

PRINCIPLES OF MARKETING



MARK 3321, Spring 2019

Section 005: 1:00 pm-2:20 pm, COBA 241, Monday-Wednesday

Section 003: 2:30 pm-3:50 pm, COBA 241, Monday-Wednesday

Instructor: Dr. Adwait Khare, COBA 221, Phone: (817) 272-0967, khare@uta.edu

Profile: <https://www.uta.edu/profiles/adwait-khare>

Office Hours: 11:00 am-12:00 pm on Wednesday, by appointment at other times

Introduction & Objectives

- This class discusses the marketing variables of products, channels, prices, and promotion as related both to the profitability of the firm and to customer satisfaction while keeping in mind the variables' economic, legal, social, and international consequences.

Course Materials

- **Required Textbook:** MKTG, 12th Edition, by Charles W. Lamb, Joseph F. Hair, Jr., and Carl McDaniel; Publisher: CENGAGE Learning.
- Each Sunday, by 5:00 pm, weekly chapter PowerPoint slides, and occasionally some extra readings, will be posted on BlackBoard.

Course Points

Participation in the "Research Experience Program" (Surveys)	50 (5%)
Group Activities	50 (5%)
Exam 1 - Short (Five Chapters: 1-5) - 25 multiple-choice questions	50 (5%)
Exam 1 - Long (Five Chapters: 1-5) - 50 multiple-choice questions	250 (25%)
Exam 2 - Short (Five Chapters: 6, 8-11) - 25 multiple-choice questions	50 (5%)
Exam 2 - Long (Five Chapters: 6, 8-11) - 50 multiple-choice questions	250 (25%)
Exam 3 - Short (Six Chapters: 12, 15-19) - 30 multiple-choice questions	60 (6%)
Exam 3 - Long (Six Chapters: 12, 15-19) - 60 multiple-choice questions	240 (24%)
Total Points	1000 (100%)

Grading Scale

- A ($\geq 90\%$), B ($\geq 80\%$, $< 90\%$), C ($\geq 70\%$, $< 80\%$), D ($\geq 60\%$, $< 70\%$), F ($< 60\%$)

DAY-BY-DAY SCHEDULE

Week	Date	Topic	Chapters
1.M	Jan 14	Class Introduction; An Overview of Marketing	1
1.W	Jan 16	Strategic Planning for Competitive Advantage	2
2.M	Jan 21	<i>Martin Luther King Jr. Day Holiday</i>	
2.W	Jan 23	Strategic Planning for Competitive Advantage; Ethics and Social Responsibility	2, 3
3.M	Jan 28	Ethics and Social Responsibility; The Marketing Environment	3, 4
3.W	Jan 30	The Marketing Environment	4
4.M	Feb 4	Developing a Global Vision	5
4.W	Feb 6	Developing a Global Vision; <i>Exam 1 Review</i>	5
5.M	Feb 11	Exam 1 - Short - 25 multiple-choice questions – Five Chapters: 1-5	
5.W	Feb 13	Exam 1 - Long - 50 multiple-choice questions – Five Chapters: 1-5	
6.M	Feb 18	Consumer Decision Making	6
6.W	Feb 20	Consumer Decision Making	6
7.M	Feb 25	Segmenting and Targeting Markets	8
7.W	Feb 27	Segmenting and Targeting Markets	8
8.M	Mar 4	Marketing Research	9
8.W	Mar 6	Marketing Research	9
9.M	Mar 11	<i>SPRING BREAK</i>	
9.W	Mar 13		
10.M	Mar 18	Product Concepts	10
10.W	Mar 20	Product Concepts/Developing and Managing Products; <i>Exam 2 Review</i>	10, 11
11.M	Mar 25	Developing and Managing Products	11
11.W	Mar 27	Exam 2 - Short - 25 multiple-choice questions – Five Chapters: 6, 8-11	
12.M	Apr 1	Exam 2 - Long - 50 multiple-choice questions – Five Chapters: 6, 8-11	
12.W	Apr 3	Services and Nonprofit Organization Marketing	12
13.M	Apr 8	Marketing Communications	15
13.W	Apr 10	Marketing Communications; Advertising, Public Relations, and Sales Promotion	15, 16
14.M	Apr 15	Advertising, Public Relations, and Sales Promotion	16
14.W	Apr 17	Personal Selling and Sales Management	17
15.M	Apr 22	Social Media and Marketing	18
15.W	Apr 24	Pricing Concepts; <i>Exam 3 Review</i>	19
16.M	Apr 29	Pricing Concepts	19
16.W	May 1	Exam 3 - Short - 30 multiple-choice questions – Six Chapters: 12, 15-19	
		Exam 3 - Long - 60 multiple-choice questions – Six Chapters: 12, 15-19	
		Section 005 (MW 1:00 pm - 2:20 pm) on Monday, May 6 , 11:00 am – 1:30 pm	
		Section 003 (MW 2:30 pm - 3:50 pm) on Wednesday, May 8 , 2:00 pm – 4:30 pm	

