MARK-3311-062, Principles of Marketing (Fall 2024)

Instructor:	Mahdi Niknejad
	(Call me Prof. Nik or Dr. Nik, or just professor!)
Department:	Management & Marketing
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Preferred Method of Contact:	Canvas Message
Office Hours:	Mondays 3:00 PM-4:30 PM/ Thursdays 11:00 AM-1:00 PM
	By Appointment
	(In Person/ Zoom)
Class Format:	Online (Weekly Video Lectures)
Credit:	3 Semester Hours

Required Readings

- Textbook: Marketing by Roger A. Kerin & Steven W. Hartley, Irwin/McGraw Hill; 16th edition (ISBN: 1264121326)
    - It is very similar to the 15th edition, so feel free to get the previous edition if you want.
    - I cover most of the important things in my lectures and slides, so if you're someone who learns mostly from watching and listening and not reading a textbook, feel free to just use the material I upload to Canvas (although some questions may be easier to answer if you have read the book).
- Articles: Relevant business articles will be uploaded to Canvas. Optional readings (not required) will be denoted as such next to the title on Canvas.

Reasonable Accommodations for Disabilities

If you require any accommodations, please reach out to the Student Accessibility and Resources Center at saroffice@uttyler.edu. Additionally, feel free to contact me with any concerns, and I'll be glad to assist you.

About This Course

No one can argue with the importance of marketing in the digital era. Many of you are already conducting marketing. Some of you are going on internship interviews and trying to come up with the best way to present your abilities. Some of you are creating a personal brand for yourselves by creating the content that you like to represent you on social media. The problem is knowing what distinguishes between bad and great marketing practices.

In this course, you will learn the most important concepts that will help you in all the stages of your lives, no matter what your major is or what career path you pursue. More importantly, you will learn how to use marketing in an effective yet ethical manner.

This syllabus provides you with information specific to this course, and it also provides information about important university policies. **This document is subject to change as the semester evolves. All the changes will be reflected in the syllabus and announced in class.**

Course Objectives

In this course you will learn that advertising and sales are not the only aspects of marketing 😊 . Here are our course objectives and what you will learn by the end of the semester:

- The components of the Environmental Analysis
- Understand what a target market is, and the variables which define a target market
- Recognize and have basic knowledge of price, product, promotion, and place
- Know the basics of marketing research: problem statement, types of research (primary, secondary) know the difference between quantitative and qualitative data, be able to identify some types of data collection instruments and methods.
- Understand the basic components of the Marketing Plan

Final Grade

Your grade will be calculated using the format below. **Please note that Course Evaluation methodology and points may be changed during the semester, but I will do my best to keep the scale as follows.** You can read about the details of these components in the next section.

Grading Components

Exams		**50%**
➢ Exam I	25%	
➢ Exam II	25%	
Group Project		**33%**
➢ Phase I	15%	
➢ Phase II	15%	
➢ Peer Evaluation	3%	
Quizzes		**15%**
Pricing Assignment		**2%**
Extra Credit (Forum Participation)		**+2 Points**
Total		**100%**

Grading Scale

A = 90-100%

B = 80-89.9%

C = 70-79.9%

D = 60-69.9%

F = 59.9% and below

Please note that decimals will not be rounded up – an 89.7 average will earn a B, not an A. If you miss the next highest grade by one point you will have my sympathy, but I will NOT change your grade (that's the purpose of bonus points!).

Class Format and Policies

Course Delivery: Our class is an online course and will utilize video lectures, PowerPoint presentations, in-class material, and Canvas (where you are right now), so **you will need access to a computer or tablet for this course**. All the materials and assignments will be posted on Canvas and be available in the **Modules** section of our course on Canvas. Usually, **each Module corresponds with 1 week of our course** (unless otherwise noted in the title of the module) and will contain all the required material for that week. Please visit the modules often to keep track of the posted assignments.

I want to the course to be accessible to everyone and offer flexibility in how you will consume the content or create your own. As such, I will also try to post the audio file and transcripts for each lecture alongside the video file so you can follow the class in whatever format that you prefer.

Office Hours: Office hours for our class are more like informal meeting times. You can discuss anything related to marketing or the course or basically any topic that you think I can be helpful for in the office hours. You can attend the office hours either in-person or on Zoom. For our online class, office hours are a chance to meet each other, so please feel free to come and say hi!

Exams: There will 2 exams in this course. The first exam will cover the material covered until the week before the exam. The **second exam is cumulative** and will include all the course material, though the main focus will be on the material taught after the first exam. Typically, no make-up exam will be scheduled during the semester unless you miss both exams due to a serious and documented excuse. A documented excuse consists of an official email from the Student Services. If you miss one of the exams, your exam grade will be calculated based on your grade from the other exam.

