

WELCOME TO the INTRODUCTION TO MARKETING
MKT 3350- FALL 2008
Tuesday and Thursdays 2:00-3:20 pm, BA 352

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Text Material:

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Objectives:

In the context of changing and increasingly uncertain, nonlinear, and complex business environment, sustained competitive advantage depends on firms creating value to their customers through high quality and/or low price products/services, and developing customer relationship management programs. This course will help you to understand the critical role of marketing for organizations (profit-oriented or non-profit oriented organizations), and thereby society in this complex environment. Therefore, this course will explore:

- ✚ the discipline of marketing as a business philosophy and as a series of business practices,
 - ✚ the role of marketing in organizations,
 - ✚ the role of marketing in society,
 - ✚ who are marketers, how they understand consumers' needs and wants, how they develop products/services that provide value; thereby, how they price, promote, distribute products/services effectively and efficiently and domestically and internationally,
 - ✚ ethical and societal issues related to marketing,
 - ✚ how the subjects of marketing apply to many other fields, everything from the arts to finance
 - ✚ the importance of team working in marketing world,
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Learning Outcomes:

At the end of the course, you will be able to:

- ✚ understand how organizations create and deliver value to their customers,
- ✚ identify the pricing, promotion, distribution, and product elements of marketing mix,
- ✚ know how to formulate and implement marketing strategy,
- ✚ describe market oriented organizations,
- ✚ apply marketing concepts and strategies to real world marketing problems,

- ✚ demonstrate higher order analytical thinking
- ✚ develop self-regulatory behaviors and self-autonomy
- ✚ give and receive constructive feedback
- ✚ know how to work in a team, thereby demonstrate higher order social skills,
- ✚ understand ethical dilemmas in marketing and apply ethical decision making tools,
- ✚ understand how to market yourself,

Course Approach:

We will have lectures, in-class discussions, and in-class active learning activities in this semester. Lecture slides will be posted on the class website before the class time. In order you to understand the lectures and amazing discussions, please have a look at the slides before you come to class. The basic assumption in class discussions is that you know the subject matter. In-class critical-thinking exercises, participation exercises, and case studies will be used to provide you with hands-on experience with marketing problems. All these activities will be done in an in-class team-environment. The teams will be formed by the instructor. The details of how the teams will be formed will be provided in the first day of the class. Finally, you will create your brand (marketing yourself) in class.

Assessments:

In this course, the instructor is committed to assess: what you are learning, how well you are learning, and how this course impacts your ability to apply course material in solving marketing problems, to work in teams, to create your brand (marketing yourself), and how the active learning approach impacts your understanding and application of fundamental marketing concepts and strategies. Therefore, performance assessments will be accomplished using participation exercises, cases studies, in class critical thinking exercises, and examinations throughout the semester. The basic aim is to assess your understanding, application, and the ability to persuasively argue for a suggested solution.

Policies in the class:

There are five core elements in the team policies of the class: positive interdependence, face to face interactions, individual accountability, social skills, and team processing. Positive interdependence means your success depends on your team's success. The sense of interdependence is made possible by having a common team goal and vision, shared resources and rewards, and complementary roles. Face to face interaction means you are expected to work together, and I will provide encouragement, early and fast feedback. Individual accountability means you will use your individual abilities and talents to ensure the success of the team. You will work in teams to process in-class exercises, case studies, and discussions, this process helps you to develop social skills and team management skills that are crucial in the workplace.

Your group will evaluate all individuals twice during the semester and this will definitely be taken into account when your grades are assigned. The evaluation form will be evaluated by the instructor. Groups reserve the right to fire a member after consulting with me.

You are expected to attend all class sessions and to have read the assigned materials prior to each session. The classroom will remain an environment conducive to learning at all. The use of cell phones, outside reading materials (e.g., newspapers, magazines, novels) and tobacco materials is prohibited in the class. In-class side conversations will not be tolerated- if you choose to distract your class mates you will be asked to leave the classroom.

In-class work (participation exercises, critical thinking exercises, case studies, marketing yourself, and exams) can not be made up if you are absent *. EXAMS must be taken on the date listed in the course schedule. When you miss a class, you can get the copy of the class notes from your class mates. Also be sure to check the website every week. You can also meet me by appointment to ask questions about the missing classes. I am here to help you.