KEY DATES:

- (1) Late Registration ends on January 17
- (2) January 30 is the Census Date
- (3) March 29 is the last day to drop classes

RESEARCH EXPERIENCE PROGRAM (REP)

The Department of Marketing requires that all students taking Principles of Marketing (MARK 3321) complete a five-unit research requirement through participation in the department's Research Experience Program (REP). This involves participation in research sessions conducted by Marketing faculty and doctoral students at the University of Texas at Arlington (UTA). (These projects are approved by the UTA Human Research Review Committee.) The purpose of the REP is to provide an exposure to the process by which knowledge in Marketing is developed, and to enhance students' appreciation of the nature and role of marketing research topics and methods. Researchers will also benefit from your involvement in the REP, as they will have increased participation in their studies, and better comprehension of important Marketing phenomena and processes.

To satisfy your REP requirements, you need to (1) *register for REP*, and (2) then *complete four REP studies* over the course of the semester.

Registering for REP: To register go to <https://uta-cobsubjectpool.sona-systems.com/Default.aspx?ReturnUrl=/>. It only takes about two minutes! By registering for the program prior to **Friday, January 25, 2019**, you will receive one percent of your MARK 3321 semester grade.

Completing REP studies: Completing REP studies is easy and fun! A typical research session lasts about thirty minutes and is worth one percent of your MARK 3321 semester grade. One or more studies will be launched each **Monday, beginning January 28, 2019**.

In lieu of participating in REP studies, you may choose to write reviews of current Marketing articles. Each article review is worth one percent of your MARK 3321 semester grade. You can only write a maximum of two article reviews.

REP credits will be maintained in the Marketing Department's online system by the Subject Pool Administrator. You may register now on this online system and begin signing up for research sessions on **Monday, January 28, 2019**. *Regardless of how you satisfy your REP requirements, you must register in the Marketing Department's online system by **Friday, January 25, 2019**.* For additional information about the REP program—including instructions on how to register online, sign up for experiments, or write an article review—please go to <http://www.uta.edu/marketing/> and click on the link for Research Experience Program on the left toolbar. Our online system has an extensive section of FAQs to help answer questions. *Any other questions about the REP program should be directed to the Subject Pool Administrator (COBSubjectPool@uta.edu) and not to your MARK 3321 instructor.*

The deadline for completing REP experiments or submitting article reviews is **Friday, April 26, 2019**.

Participating in Research “Survey” Sessions

Below are detailed instructions for students who wish to satisfy their REP requirements by participating in research sessions.

Step 1: To register, please go to: <http://UTA-COBSubjectPool.sona-systems.com>

On the home page you will see a “Welcome to the Research Experience Program” message. Click on the “New Participant?” link to request a participant account. When you register on the website, it is important to accurately enter your name, user ID, UTA email address, student ID number, and course and section number. Once you have registered, you will be able to view research sessions that are available. Research sessions will take place between **Monday, January 28, 2019 and Friday, April 26 2019**. Specific dates and times of open research sessions will be posted.

Step 2: Students should regularly check the above website to learn about available research sessions, which will only be posted online. You will see the date, location (i.e., lab or online), and a description of each research session. You must book an appointment for a session on this website. Availability is on a first-come, first-serve basis. *Do not email your MARK 3321 instructor to sign up for a session.*

Step 3: Research session may be Internet-based or laboratory-based. For Internet-based sessions, you can participate online following the instructions that are provided. For laboratory-based sessions, you have to show up at the announced location on the designated date and time. Please note the time and place of a session. If you do not show up for your session, the researcher may not allow you to schedule a second session. Please note how you can reach the researcher should you need to cancel a session, and do so at least 24 hours before the scheduled session.

Step 4: Make sure you sign the sign-in sheet at your research session if it takes place in a laboratory setting. This will enable the researcher to assign you credit for participating in the research session. Please note that your responses will remain strictly confidential and will not be retained in any file by your name. Further, all analyses reported will involve only summaries of anonymous responses.

