

Auburn University

Department of Marketing

MKTG-3310: PRINCIPLES OF MARKETING Spring 2014

Professor: Dr. Jeremy S. Wolter

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Office Hours: Tuesday 9:30-10:30 am & Wednesday 2:00-3:00 pm and by appointment otherwise.

IMPORTANT: When you email me, you must put the following in the subject line of your email:

MKTG[class number]-[class section]: [area of interest]

For example, if you are in the first class section (11:00) and you want to ask about a quiz your subject would be "MKTG3301-001: Chpt 3 Quiz". If you fail to include the class number and section in the subject line I cannot guarantee that I will respond in a timely manner.

Course Overture

"It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change."

-Charles Darwin

"Marketing is not like Euclidean geometry, a fixed system of concepts and axioms. Rather, marketing is one of the most dynamic fields within the management arena. The marketplace continuously throws out fresh challenges, and companies must respond. Therefore, it is not surprising that new marketing ideas keep surfacing to meet the new marketplace challenges."

-Philip Kotler (1997)

"You can spend your time on stage pleasing the heckler in the back, or you can devote it to the audience that came to hear you perform."

-Seth Godin (2010)

Course Materials

Introduction to Marketing with ConnectPlus Access (Custom Text: ISBN# 9780077719029)

Roger A. Kerin, Steven W. Hartley and William Rudelius, 2013.

Available at the Auburn University Bookstore, J & M and other bookstores in the area. Most likely NOT available on line from other providers as this is set up as a custom text. You will need to have an individual ConnectPlus account for this class.

Connect Section Web Address for Section 1:

http://connect.mcgraw-hill.com/class/jswolter_mktg3301_2014

HELP Contact For Connect- Customer Experience Group: 800-331-5094

(Note....you need to contact them during business hours. This is NOT a 24/7 line)

Course Objectives

This course is an introductory course designed to provide students with a basic understanding of marketing concepts and practices. In addition, the course provides a foundation for additional marketing courses for those pursuing marketing as a major. You will be expected to acquire a working knowledge of the vocabulary and concepts that are the basis of managerial problem solving by a marketing manager. You will be exposed to a number of common marketing problems through real company examples, speakers, exercises, and discussions. You will be expected to understand and be able to calculate the financial impact of specific marketing decisions.

Evaluation Procedure

Grades in this course will be based on the following components:

Exams	
First	17.5%
Second	17.5%
Third	17.5%
Final	22.5%

LearnSmart Modules	10%
Quizzes	10%
Video Cases	05%

Grade Allocations in Percent:

A = 90+ B = 80 to 89.99; C = 70 to 79.99; D = 60 to 69.99; F = Below 60

Graded Course Components

- **Exams:** There will be three exams in this class and a final. The exams consist of multiple choice questions. Each exam will only consist of the material since the last exam. However, the final is a synthesis of all other material together and is comprehensive.

The exam dates are listed on the schedule included in the syllabus. For all exams, bring sharpened # 2 pencils, a blue AU General Purpose ScanTron, and your ID. Those are the only items that should be in your possession. Cell phones are to be turned off and left in your book bag or not brought to class. Book bags are to be left against the wall.

Materials on exams are derived from the text book, issues discussed in class, and any additional assigned reading.

After an exam is graded, there will be a day for exam debriefing in which some of the commonly missed questions will be reviewed. Refer to the schedule for the exam debriefing days.

After the exam debriefing and the grades are posted online, there will be designated times in which students may go over their exam. During these times, students will meet in the designated room with a graduate assistant. If you disagree with the way a particular question was graded, you may write the question down along with your answer and the “correct” answer. To appeal this question, you must turn in the written question, the two answers, and your justification as to

why your answer is correct. You should refer to class material and possibly cite page numbers from the textbook where appropriate. Take time to think through your response. I will review your request and make a decision based on the merits of your justification. Your written appeal is expected within a week of the designated time for reviewing exams. Once the week of appeal has passed, students forfeit their right to have that exam reassessed. Also, to appeal a question a student MUST have attended the exam debriefing day for that exam.

- **LearnSmart Modules (LSM):** Learn Smart is a set of questions that reviews concepts presented in the text book. In order to do well in this exercise, it is advised that you read the text book first and make notes. Then go to the corresponding LSM.

Learn Smart only notes the percent of material *you master*. Some people could conceivably spend three hours for zero percent correct. Others could spend 15 minutes for 100% assuming the person answers each question correctly. This is the point of business. Efficiency and success are rewarded. Just because you put time in does not assure you of success in business, although it helps.

I am using LSMs as a method to help those individuals who are willing to put in extra time to learn material at their own pace.

