

Marketing 337
Principles of Marketing
8/21/2012

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| PROFESSOR: ELI P. COX III OFFICE: CBA 6.404A OFFICE HOURS: 12:00- 1:00 PHONE: 471-5431 E-MAIL: ELI.COX@MCCOMBS.UTEXAS.EDU | TA: CRYSTAL LEE E-MAIL: HYUNJUNG.LEE@PHD.MCCOMBS.UTEXAS.EDU PHONE: 919-923-1143 |
| ROOM: UTC 3.104 CLASS TIME: MW 8:00–9:30 & 9:30–11:00 UNIQUE NUMBERS: 04950; 04960 | TA: DEBIKA SIHI E-MAIL: DEBIKI.SIHI@PHD.MCCOMBS.UTEXAS.EDU PHONE: 281-744-1116 |

The Honor Code of The University of Texas at Austin

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity, and responsibility. Each member of the university is expected to uphold these values through integrity, honesty, trust, fairness, and respect toward peers and community.

My Pledge to You

I pledge my support of the UT Honor Code as I believe honor and trust are essential to superior academic experience. I join in your commitment to ethical standards and recognize the code is intended to bind us together, creating an atmosphere of trust and mutual respect. Commitment to these ideals is important not only in the academic environment, but is also vital to professional success. Thoughtful consideration of these issues will better prepare you to face complex ethical discussions in your professional lives.

I recognize that all students in this class are bound by this honor code. Students are expected to maintain absolute integrity, and to uphold and defend a high standard of honor in all scholastic work. Each student is expected to compete fairly and ethically with his or her peers. I believe UT and all UT students are harmed by unethical behavior by any student.

Therefore I resolve that:

- I support the policies of the University of Texas concerning academic integrity and will not tolerate acts of scholastic dishonesty.
- I will provide guidance on the application of these principles to specify assignments and expect every student to follow all guidelines given for a specific assignment.

Cheating in this class takes the form of:

- Obtaining inappropriate help from others on written assignments.
- Obtaining inappropriate help from others during exams.
- Copying someone else's work.
- Falsifying work.
- Sharing files or other materials with classmates.

- Plagiarism:
www.lib.utexas.edu/services/instruction/learningmodules/plagerism/
- Misrepresenting facts about your self.
- I acknowledge that both giving and receiving unauthorized aid during completion of any academic requirement, no matter how small, is cheating.
- I expect my students will not act to gain any unfair advantage or to cause academic or professional harm unfairly to another student.
- Unless collaboration is expressly permitted, assignments submitted for credit must be done independently of all others.

E-Mail

Each of you has an e-mail address that the University views as your “official” e-mail address. This address may or may not be your @mail.utexas.edu address. I will use your official address from time to time to communicate with you individually or with the class as a whole, so you should check this account daily.

Students with Disabilities

The University of Texas at Austin provides upon request appropriate academic accommodations for qualified students with disabilities. For more information, contact the Office of the Dean of Students at 471-6259, 471-4641 TTY. Please work with me during the first of the semester to make arrangements for all examinations if you need extra time for testing.

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.

Campus Safety

Please note the following recommendations regarding emergency evacuation from 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 their 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: www.utexas.edu/emergency.

Text

Kotler, Philip and Gary Armstrong (2012) *Principles of Marketing*, Fourteenth Edition, Prentice Hall.

Copies of the lecture notes may be found on Blackboard.

Course Objectives

To provide an understanding of marketing and its role in a competitive economy as well as to offer insight into the ways in which customer wants and needs are transformed into a firm's strategies and tactics.

Class Attendance

Attendance is important to receiving a high grade as examination questions will be prioritized as follows: 1) material in both lecture and text; 2) material in lecture only; and 3) material in text only. Students who regularly miss class but carefully study the text are not likely to earn more than a C.

Examinations

There will be four examinations of equal weight. The first three examinations will cover only the material assigned for them, but the fourth will cover the full semester. Students will be allowed to drop the lowest of the four grades. Students who miss an exam will be given a zero and that grade will be dropped as the lowest. There will be no make-up exams.

Each of the exams will consist of fifty multiple-choice questions. Most of the questions will address your understanding of concepts presented in class or found in the text. The glossary may be helpful in ensuring you understand those found in the text. One such concept is the product life cycle and the two forms of questions asked are:

The course of a product's sales and profits over its lifetime is referred to as:
 A) the product life cycle; B) the production concept; C) product positioning;
 D) product diffusion; E) sequential new product development; F) concurrent engineering.

In which stage of the product life cycle do most products exist? A) development;
 B) introduction; C) growth; D) maturity; E) decline.

You are not required to memorize any of the company or brand examples presented in class or found in the text. Questions using a company or brand as an example will contain all of the information needed to answer the question directly.

Written Assignment

Students are expected to identify a business or non-profit organization with which they would like to work after graduation and to select a person within the business or organization to interview concerning the way in which it engages in marketing. The paper must identify: 1) who was interviewed; 2) what position that person occupies with that organization; 3) that person's phone number and e-mail address; 4) the time and date of the interview; and 5) whether the interview was conducted in person or by phone (conducting the interview via the internet is not acceptable). The paper must be at least three pages but not more than five long (Times New Roman font 12, double-spaced, using margins of no more than one inch). Only hard copies of these papers must be submitted.

