



MKTG 301: Marketing Fall 2017 Course Syllabus

This course runs from August 29 thru December 14, 2017

Instructor:	David Aron, PhD	Telephone	(708) 524-6811
Email:	daron@dom.edu	Office:	Fine Arts 218
Office Hours:	TBA	Cell/Text:	(312) 898-1972
LinkedIn:	www.linkedin.com/in/davidaron	IT Help	(708) 524-6888

Course Description: Welcome to Marketing 301! This course is an introduction to the marketing concept, its many dimensions, its importance and its application to business, institutions, and consumers in contemporary society.

Meeting Time/Days and Location: The class meets on Tuesdays and Thursdays from 3:30 to 4:45 pm. We will also make extensive use of our Canvas learning management system, so I suggest you develop a routine of checking Canvas on a regular basis each week.

Course Objectives: We will explore marketing as future managers and entrepreneurs, preparing either to work **as** marketers or work **with** marketers and customers. With this in mind, there are several objectives that we will strive achieve in this course. Upon completion of this course, you should be able to:

- 1) Understand the importance of the customer in all business activities
- 2) Understand the impact of marketing and marketing decisions and their implications on the economy
- 3) Understand interrelationships among marketing and the other areas of business including the areas of financial management, human resource management, operations management, and organizational structure and control
- 4) Understand and appreciate the ethical foundation of effective long-run business decisions and promote social responsibility in managerial decision making
- 5) Identify and critically analyze and synthesize issues of global concern

Required texts and materials: There is one textbook for you to acquire, with other material to be provided during the semester:

- Solomon, M.R., Marshall, G.W., and Stuart, E.W. (2015). *Marketing: Real People, Real Choices* (8th ed.) ISBN-10: 0132948931 ISBN-13: 978-0132948937
 - You can work with a later edition or 7th edition.
- The following classic articles and related assignment material will be made available to you on our Canvas site this semester.
 - Levitt, T. (1960). Marketing Myopia. *Harvard Business Review*, July-August, pp. 45-56.

- Kotler, P. (1972). What consumerism means for marketers. *Harvard Business Review*, May-June, pp. 48-57.

- Other readings as assigned.

NOTE: If you choose to use an older edition, an international edition, or an e-book edition of our textbook, make sure you read the chapters according to the topics covered on the class schedule.

Course Project: There is a team project for this course. Team projects offer challenges and they also offer many benefits, including the opportunity to work on a larger-scale project than you might otherwise. They also present a fairly safe way to grow your collaboration and leadership skills in a way that can be applied to your career.

In recognition of the wide variety of schedules faced in any team setting, I find it important to share these guidelines up front:

- Teams are created and team membership is assigned by me
- You cannot fire a peer from your team
- All members of a team do not necessarily get the same grade on the project
- Solo projects are not an option

Over the years, I've learned that a key to successful team projects is an early sharing, understanding, and acceptance of your fellow team members' expectations, strengths, and limitations.

About our Client:



Course Grading: Your grade will be based upon your performance on the following measures (*subject to change*):

Late assignments may be submitted up to one week past their due date for up to 50% credit. Missed quizzes must be discussed with your instructor.

Assignment	points
Individual Assignments	
Participation & Professionalism (27 mtgs @ 5 pts per)	135
Online Quizzes ¹ (8 quizzes @ 10 pts per)	80
CHIRP presentation (dates TBA)	10
Fine Print (due 9/7)	5
Platform Presentation (dates TBA) ¹	25
Project Assignments	
Intimate Project Conversation (dates TBA)	10
Creative Brief (due 9/19) ²	20
SWOT Analysis (presentation on 9/28; response due 10/3)	20
Consumer Persona (presentation on 10/12; response due 10/17)	20
Perceptual Map (presentation on 10/26; response due 10/31)	20
Progress Report (either on 11/ 8	25
Gaps Analysis (presentation on 11/9; response due 11/16)	20
Deliverable to Client	
Final Presentation (either December 5 or 7)	50
Final Paper (due at the end of assigned final exam time)	50
Other assignments	10
	500

TOTAL

Grade	% of total points
A	95
A-	90
B+	87
B	83
B-	80
C	70
F	Below 70

Grading Scale: This applies only to your final grade, out of 500 possible points. Letter grades are not given for each assignment.