This assessment is not a quiz where you answer some number of questions and then you are given a percent correct score and you are finished. Think of these questions as a deck of flash cards. Concepts are presented in a variety of formats (i.e., multiple-choice, ranking, fill-in-the-blank). If there are 40 flash cards in the deck, you must answer each one correctly to earn 100%. This process will only record the number you get correct. Should you miss a concept, it is returned to the deck. It will not come back in the same format. It may have been a multiple choice question looking for definitions of items originally, however when the concept returns a second time it may be a fill in the blank. As such, the process will help you master the content, which is my goal for everyone in the class.

I have set the review process such that it should take you approximately 45 minutes to complete each Chapter's LSM after you have read and outlined the text material. You can continue working on the chapter's material until you earn 100% or the due date locks you out of the assignment, whichever comes first.

Keep in mind this is content mastery. If you only want a 90% you can stop at 90%. If you only want 60% stop at 60%. This is self-paced and up to you. There is a monitor in the LSM that shows you how far you have progressed in the module. You are welcome to work on each chapter's module as long as you like. The only requirement is that you complete the assignment by the due date. By assigning these modules with an overall due date before each exam, you have flexible times for completing them.

Collectively each set of modules is coordinated to be completed by 11:59 pm on the class day of your three exams. I have already allocated a two day grace period so that you can turn the assignment in for the following two days after the class exam. Historically, students who wait until the last minute to read the assignments and try to complete all their Learn Smart modules run out of time. Excuses for not finishing each Learn Smart module such as:

"I didn't know how to use Learn Smart, I couldn't get Learn Smart to work on my computer, the computer labs were full the last two days, my cat ate my router, Learn

Smart was off line last night due to the weather, my roommate hogged the computer playing GTAV,” etc. sound wonderful. But no.

- **Video Cases (VC):** Each chapter has a relevant VC that you must complete. The due dates for the VCs are the same as the LSM, all VCs for chapters that will be covered on an exam are due by 11:59 pm on the day of the exam (not including a two day grace period as explained above).

The VC consists of watching a video about a single company that corresponds to the chapter material and examples. The videos differ in length with some approximately 5 minutes and some longer (maybe 15-20 minutes). As you watch the video, questions will be given that correspond to the video and can be easily answered if you are paying attention. The number of questions varies across the videos and range from 3 to 6.

You can attempt each VC a total of two times. When you attempt the VC a second time, you may get a different set of questions as there are three sets of questions that are chosen randomly. Your grade for the second attempt completely replaces the first attempt. Thus, if you take the VC a second time, make sure you pay attention as you could get a lower grade the second attempt and this will be your final grade for that particular VC. Your final VC grade for the class is determined by averaging all of your VC grades together.

- **Quizzes:** There is an online quiz for each chapter of the book that we cover (refer to the schedule for chapters). The due dates for the quizzes are the same as the LearnSmart Modules, all quizzes for chapters that will be covered on an exam are due by 11:59 pm on the day of the exam (not including a two day grace period as explained above).

Each quiz consists of 5 questions from that chapter’s material. You only get one chance to take the quiz. I highly suggest you take the quiz AFTER you read the relevant chapter in the textbook, complete the LearnSmart Module, and complete the relevant video case.

Your final Quiz grade for the class is determined by averaging all of your quiz grades together.

General Policies

This course follows the general policies set forth in the *Tiger Cub* for absences, make-up exams, handling of disabilities, and other administrative matters. Please refer to the *Tiger Cub* for details regarding these policies. Please make note of those policies amended in this syllabus.

1. **Attendance:** Students are responsible for all material related to the course (including assignments, readings, handouts, homework, problem sets, administrative matters, etc.). I will not cover every assignment and reading during class since discussion and topics will vary in intensity. Feedback provided by previous classes suggests the pedagogical material assigned provides an important foundation useful in reaching the objectives established for this course. Class time will often include material that supplements the material in the textbook, so those who miss class regularly will not perform well in this course. In addition, missing class (even with an authorized excuse) does not relieve the student from the material covered in the missed class. It is the student’s responsibility to obtain the missed material. If you do not have an excused absence, I will not be available to help or explain topics covered during your absence. Assume this is a meeting for work and your salary depends on you doing what is assigned.

2. Instructor Availability: It is my policy to have an open door for students---provided you are doing your part in preparing for and attending class. If you are having difficulty, I am willing to help you, but only if you have put in the work beforehand. You may see me during office hours or by appointment. If you come by the office and I am not available (others have planned ahead and made an appointment – as you would in business), please leave a written message on my door or with the Marketing Department Administrative Assistant in Lowder 201D. Also send an email noting you would like to set up an appointment.
3. Makeup Exams: Only university approved excuses as outlined in the *Tiger Cub* will be honored regarding exams and homework exercises. Those excuses must be brought to my attention with a hard copy of that excuse to leave with me at the beginning of class on the day you return. Without that written copy the absence will not be excused. Beware, just because you have a receipt showing you visited a doctor’s office or clinic, does not mean I will excuse the absence.

