

Marketing 337: Principles of Marketing
Unique #04975
Fall 2010
MW 12:30 PM – 2:00 PM
GSB 5.142A

Instructor: Dr. Mark I. Alpert, Marketing Department
CBA 7.244, 471-5417 (Office); 453-5365 (Home: please call during business hours)
Office Hours: MW 2:00-3:15 PM, or any mutually convenient time
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Prerequisites: Admission to a Business major, Credit or Registration for ACC 312, BA 324 (or MIS 324), and STA 309

This course is intended to convey the key elements of marketing and their importance to organizations and to society. Both the "how" and the "why" of marketing activities are presented, so that the student can understand how marketing managers "see the world." The intent is to introduce concepts which may provide a stepping-stone to further coursework and experience in marketing. We also seek to provide insights and understanding for those who will interact with marketing activities and people in their professional and personal lives.

Further, as many marketing actions play a salient role in society, this course seeks to challenge the social value and efficiency of marketing. Students are urged to examine the extent to which marketing activities are (and can be made) relevant to our society, as well as the managerial and organizational implications (good and bad) of marketing's social impact. Students are encouraged to read the business and popular press, critically view advertising and other marketing activities, and consider these marketing examples in the context of this course. Although class size calls for teaching in primarily a lecture format, we shall encourage class discussion and questions about course concepts and their application.

Texts and Materials:

A. Required Text: Philip Kotler and Gary Armstrong, Principles of Marketing (13th Edition), Prentice-Hall, 2010 (text)

B. Blackboard Site: Numerous **documents** (Announcements, PowerPoint Slides, Exam Review and Sample Questions) will be posted. Please check regularly, print (or download to your notebook computer), and bring to class those materials that assist each day's lecture and discussion.

B. Reserve Materials: PCL Library under Alpert, MKT 337. Copies may be ordered at IT Copy (MLK and Nueces).

Performance Evaluation:

Students will be evaluated on the basis of three in-class examinations, each of which covers approximately one-third of the course material. Exam format will be objective, consisting of multiple choice questions testing a combination of concept recognition and applications to marketing management decision-making. In addition, there will be a comprehensive final examination given during the university final examination period. The final exam is optional. It may be used to replace the lowest of the three in-class examination grades (if doing so would improve a student's average). It may also be used to substitute for an in-class examination that has been missed because of illness or any other reason. **[Please note: because of class size considerations, no make-up examinations can be provided for in-class exams, missed for any reason. However, the final examination will in such instances be substituted for a missed in-class exam].**

<u>Explicit weights:</u>	Exam 1	35%
	Exam 2	35%
	<u>Exam 3</u>	<u>30%</u>
	Total	100%

Optional Final: 30% or 35%, replacing lowest or missed exam.

Plus/Minus Grades will be used on the “borderline,” depending on the grade distribution, and performance on the optional final exam (if taken). Please see last page for additional information.

Extra Credit Opportunity: Participate in Marketing Department Research Studies

You can earn extra credit points in the course by participating in research studies through the Marketing Department Subject Pool. By doing so, your course grade average may be increased by up to two points. 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 26th*, 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 Sunaina Chugani, the Subject Pool Coordinator, at Sunaina.Chugani@phd.mcombs.utexas.edu

You will receive further information on the procedure for participating in the research studies in class and on the course Blackboard site.

<u>DATE</u>	<u>TOPIC & ASSIGNMENT</u>
August 25	<u>Introduction to Course</u>
Aug. 30	<u>Innovation and the Marketing Concept</u> Text, Chapters 1 and 2. Theodore Levitt, "Marketing Myopia," <u>Harvard Business Review</u> , 53 (September-October 1975) (Purchase at I.T. Copy). "Blue Food Blues," CNN online (download from Blackboard site).
Sept. 1	<u>The Marketing Environment "Givens"</u> Text, Chapters 3 and 19.
8	<u>Marketing Environment, continued</u> Text, Chapters 3 and 19, continued.
13	<u>Market Grid Analysis and Segmentation</u> Text, Chapter 7.
15	<u>Market Segmentation, continued</u>
20	<u>Marketing Research and Decision Support Systems</u> Text, Chapter 4.
22	<u>Introduction to Buyer Motivation</u> Text, Chapters 5 and 6.
27	<u>Discerning Buying Motives</u> James H. Myers and Mark I. Alpert, "Determinant Buying Attitudes: Meaning and Measurement," <u>Marketing Management</u> , (Summer 1997), 50-56. (Download from Blackboard site).
29	<u>First Exam Review and Catch-Up Session</u>
Oct. 4	<u>First Exam</u>
6	<u>Product and Services Marketing Policies</u> Text, Chapters 8 and 6 (especially note: business product/service buying, as contrasted with consumer buying).
11	<u>New-Product Introduction</u> Text Chapter 9.