¹ Depending on class size, this may be a paired or small-team assignment

² This is an individual assignment

Course Schedule: *Subject to change*

NOTE: These are chapters from the 8th edition: If you have the 7th ed. check the table at the end to be sure you're reading the right chapter

Course Schedule (subject to change)			
Week	Topic (subject to change)	Read/View before our meeting	DUE by 3:30 pm on stated day
1 8/29, 31	Overview The World of Marketing	Ch. 1, 2 Other readings provided	
2 9/5, 7	Marketing Strategy Survey Development	Ch. 3 Levitt on Marketing Myopia (provided on Canvas)	Online Quiz #1 on Marketing Myopia questions due 9/7 Fine Print due 9/7
3 9/12, 14	Meet the Client <ul style="list-style-type: none"> • details to be announced Marketing Research		Online Quiz #2 on Chs 1-3 due 9/14
4 9/19 (no mtg 9/21)	Brainstorming & Team Building SWOT Analysis	Ch. 4	Creative Brief (solo) due 9/19
5 9/28 (no mtg 9/26)	TBA CHIRPs	Ch 5	Online Quiz #3 on Chs 4, 5 due 9/28 SWOT Analysis team presentation due 9/28 (immediate feedback) CHIRP due 9/28
6 10/3, 5	Buyer Behavior Consumer Persona CHIRPs	Ch 6	SWOT Analysis written response due 10/3 Platform Show (details TBA)
7 10/10, 12	Brand Management CHIRPs	Ch 7, 9	Online Quiz #4 on Chs 6, 7 due 10/12 Consumer Persona team presentation due 10/12 (immediate feedback) Platform Show (details TBA)
8 10/17, 19	Segmentation, Targeting, and Positioning Perceptual Mapping CHIRPs	Ch 8, TBA View Video: Seth Godin	Online Quiz #5 on Chs 8 and 9 due 10/19 Consumer Persona written response due 10/17 Platform Show (details TBA)
9 10/24, 26	Product Management Brand Community Social Media Marketing CHIRPs	Ch 10	Perceptual Mapping team presentation due 10/26 (immediate feedback) Platform Show (details TBA)

10 10/31, 11/2	Promotion Price Gaps Analysis	Ch 13, 14	Online Quiz #6 on Chs 10 & TBA due 11/2 Perceptual Mapping written response due 10/31 Platform Show (details TBA)
11 11/7, 9	Progress Reports Presence		Online Quiz #7 due on Chs 13, 14 due 11/9 Gaps Analysis team presentation due 11/9 (immediate feedback) Platform Show (details TBA)
12 11/14, 16	Global TBA	Ch 11, 12	Progress Reports written response due 11/14 Gaps Analysis written response due 11/16 Platform Show (details TBA) Kotler Questions due 11/16
13 11/21 (no mtg 11/23)	Kotler on Consumerism		Online Quiz #8 on Chs 11, 12 due 11/21 Read Kotler (available on Canvas) Platform Show (details TBA)
14 11/28, 30	Crisis Management Ethics Client Presentation Workshop		Platform Show (details TBA)
15 12/5, 7	Final Presentations to our clients (details TBA)		
FINALS WEEK	Final Papers due at the end of our assigned final exam time week of 12/11		

TOC: 7 th Ed. (and 8 th Ed. Chapter)	TOC: 8 th Ed. (and 7 th Ed. Chapter)
<p>Part 1: Make Marketing Value Decisions 7.1. Welcome to the World of Marketing: Create and Deliver Value (8.1) 7.2. Strategic Market Planning: Take the Big Picture (8.3) 7.3. Thrive in the Marketing Environment: The World Is Flat (8.2)</p> <p>Part 2: Understand Consumers' Value Needs 7.4. Marketing Research: Gather, Analyze, and Use Information (8.4 & 8.5) 7.5. Consumer Behavior: How and Why We Buy (8.6) 7.6. Business-to-Business Markets: How and Why Organizations Buy (8.6) 7.7. Sharpen the Focus: Target Marketing Strategies and Customer Relationship Management (8.7)</p> <p>Part 3: Create the Value Proposition 7.8. Create the Product (8.8) 7.9. Manage the Product (8.9) 7.10. Services and Other Intangibles: Marketing the Product That Isn't There 7.11. Price the Product (8.10)</p> <p>Part 4: Communicate the Value Proposition 7.12. Old and New Media: From One to Many to Many to Many (8.14) 7.13. Advertising, Sales Promotion, and Public Relations: One to Many (8.13) 7.14. Personal Selling, Sales Management, and Direct Marketing: One to One (8.14)</p> <p>Part 5: Deliver the Value Proposition 7.15. Deliver Value through Supply Chain Management, Channels of Distribution, and Logistics (8.11) 7.16. Retailing: Bricks and Clicks (8.12) <i>Appendix A: Marketing Plan: The S&S Smoothie Company</i> <i>Appendix B: Marketing Math</i></p>	<p>PART I. Understand the Value Proposition 8.1. Welcome to the World of Marketing (7.1) 8.2. Global, Ethical and Sustainable Marketing (7.3) 8.3 Strategic Market Planning (7.2)</p> <p>PART II. Determine the Value Propositions Different Customers Want 8.4. Basics of the Market Research Process (7.4) 8.5. Marketing Analytics: Welcome to the Era of Big Data! (7.4) 8.6. Understand Consumer and Business Markets (7.5 and 7.6) 8.7. Segmentation, Target Marketing and Positioning (7.7)</p> <p>PART III. Develop the Value Proposition for the Customer 8.8. Product I: Innovation and New Product Development (7.8) 8.9. Product II: Product Strategy, Branding, and Product Management (7.9) 8.10. Price: What is the Value Proposition Worth? (7.11)</p> <p>PART IV. Deliver and Communicate the Value Proposition 8.11. Deliver the Goods: Determine Distribution Strategy (7.15) 8.12. Deliver the Customer Experience: Bricks and Clicks (7.16) 8.13. Promotion I: Advertising, Sales Promotion, and Public Relations (7.13) 8.14. Promotion II: Social Media, Direct/Database Marketing, and Personal (7.12 & 7.14)</p> <p><i>Appendix 1. Careers In Marketing</i> <i>Appendix 2. Sample Marketing Plan</i></p>