In order to take a make-up exam, I must be informed in writing that you have an excuse that “may be” approved. To be allowed to take a make-up, you must contact me **before 5:00PM the day of the missed exam** or as soon as physically possible with appropriate written documentation supporting your absence. Make up exams are to be taken within one week of returning to class at the time noted by the professor; most likely early morning before classes begin. As with employment outside Auburn University, if you are going to miss class for an excused absence, please notify me in writing before you miss class via email at jswolter@auburn.edu along with your name, class and section, date and time.

4. Class Etiquette: Please make every effort to be on time. Please do not disrupt class if you come in late. If you come in after class has begun, you are to sit at the back of the last row occupied by other students.

Cell phones, pagers, and other electronic devices must be silenced and turned off during class. You are welcome to take notes using a laptop / I-pad. If you use the device for any other reason than note taking, you will be asked to leave the classroom that day and banned from bringing any device to class in the future. Disruptive behavior (chatting to classmates, checking emails, texting, etc.) is not professional and is not permitted.

5. Disabilities: It is the policy of Auburn University to provide accessibility to its programs and activities. Accommodation documented by the Program for Students with Disabilities for persons defined as having disabilities under the Americans with Disabilities Act of 1990 will be followed. Students desiring additional information should contact the Program for Students with Disabilities Office, 1244 Haley Center, (334) 844-2096. **IT IS THE STUDENT’S RESPONSIBILITY TO INITIATE THIS PROCESS WITH THE STUDENTS WITH DISABILITES OFFICE and ME WITHIN THE FIRST WEEK OF CLASS.** All disability issues will be handled in accordance with university policy per federal regulation.
6. Pre-requisites are strictly enforced. Students failing to meet any of the pre-requisites will be dropped from the class whenever the lack of qualification is discovered regardless of how far along in the term or any grades that may have been earned. This rule applies to both business and non-business students.

DATE	TOPIC COVERED	IMPORTANT INFO
1st SECTION (WEEKS 1-4): THE MARKETING CONCEPT		
Jan 9	Introduction to the course and syllabus	
Jan 14	Chpt 1: What is marketing	
Jan 16	Chpt 2: Marketing strategies	
Jan 21	Chpt 3: The marketing environment	
Jan 23	Chpt 4: Ethics in marketing	
Jan 28	EXAM 1	Section 1 LSM, VC, & Quizzes due
2nd SECTION (WEEKS 5-7): BUYERS AND MARKETS		
Jan 30	<i>Industry Speakers</i>	<i>Attendance is mandatory</i>
Feb 4	<i>Exam 1 Debrief</i>	<i>Attendance required for exam grade appeal</i>
Feb 6	Chpt 5: Consumer behavior	
Feb 11	Chpt 6: Organizational behavior	
Feb 13	Chpt 8: Marketing research	
Feb 18	Chpt 9: Segmentation	
Feb 20	Personal Branding	<i>This class relates to the 3rd section</i>
Feb 25	EXAM 2	Section 2 LSM, VC, & Quizzes due
3rd SECTION (WEEKS 8-14): THE FOUR Ps		
Feb 27	<i>Exam 2 Debrief</i>	<i>Attendance required for exam grade appeal</i>
Mar 4	<i>Industry Speakers</i>	<i>Attendance is mandatory</i>
Mar 6	Chpt 10: Products I	
Mar 11	Spring Break! No CLASSES!!	
Mar 13	Spring Break! No CLASSES!!	
Mar 18	Chpt 11: Products II	
Mar 20	Chpt 13: Pricing I	
Mar 25	Chpt 14: Pricing II	
Mar 27	Chpt 15: Place I	
Apr 1	Chpt 16: Place II	
Apr 3	Chpt 18: Promotion I	
Apr 8	Chpt 19 Promotion II	
Apr 10	EXAM 3	Section 3 LSM, VC, & Quizzes due
4th SECTION (WEEKS 15-16): PUTTING IT ALL TOGETHER		
Apr 15	<i>Industry Speakers</i>	<i>Attendance is mandatory</i>
Apr 17	<i>Exam 3 Debrief</i>	<i>Attendance required for exam grade appeal</i>
Apr 22	Chpt 21: Interactive and multichannel marketing	
Apr 24	Chpt 22: The strategic marketing process	
FINAL	(001 - 11:00) Friday May 2, 12:00 – 2:30 (002 - 2:00) Monday April 28, 4:00 – 6:30	Section 4 LSM, VC, & Quizzes due

Note # 1: The instructor reserves the right to alter and modify this schedule based on the needs of the class with adequate notice.

Note # 2: The Provost's office has directed all course instructors to notify you in writing that if normal class activities are disrupted due to a high number of students (or the instructor) experiencing illness or an emergency or crisis situation (such as a widespread H1N1 flu outbreak), the syllabus and other course plans and assignments may be modified to allow completion of the course. If this occurs, an addendum to your syllabus and/or course assignments will replace the original materials. You will be notified of any changes via email and/or Canvas.