- 13 Introduction to Pricing Decisions
Text, Chapters 10-11. Appendix 2 (Marketing by the Numbers)
- Oct.. 18 Pricing Techniques and Models
Text, Chapter 10.
- 20 Demand Curve Estimation, Psychological Pricing, & Pricing Decision Framework
Text, Chapter 11.
- 25 Channels of Distribution & Supply Chain Management
Text, Chapter 12.
- 27 Distribution Policies and Physical Distribution Strategy
Text, Chapter 12.
- Nov. 1 Retailing and Wholesaling in a Changing Era
Text, Chapter 13.
- Nov. 3 Second Exam Review and Catch-Up Session
- 8 Second Exam
- 10 Promotion Decisions-Overview
Text, Chapters 14 and 16 (materials on Sales Promotion).
- 15 Advertising Decisions
Text, Chapter 15.
- 17 Sales Force Management and On-Line Marketing
Text, Chapters 16 and 17.
- 22 Market Forecasting and Demand Estimation
Text, Appendix 2 (back of book, especially A16-A17)
- Nov. 24 Marketing's Role in Society: An Evaluation
Text, Chapter 20.
- November 25-28: HAPPY THANKSGIVING!
- Nov. 29 Third Exam Review and Catch-Up Session
- Dec. 1 Third Exam
- Dec. 14 (Tuesday) Comprehensive Final Examination (9:00 AM – 12:00 Noon; GSB 5.142A)
[Note: Check Final Exam Schedule for room number, AND possible change of time and date.]

The Final Exam may be “optional” if all three exams have been taken. The final exam cannot be taken “early” or at any time other than the officially scheduled time for this class’s final exam. However, if a student has a valid **medical** or **religious** reason that prevents him or her from taking the exam at this scheduled time, a make-up exam will be administered after the end of the final exam period (to avoid conflicting with other, scheduled exams), or at the earliest practical time thereafter. Please understand that personal or family convenience, early vacations, etc., are not a basis for a make-up.

If all three in-class exams have been completed, the final exam may be used to replace the lowest grade. If final is not taken, or if the final exam grade is not higher than any of the three exams, the grade will be determined on the three exams. **Grading will be based on “cut-offs” of : 90% = A; 80% = B; 70% = C; 60% = D, and no “curve” is anticipated.** Plus/Minus Grades will be used on the “borderline,” depending on the grade distribution. I shall look closely at the trends for students with averages in the ranges of 88-91; 78-81, 68-71, etc. More + s than – s are likely.

Except for extra-credit for participation in studies described above, no “points” can be given at the end of the semester. There are no “free” points for being “close.” No arguments about + s or – s, because this would remove the benefits of the +/- system for greater accuracy in grading. **Please spare us both the time and do not ask for special consideration.** The only way to raise your grade is to do better on the final exam than your lowest of the three in-class exams. The final exam is an *opportunity* to make up for a missed exam, and/or a weak performance on one, not a punishment. I’ll be happy to assist in your review for the final and any other exams during the semester.

Additions or changes to these assignments and dates may be given in class. If you are unable to attend a class, please make sure to get the notes from a fellow student, and do the reading(s) for that session. Students are responsible for information covered in class lectures and discussions, which are intended to enrich the text and readings and are based on students reading and thinking about the assignments prior to coming to class.

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 also contact me early in the semester regarding any special assistance I may provide, including during class and/or during examinations.