Both exams will be online and conducted on Canvas. **The exams are NOT open-book.** They will become available at the start of the week and Exams will be a combination of multiple-choice and short answer question (with a focus on multiple-choice). Exams will cover material from the textbook and slides. There will not be any direct questions from the articles, but the concepts in those articles may be helpful for some questions. There will also be no "cheat sheets"

and no graphing calculators allowed in the exams. **Using AI tools such as ChatGPT, Co-Pilot, Gemini, etc., is not allowed for the exams.** The students are expected to follow the Standard of Academic Integrity in the online exams.

The goal of the exams is to assess students' level of understanding of the core material and their ability to apply the concepts in simulated scenarios. There will also be questions directly from the definition of concepts. Many of the questions require you to REMEMBER what the concepts are called. Exam scores will be posted on Canvas. You can check your exam in office hours after the scores are posted on Canvas.

Weekly quizzes: There will usually be a quiz each week to make sure students follow the reading material. Questions are from the material for that week. The questions will be from all the required reading material, including the textbook and the articles. Quizzes may vary between 3-5 questions and have a limited time. Questions will be a combination of multiple-choice and short answer questions. Quizzes are open book but **using AI tools such as ChatGPT, Co-Pilot, Gemeni, etc., is not allowed for the quizzes. Your lowest quiz grade will be dropped**. No make-up quizzes will be offered, but if you miss more than one quiz due to your specific circumstances, please let me know and we can discuss your options.

Group Project: You will create a marketing plan in this project. **Each group will <u>include 2-5 students</u>. You can also conduct the project <u>individually,</u> but you need to let me know by the due date.** Please keep in mind that in previous years, students who chose to do the project solo mentioned that it was a difficult assignment. <u>**You can send me the names of your group members and the brand/company of your choice by September 15th. If I don't receive your name, I will assign you to a group randomly. You can choose a product or brand that your group likes to examine in the project, but I will post several products/brands as suggestions.**</u> I will review the brands and discuss them with each group. The companies can either be established firms or your own startup ideas, but **there should be an interesting challenge** that you can address. The project will have two phases:

- Phase 1: Situational Analysis: What are the business objectives of the company? What challenges is it facing? What insights does the company need to collect? Who are the target customers? Who are the main competitors? What are the company's strengths, weaknesses, opportunities, and threats?

- Phase 2: Marketing Strategy: What is the company's strategy (segmentation, targeting, positioning)? What are the company's marketing objectives and what is the plan to execute them? What marketing communication strategies do you recommend based on the STP analysis?

I will post the detailed requirements for each phase on Canvas. You have 3 options for the the final document for each phase:

1. A Word/PDF report that contains all the information for that phase

2. A PowerPoint presentation document that also includes all the details in the slide notes
3. A PowerPoint presentation video that includes your group going over all the aspects of the project (you should also submit the PowerPoint file alongside the video)

Late submissions will be penalized. Excuses for late submissions are not acceptable, but I understand that life happens, and I will do my best to accommodate your situation while keeping it fair for everyone, so please let me know about your issue and we will try to come up with a solution. Late submissions will incur a penalty of 20% of the project's maximum grade for each day they are overdue.

I encourage you to use AI tools such as ChatGPT to collect information for the project, but you should clearly cite the instances that AI helped you, just like any other citation. You are also responsible for checking the accuracy of the information provided by AI. If I find inaccurate information points will be deducted accordingly.

Project Peer Evaluation: To prevent free riding on the group project, each member of the group will assess every team members' (including one's own) contributions to the project. This will constitute a portion of your marketing plan grade. Peer evaluation instructions will be provided to you toward the end of the semester.

Pricing Assignment: There is one assignment that the students are required to finish **individually** and submit the electronic copy to Canvas by the due date. This assignment is about the topics that we will cover in the pricing session. Late assignments will be penalized. Excuses for late submissions are not acceptable. Late submissions will incur a penalty of 20% of the assignment's maximum grade for each day they are overdue.

Canvas Discussions: Our class is online but that doesn't mean we can't connect with each other in different ways. I will post a discussion topic on Canvas every week and I hope that you will participate in them by posting your own thoughts and experiences.
Participation in these topics are NOT mandatory, but you can gain up to **2 bonus points** by **posting meaningful and insightful comments** on the discussion forums (this means that your comments will be evaluated by me and **not all comments will be counted toward your bonus points**). At the end of the semester, I will add your scores and assign the final grades based on the highest possible score. Some examples of meaningful contributions include:
- Comments about personal experience of using products, shopping in stores, or working in firms
- Adding insightful comments about the readings or the material discussed in class
- Thoughtful questions that result in a deeper learning of marketing concepts for students

If you have issues with writing your ideas in public in the discussion forums for any reason, please let me know and I will accommodate your needs to the best of my abilities.
Using AI Tools: UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools' ethical,

societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler's Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course (see below) is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler's Academic Integrity Policy.

For this course, AI is permitted only for specific assignments or situations, and appropriate acknowledgment is required. You can use AI tools for your project (for getting ideas, data collection, grammar checking and writing assistant, but it shouldn't write your project for you), but AI is NOT allowed for the exams and quizzes.