Academic Integrity: All University policies are in effect as described in the Academic Dishonesty/Misconduct section of the current catalog. All your work must be your own unless collaboration has been authorized. If collaboration is authorized, you must acknowledge the collaboration in writing. Your grade will be based in large part on the originality of your ideas and your written presentation of these ideas. Presenting the words, ideas, or expression of another as one's own, in any form, is cheating through plagiarism.

1. If you are unsure what constitutes plagiarism, review the rules of original writing at the following web site: <http://owl.english.purdue.edu/>. This link provides valuable information, including examples about plagiarism.
2. To review some plagiarism tools available to students, take a look at Turnitin.com for guidance. This is posted on Canvas. Remember to always cite your sources and ask your instructor for help!
3. Here are two sites that may be of interest: <http://www.indiana.edu/~istd> and <http://www.plagiarism.com>.

Warning: Plagiarism will not be tolerated and the claim of ignorance is no excuse because I know that you're reading (and perhaps even enjoying) this material carefully. Those found plagiarizing may fail the course. Collaboration on an assignment with other students is not permitted without explicit permission from the instructor. This too can be a form of plagiarism. Roommates, friends, partners, spouses, etc. taking the same course should be particularly careful.

Accommodations: If you require, or think you may require special accommodations for a condition or disability (e.g., learning disability, a chronic health problem, or a mental health condition), you are encouraged to arrange support services and/or accommodations through our Academic Enrichment Center and Disabilities Services staff. It is the policy and practice of Dominican University to make reasonable accommodations for students with properly documented disabilities. Written notification to Dominica's Disability Service staff is required. If you are eligible to receive an accommodation and would like to request it for this course, please discuss it with me within the first week of this course.

Brennan School of Business Mission: According to our mission, the Brennan School of Business provides experiential business education at the undergraduate, graduate, and executive levels. Our faculty prepares students to advance their careers by combining both theory and practice within and beyond the classroom. Guided by the University's core values of *Caritas et Veritas*, we develop ethically-minded leaders who create sustainable value for businesses and communities in a global society. In accordance with this mission, a successful student in statistics will be able to:

1. Appreciate the **ethical** foundation of effective long-run business decisions and promote social responsibility and ethical leadership in managerial decision-making. In this course, students will also explore how to present data ethically and without bias.
2. **Communicate** effectively in written and verbal formats. This course focuses on the not only the derivation of the numbers but on effectively communicating what the numbers mean. Throughout this course, students will learn how to write summarize statistics succinctly in order to make effective decisions.
3. Utilize **technology** and electronic learning to address business applications. Each chapter requires the use of statistical software (primarily Microsoft Excel) to solve empirical problems.
4. Utilize quantitative and analytical methods as well as **critical thinking** skills in business applications. In this course, students will analyze cases and participate in group learning exercises to assess statistics from marketing, management, and finance applications.
5. Utilize a **global perspective** in the evaluation of contemporary business issues. International and United States mini-cases will be explored to reinforce the importance of global citizenship in Brennan's curriculum.