 (9 Chapters)	144	36%
Exam 2 (6 Chapters)	96	24%
Marketing Plan Project	120	30%
Assignments (2 @ 20 points each)	40	10%
Total Possible Points	400 Points	100%

Additional Policies Regarding Grading: In order to uphold the standards of fairness for all students in the class, I insist that you refrain from engaging in the following acts. Do not:

1. Tell the instructor that you need a certain grade.
2. Ask for extra assignments for the purpose of raising a grade.
3. Ask for the grade to be raised because it is very close to the next higher grade.
4. Ask for the grade to be raised because you did better in some component(s) of the course than other components.
5. Ask for a higher grade because you don't like the grading scheme.
6. Ask to be treated better than other students by asking that an exception be made to these rules.
7. Ask for any other unfair advantage in grading.

I will refer any violators back to this section of the syllabus as necessary!

Exams: There are two non-cumulative exams in this course. Exam 1 is worth 144 points and Exam 2 is worth 96 points. Exam 1 will consist of 45 multiple choice questions and 3 essay questions. Exam 2 will consist of 30 multiple choice questions and 2 essay questions. Both exams will cover the textbook, readings, lectures, assignments, videos, class discussions, cases, and any other information the instructor deems important. Exams will be taken in-class via Blackboard. Students are responsible for bringing a laptop to class on exam days. Test questions will focus on your understanding of the marketing concepts and your ability to apply those concepts to real-world problems.

No student will be permitted to start an exam once the first exam has been turned in.

All exams must be taken on the dates indicated in the syllabus. Absolutely no make-up exams will be given for any reason.

Marketing Plan Project: The most important part of any marketing program is the preparation of a marketing plan for a product or service that has not been introduced by the firm. Students will work in teams of 3-4 members to develop a new product, as if you are starting a small business together. A separate handout will be provided with detailed instructions for the Marketing Plan Project.

Assignments: Two assignments will be completed over the course of the semester. Each assignment is worth 20 points. A separate handout will be provided with detailed instructions for each Assignment. Assignments will be submitted via Blackboard.

NO LATE ASSIGNMENTS WILL BE ACCEPTED.

Expectations for Out-of-Class Study: Beyond the time required to attend each class meeting, students enrolled in this course should expect to spend at least an additional 9 hours per week of their own time in course-related activities, including reading required materials, completing assignments, preparing for exams, etc.

Cheating: **CHEATING AND PLAGIARISM WILL NOT BE TOLERATED.**

Any student caught cheating or plagiarizing will receive an 'F' in the course and will be immediately reported to the department chair and the Office of Student Conduct.

No student shall distribute course notes / materials (or other information deemed as unacceptable by the instructor) for free or for sale in this course. Distributing such information is considered cheating, and will be handled as such. If a student is caught distributing any of the above information the student will receive an "F" in the course.

Tentative Course Schedule – This schedule may change at any time with notice to students.

<u>Week</u>	<u>Date</u>	<u>Topic</u>
1	6/5	Course overview / Marketing Plan Project Ch. 17- Marketing Plans
	6/7	Ch. 1- Why is marketing management important? Ch. 16- Marketing Strategy
2	6/12	Ch. 6- Products: Goods & Services
	6/14	Ch. 7- Brands
3	6/19	Ch. 8- New Products
	6/21	Ch. 2- Customer Behavior
4	6/26	Ch. 3- Segmentation
	6/28	Ch. 4- Targeting Ch. 5- Positioning
5	7/3	Exam 1
	7/5	Ch. 14- Customer Satisfaction and Customer Relationships Ch. 15- Marketing Research Tools
6	7/10	Ch. 10- Channels of Distribution and Logistics
	7/12	Ch. 9- Pricing
7	7/17	Ch. 11- Advertising Messages and Marketing Communication
	7/19	Ch. 12- Integrated Marketing Communications and Media Choices
8	7/24	Exam 2
	7/26	Project Execution
9	7/31	Project Presentations

“As the instructor for this course, I reserve the right to adjust this schedule in any way that serves the educational needs of the students enrolled in this course. – Lauren M Brewer”

Final Exam: Monday July 31, 2017

Time: 5:30 pm – 7:50 pm

UNIVERSITY POLICIES AND PROCEDURES

Drop Policy: Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/aao/fao/>).

Disability Accommodations: UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including *The Americans with Disabilities Act (ADA)*, *The Americans with Disabilities Amendments Act (ADAAA)*, and *Section 504 of the Rehabilitation Act*. All instructors at UT Arlington are required by law to provide “reasonable accommodations” to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of a **letter certified** by the Office for Students with Disabilities (OSD). Only those students who have officially documented a need for an accommodation will have their request honored. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

The Office for Students with Disabilities, (OSD) www.uta.edu/disability or calling 817-272-3364. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability.

Counseling and Psychological Services, (CAPS) www.uta.edu/caps/ or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

Non-Discrimination Policy: *The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit uta.edu/eos.*

Title IX Policy: The University of Texas at Arlington (“University”) is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. *For information regarding Title IX, visit www.uta.edu/titleIX or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or jmhood@uta.edu.*

Academic Integrity: Students enrolled all UT Arlington courses are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

UT Arlington faculty members may employ the Honor Code in their courses by having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University. Additional information is available at <https://www.uta.edu/conduct/>.

Electronic Communication: UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

Campus Carry: Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit <http://www.uta.edu/news/info/campus-carry/>

Student Feedback Survey: At the end of each term, students enrolled in face-to-face and online classes categorized as “lecture,” “seminar,” or “laboratory” are directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student’s feedback via the SFS database is aggregated with that of other students enrolled in the course. Students’ anonymity will be protected to the extent that the law allows. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law and aggregate results are posted online. Data from SFS is also used for faculty and program evaluations. For more information, visit <http://www.uta.edu/sfs>.

Final Review Week: for semester-long courses, a period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

Emergency Exit Procedures: Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist individuals with disabilities.

Student Support Services: UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include [tutoring](#), [major-based learning centers](#), developmental education, [advising and mentoring](#), personal counseling, and [federally funded programs](#). For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at <http://www.uta.edu/universitycollege/resources/index.php>.

The IDEAS Center (2nd Floor of Central Library) offers **free** tutoring to all students with a focus on transfer students, sophomores, veterans and others undergoing a transition to UT Arlington. To schedule an appointment with a peer tutor or mentor email IDEAS@uta.edu or call (817) 272-6593.

The English Writing Center (411LIBR): The Writing Center Offers free tutoring in 20-, 40-, or 60-minute face-to-face and online sessions to all UTA students on any phase of their UTA coursework. Our hours are 9 am to 8 pm Mon.-Thurs., 9 am-3 pm Fri. and Noon-6 pm Sat. and Sun. Register and make appointments online at <http://uta.mywconline.com>. Classroom Visits, workshops, and specialized services for graduate students are also available. Please see www.uta.edu/owl for detailed information on all our programs and services.

The Library’s 2nd floor Academic Plaza offers students a central hub of support services, including IDEAS Center, University Advising Services, Transfer UTA and various college/school advising hours. Services are available during the library’s hours of operation. <http://library.uta.edu/academic-plaza>

<p>Emergency Phone Numbers: In case of an on-campus emergency, call the UT Arlington Police Department at 817-272-3003 (non-campus phone), 2-3003 (campus phone). You may also dial 911. Non-emergency number 817-272-3381</p>