* Group studies are very critical in your overall evaluation. If you miss a class, there will not be a chance to do it yourself. In-class case studies are scheduled early. Therefore, if you have an excuse about not to attend the class please let me know in advance. THIS IS VERY IMPORTANT. Please check the important dates on the tentative schedule.

Don't forget the sign the group folder to receive credit. Signing in other group members will be treated as academic dishonesty. Standards of academic dishonesty will be observed in accordance with TTU policy, as detailed in Operating Policy 34.12 (you can find an excerpt from it at the end of the syllabus). Special accommodations to students with disabilities will be made, as detailed in Operating Policy 34.22. Student absences for the observance of religious holidays will be allowed, as detailed in Operating Policy 34.19.

The last day to drop the course is October 27, Monday. After that date you must stay and you will receive the grade you earn.

Grading:

	POINTS
Exam I	150 pts
Exam II	150 pts
Exam III	150 pts
In-class critical thinking exercises (1-4)	100 pts (each 25 pts)
Participation exercises (individual)	100 pts
Case studies (1-3)	300 pts (each 100 pts)
Marketing yourself (in-class)	50 pts
TOTAL	1000 pts

SCALE	LETTER GRADE
900-1000	A
800-899	B
700-799	C
600-699	D
0-599	F

Notes about grading:

- (1) Exams will mainly cover material from the lecture notes, class discussions, and in class critical thinking exercises. The exam format is multiple-choice. Exams are closed book, closed notes, and closed friends. Next class of each exam, there will be a boosting grade section. You will be

given a chance to see your answers, correct some of your wrong answers, and get some points for the corrected ones.

- (2) In the class, you will complete a marketing plan for yourself applying the concepts from this course.
- (3) In-class critical thinking exercises will be done in small groups where you will answer interesting and exciting questions. These questions require you to apply the concepts we discuss in class.
- (4) The cases involve dealing with and solving current marketing problems. The case analyses are done in groups in class. In the analysis your group will detail possible alternative solutions (with pros and cons). Then your groups will select the best alternative or combination of alternatives and detail a recommended course of action for the company. The recommendation includes specifics on implementation. The group write-up will be collected at the end of the class period.
- (5) I will not take attendance during the semester. But, as you realize in-class critical thinking exercises are not scheduled. Four activities can be done any day. The participation portion of the grade is determined by participation exercises which will be done individually.

* Grades will be posted just after each activity. Please track your grades on the course web page after each activity, and contact with me in advance if there is any problem.

* Grading is not curved. However, attending class everyday and actively participating may improve a student's grade to the next level, if the grade is very close to that level (e.g., two-three points), if you are in class everyday and actively participate, it will be raised to the next level. These grade points are firm!

* During the semester, extra credit opportunities will be available.

* Grades will be posted on the class website (<http://ta.ba.ttu.edu/pbicen>)

Tentative Course Schedule:

DATE	TOPIC	CHAPTERS AND NOTES
August 26	Welcome reception & Introduction	
August 28	An overview of Marketing	Chapter 1
September 2	Individual Student Test for Team Formation	Chapter 2
	Strategic Planning for Competitive Advantage	
September 4	Learn your team-mates	Chapter 3
	Social Responsibility & Ethics	
September 9	Marketing Environment	Chapter 3
September 11	1 st Case Study	
September 16	Developing a Global Vision	Chapter 4
September 18	Consumer Decision Making	Chapter 5
September 23	No class (I will be out of town)	Chapter 7
September 25	Segmenting and Targeting Markets	
September 30	Exam 1	
October 2	Boost Your Grade	Chapter 8
	DSS and Marketing Research	
October 7	Product Concepts	Chapter 9
October 9	Developing and Managing Products	Chapter 10
October 14	Case Study 2	
October 16	Services and Non-Profit Organization Marketing	Chapter 11

October 21	Marketing Channels and Supply Chain Management	Chapter 12
October 23	Retailing	Chapter 13
October 28	Exam 2	
October 30	Boost Your Grade IMC	Chapter 14
November 4	Advertising and Public Relations	Chapter 15
November 6	Case Study 3	
November 11	Pricing Concepts	Chapter 17
November 13	Setting the Price Right	Chapter 18
November 18	Exam 3	
November 20	Boost your grade	
November 25-27	Thanksgiving Holiday	
December 2	Marketing Yourself	

Students with Disabilities:

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, you may contact the Student Disability Services office at 335 West Hall or 806-742-2405.