Important Notes:

- If you wait until the end of the semester to sign-up for research sessions, you may have trouble finding studies in which to participate. The last day to participate in an experiment is **Friday, April 26, 2019**.
- All studies in the REP have been reviewed for compliance with the UTA Human Research Review Committee before you can participate in them. This review assures that there are no unethical research protocols and that the outcomes of the research benefit you and the general public.
- Any questions about the REP or concerns about a particular research session or researcher should be brought to the attention of the Subject Pool Administrator (COBSubjectPool@uta.edu), not your MARK 3321 instructor.

Class Policies

- You must bring the textbook and assigned readings to every class.
- Stay attentive in class. Do not disturb others by coming late, conversing with others, speaking/texting on cell phones, browsing the Internet, instant messaging, working on other assignments, etc.
- While in the classroom, laptop computer/smartphone/tablet computer/etc. use for activities **not related** to class is strictly prohibited. Those found using any such device for unrelated activities will be asked to leave the class.
- The best way to reach me is via e-mail. In accordance with University policy, I will not accept e-mails that are not from a UTA e-mail address.

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>.

- While I am happy to clarify concepts or answer questions about lecture during office hours or via e-mail, I will not give private lectures to students who miss class. If you miss class, it is your responsibility to talk with fellow classmates to obtain information covered on the day you missed.
- I may take “surprise” attendance on a few days and use that information in grading.
- Throughout the semester, current-events related and class material related discussions will be held in class. You may be called upon to participate.
- Opportunities to participate in surveys may also be provided.

Group Activities

- There will be up to 5 “surprise” in-class group activities. These will be based on class topics and related happenings in the business world. Students will be asked to form their own groups (4 or 5 members). **NO make-ups of group activities are allowed.**

Exams

- There will be **SIX** in-class, scantron-form (form 882-E) based exams.
 - Each exam will have two parts, one short and one long. The short and long form of each exam will cover the same material.
 - Exams 1-2 (short and long versions) will cover five chapters each. The short form of the exams will have 25 multiple-choice questions and the long forms will have 50 multiple-choice questions.
 - Exam 3 (short and long versions) will cover six chapters. The short form of the exam will have 30 multiple-choice questions and the long form will have 60 multiple-choice questions.
- All multiple-choice questions will be based on the chapters, PowerPoint slides, class discussions, and extra readings, if any.
- **NO make-ups of missed exams are allowed** (*except* in case of **proven** emergencies. The instructor will determine the nature of the make-up work and its grading).

Exam Seating

- On the day of the exam, the first person will take the left corner (from the perspective of the professor facing the class with his back to the blackboard) seat in the first row, the next person

will sit next to him/her, and so on till the first row is full. Then seating will take place in the same way in the second row. And so on in the remaining rows.

- While taking the exam, you are allowed to keep pencils, erasers, and a beverage bottle (if needed) next to you, nothing else. Cell phones must be kept in your pocket or bag. The bag may be kept near your feet or in the front of the room.

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/>.

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.
- 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.

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/>

Emergency 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.
- Evacuation plans: http://www.uta.edu/campus-ops/ehs/fire/Evac_Maps_Buildings.php.

- Emergency/Fire Evacuation Procedures: http://www.uta.edu/police/Evacuation_Procedures.pdf
- Please subscribe to the MavAlert system that will send information in case of an emergency to their cell phones or email accounts. Anyone can subscribe at <https://mavalert.uta.edu/> or <https://mavalert.uta.edu/register.php>
- **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

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 committed to both the spirit and letter of federal equal opportunity legislations, 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 conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services/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.

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>.

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>.

Resources for Students

Academic Help

- Academic Plaza Consultation Services library.uta.edu/academic-plaza
- Ask Us ask.uta.edu/
- Library Tutorials library.uta.edu/how-to
- Subject and Course Research Guides libguides.uta.edu
- Subject Librarians library.uta.edu/subject-librarians

Resources

- Library Home Page library.uta.edu
- A to Z List of Library Databases libguides.uta.edu/az.php
- Course Reserves pulse.uta.edu/vwebv/enterCourseReserve.do
- FabLab fablab.uta.edu/
- Special Collections library.uta.edu/special-collections
- Study Room Reservations openroom.uta.edu/

Teaching & Learning Services for Faculty

- Copyright Consultation library-sc@listserv.uta.edu
- Course Research Guide Development, Andy Herzog amherzog@uta.edu or your subject librarian
- Data Visualization Instruction, Peace Ossom-Williamson peace@uta.edu
- Digital Humanities Instruction, Rafia Mirza rafia@uta.edu
- Graduate Student Research Skills Instruction, Andy Herzog amherzog@uta.edu or your subject librarian
- Project or Problem-Based Instruction, Gretchen Trkay gtrkay@uta.edu
- Undergraduate Research Skills Instruction, Gretchen Trkay gtrkay@uta.edu or your subject librarian.