Surveys and Feedback Emails: Although all courses will ask for your feedback at the end of the semester, I want to make this course better for YOU and not just for future students. So, **I may post occasional surveys on Canvas to get your feedback** about the class and how it can be more helpful for you. The surveys are optional and will be conducted anonymously. Students are free to make comments and suggestions about the course outside of the surveys as well.

I will also **send occasional emails** to a random group of students from time to time to get your feedback. Receiving an email is not a bad sign, so don't panic. **I'd appreciate it if you could provide me honest feedback on how I can improve your experience in the course when I contact you.**

Communication: The best way to contact me outside of the class is via Canvas message. Students who attend office hours in-person or on Zoom do not have to make an appointment but letting me know beforehand helps me better prepare for any questions you might have. To meet me at another time, please ask me for an appointment via Canvas or email.

Canvas messages are always preferred to emails. If you are unable to send messages through Canvas, please follow the guidelines listed below in your emails:

- Whenever you communicate with me through emails, do not forget to include MARK 3311 in the subject line. Doing so will ensure that I will be able to respond to your emails in a timely manner.
- Remember to sign your name, especially if your email address does not represent your legal name.
- Please do not contact me for excuses or technical issues after the deadline is passed.

Tentative Course Schedule

Please note that the schedule is subject to change throughout the semester. Any changes to the schedule will be announced in Canvas announcements as well as in the lectures. Please check Canvas announcements regularly.

Week	Date	Topic	Chapter	Due
1	8/26-9/1	Course Overview What is Marketing?	Chapter 1 Chapter 1	Quiz 1
2	9/2-9/8	Firm Strategy and Marketing Marketing Environment	Chapter 2 Chapter 3	Quiz 2
3	9/9-9/15	Ethics & Social Responsibility Consumer Behavior	Chapter 4 Chapter 5	Group Members and Brand Choice Quiz 3
4	9/16-9/22	Market Research Segmentation, Positioning, Targeting	Chapter 8 Chapter 9	Quiz 4
5	9/23-9/29	Developing new products Brand Management	Chapter 10 Chapter 11	Quiz 5
6	9/30-10/6	Service Marketing Global Marketing	Chapter 12 Chapter 7	Quiz 6
7	10/7-10/13	AI Overview (Optional) Exam Review		
8	10/14-10/20	Exam 1		Project Phase 1 Exam 1
9	10/21-10/27	Pricing Foundations Pricing Methods	Chapter 13 Chapter 14	Quiz 7
10	10/28-11/3	Channel Management Retailing	Chapter 15 Chapter 16	Quiz 8 Pricing Assignment
11	11/4-11/10	Marketing Communications Advertising and Promotions	Chapter 18 Chapter 19	Quiz 9
12	11/11-11/17	Sales Management	Chapter 21	Quiz 10
13	11/18-11/24	Digital and Social Media Marketing	Chapter 20	Quiz 11
14	11/25-12/1	Thanksgiving Break 😊		
15	12/2-12/8	Exam Review Exam 2		
16	12/9-12/13	Exam 2		Project Phase 2 Exam 2

Important Notifications

Technical Support

If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing itsupport@patriots.uttyler.edu. When you email IT Support, include a complete description of your question or problem including:

- The title and number of the course
- The page in question
- If you get an error message, a description and message number
- What you were doing at the time you got the error message

You may also visit Distance Education FAQs for helpful information.

General UT Tyler Academic Policies

See below or access at **http://www.uttyler.edu/academicaffairs/files/syllabuspolicy.pdf**

Important Dates

Census date: 9/9/24

Last day to withdraw from one or more classes: 11/4/24

Student Rights and Responsibilities

To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:

http://www.uttyler.edu/wellness/rightsresponsibilities.php

We respect the right and privacy of students who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at http://www.uttyler.edu/about/campus-carry/index.php.

Disability Services

In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator. If you are unsure if the above criteria apply to you, or have questions or concerns, please contact the SAR office.

Academic Integrity (UT Tyler Students Make the Decision to Not Lie, Cheat, or Steal, Nor Tolerate Those That Do)

The code states UT Tyler students will not lie, cheat, or steal or allow other to do so. Students are responsible for doing their own work and avoiding all formats of academic dishonesty. The most common academic honesty violations are cheating and plagiarism. Cheating includes, but is not limited to: submitting material that is not one's own. Using information or devices that are not allowed by the faculty member, obtaining and/or using unauthorized material, fabrication information, violating procedures prescribed to protect the integrity of a test, or evaluation exercise, collaborating with others on assignments without the faculty member's consent, cooperating with or helping another student to cheat, having another person take an examination in the student's place, altering exam answers and requesting that the exam be re-graded, communicating with any during an exam, other than the faculty member or exam proctor. Plagiarism includes, but is not limited to: Directly quoting the words of others without using quotation marks or indented format to identify them, using sources of information (published or unpublished) without identifying them, Paraphrasing materials or ideas of others without identifying the sources.

AI Policy

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