Academic dishonesty (of any kind) will result in the student receiving a Fail in the course. Standards of academic honesty will be observed in accordance with TTU policy, as detailed in Operating Policy 34.12.

Academic dishonesty in any form is in violation of the University Code of Student Conduct and will not be tolerated! Academic dishonesty includes, but is not limited to, copying or sharing test answers, plagiarism, submitting someone else’s work as your own, and providing false or misleading information in order to receive an accommodation such as a makeup exam or for a disability. Cheating will result in a grade of F for the examination or project, and will likely result in a grade of F in the course, or even suspension or expulsion from Texas Tech University. Examples of plagiarism include copying or paraphrasing someone else’s paper (case), and copying or paraphrasing material from a web page, book, journal, magazine, newspaper, brochure, etc. without identifying the copied material and citing the source. Material taken verbatim from other sources **MUST be identified in quotation marks!**

Excerpt from OP 34.12:

It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and high standard of integrity. The attempt of students to present as their own any work not honestly performed is regarded by the faculty and administration as a most serious offense and renders the offenders liable to serious consequences, possibly suspension.

“Scholastic dishonesty” includes, but it not limited to, cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, and any act designed to give unfair academic advantage to the student (such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor) or the attempt to commit such an act.

a. “Cheating” includes, but is not limited to:

- (1) Copying from another student's test paper;
- (2) Using during a test materials not authorized by the person giving the test;
- (3) Failing to comply with instructions given by the person administering the test;
- (4) Possession during a test of materials that are not authorized by the person giving the test, such as class notes or specifically designed "crib notes." The presence of textbooks constitutes a violation only if they have been specifically prohibited by the person administering the test;
- (5) Using, buying, stealing, transporting, or soliciting in whole or in part the contents of an unadministered test, test key, homework solution, or computer program;
- (6) Collaborating with or seeking aid or receiving assistance from another student or individual during a test or in conjunction with other assignment without authority;
- (7) Discussing the contents of an examination with another student who will take the examination; March 31, 2005 Page 3 OP 34.12
- (8) Divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructor has designated that the examination is not to be removed from the examination room or not to be returned to or kept by the student;
- (9) Substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
- (10) Paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program, or information about an unadministered test, test key, homework solution, or computer program;
- (11) Falsifying research data, laboratory reports, and/or other academic work offered for credit; and
- (12) Taking, keeping, misplacing, or damaging the property of the university, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct.
 - b. "Plagiarism" includes, but is not limited to, the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.
 - c. "Collusion" includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty.
 - d. "Falsifying academic records" includes, but is not limited to, altering or assisting in the altering of any official record of the university, and/or submitting false information or omitting requested information that is required for or related to any academic record of the university. Academic records include, but are not limited to, applications for admission, the awarding of a degree, grade reports, test papers, registration materials, grade change forms, and reporting forms used by the Office of the Registrar. A former student who engages in such conduct is subject to a bar against readmission, revocation of a degree, and withdrawal of a diploma.
 - e. "Misrepresenting facts" to the university or an agent of the university includes, but is not limited to, providing false grades or resumes; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual; or providing false or misleading information in an effort to injure another student academically or financially.

SUGGESTIONS FOR SUCCESSFUL AND PEACEFUL SEMESTER:

- 1) Be prepared for class. You will understand far more in class if you read the material before the lecture. Plus you won't feel embarrassed for not knowing the answer to a question when you are called on!

- 2) Come to class. Show up on time. If you must come in late, please do so quietly. Typically, students who fail this class have poor attendance records.
- 3) Be active in class discussions. Ask questions. Offer insight. (Catching up on gossip or sleep, or flirting with classmates during class is not considered participating in class discussions.)
- 4) Submit outside material that pertains to the class, including newspaper and magazine articles.
- 5) Read the slides before class, and use them to take good notes in class. This is not the time to read the newspaper or study for other classes.
- 6) Submit all assignments on time. The *shortcut* to this course is to come to class and do the assignments.
- 7) Come see me. Sometimes it can be helpful to ask questions outside of the classroom. I can meet with students during office hours, or at other times with an appointment. **I will always make time to see a student.**
- 8) If you are having trouble with anything in the class, come see me. I will work with you to help you to succeed.
- 9) DO NOT CHEAT!!!
- 10) Work Hard. Be responsible.