The paper should be organized with separate sections on Product, Price, Place and Promotion. Some individuals may deny that their business or organization engages in marketing so you may have to ask probing questions, such as the following, to obtain complete answers:

1. How does your business (organization) engage in marketing?
2. What does your business (organization) do to attract customers (clients, patients, parishioners)? Who has this responsibility?
3. What does your business (organization) do to ensure it satisfies and retains customers (clients, patients, parishioners)? Who has this responsibility?
4. Do all businesses (organizations) like yours appeal to the same group of customers (clients, patients, parishioners)? If the answer is "no," how is your business (organization) different from the others? How is this decision made?
5. Does it make any difference to your customers (clients, patients, parishioners) where you are located? If yes, who decided upon your location(s)?
6. Does your business and its competitors charge the same prices (fees)? Does your organization raise funds in the same manner as similar organizations? What does your business do to increase revenues? Who makes these decisions?
7. Does your business and its competitors offer the same products or services? Or ask: does your organization offer the same products services as similar organizations?
8. Are your facilities designed to appeal to your customers (clients, patients, parishioners)? If yes, how?

The principal criterion for grading your paper will be the completeness and accuracy of your portrayal of the marketing activities of the business or non-profit organization you chose. The second criterion is the status of the person you interviewed. Ideally you will be able to interview a senior person working for an organization you would like to take a job with when you graduate. However, you will likely not get the interview in the first place if you say you are interested in working there, because the person or his or her assistant may think you are using the assignment as an excuse to get a foot in the door. Don't be shy, an interview with a parent or someone who graduated last year may be convenient, but may not offer significant benefits.

Extra Credit Opportunity

You can earn extra credit points in this course by participating in research studies through the Marketing Department Subject Pool. You can earn one point for each study you participate in. To earn two points, you must participate in two *different* studies. You may not participate in the same study twice. You will receive this credit for any Research Studies offered via the Marketing Department Subject Pool website at:

<http://mcombs.sona-systems.com>

You may go to the website and register today and you will be notified by email when the first studies are posted online. For more information on the Subject Pool, see the Marketing Department website:

<http://www.mcombs.utexas.edu/dept/marketing/undergrad/subjectpool.asp>

You are strongly encouraged to participate in these studies. It is a good way to get exposed to marketing research and it is valuable to understanding marketing and consumer behavior. These opportunities are offered throughout the semester, but will *end on November 23rd*, so plan ahead. Those not interested in participating in a research study may choose a research paper option (see the above website for details).

Questions regarding extra credit? Email Szu-Chi Huang, the Subject Pool Coordinator, at Szu-Chi.Huang@phd.mcombs.utexas.edu

Grade Determination

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|--------------|----------|
| Interview | 25% |
| Three Exams | 25% each |
| Extra Credit | up to 2% |

Each examination will consist of 50 multiple-choice and true-false questions. The target GPA for the course will be in the 3.20. I used the Plus/Minus grading system the last year and will continue to do so. In examining these grades, I also calculated them using the old four-point system and found the overall GPA to be about the same.

Last year the Pick-A-Prof web site falsely indicated the average GPA for the MKT 337 courses I had taught was approximately a 3.80. However, all of the grades listed were for graduate courses (one of which I had never taught) or MKT 337H. Despite whatever you may read from that or other sites, the grades given in this course will be comparable to those given by other MKT 337 professors.

| | DATE | D A Y | TOPIC | READING |
|----|-------------|-------------|---|---------|
| 1 | August 29 | W | Overview of Marketing & the Course | K&A 1 |
| 2 | September 5 | W | Marketing & Marketing Manager's Job | |
| 3 | 10 | M | Strategic Marketing | K&A 2 |
| 4 | 12 | W | Strategic Marketing, Continued | K&A 18 |
| 5 | 17 | M | Global Marketing | K&A 19 |
| 6 | 19 | W | TBA | |
| 7 | 24 | M | CSR & Ethics | K&A 20 |
| 8 | 26 | W | Marketing Environment | K&A 3 |
| 9 | October 1 | M | EXAMINATION ONE | |
| 10 | 3 | W | Information & Insights | K&A 4 |
| 11 | 8 | M | B to C | K&A 5 |
| 12 | 10 | W | B to B | K&A 6 |
| 13 | 15 | M | Customer-Driven Strategy | K&A 7 |
| 14 | 17 | W | TBA INTERVIEW REPORT DUE | |
| 15 | 22 | M | Building Customer Value | K&A 8 |
| 16 | 24 | W | New Products & the Life Cycle | K&A 9 |
| 17 | 29 | M | EXAMINATION TWO | |
| 18 | 31 | W | Pricing | K&A 10 |
| 19 | November 5 | M | Pricing, Continued | K&A 11 |
| 20 | 7 | W | Channels of Distribution | K&A 12 |
| 21 | 12 | M | TBA | |
| 22 | 14 | W | Wholesalers & Retailers | K&A 13 |
| 23 | 19 | M | Integrating Marketing Communication | K&A 14 |
| 24 | 21 | W | Advertising & PR | K&A 15 |
| 25 | 26 | M | EXAMINATION THREE | |
| 26 | 28 | W | Personal Selling & Sales Promotion | K&A 16 |
| 27 | December 3 | M | Direct & On-Line Marketing | K&A 17 |
| 28 | 5 | W | EXAMINATION FOUR | |