



Department of Marketing and Entrepreneurship

**MARK 3336 ELEMENTS OF MARKETING ADMINISTRATION
Fall 2013 Syllabus**

Honors Section #10846

Meets Tuesdays and Thursdays 10:00 pm – 11:20 pm in 129MH

PROFESSOR: Dr. Jacqueline Kacen
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Marketing takes a day to learn. Unfortunately it takes a lifetime to master.
- Philip Kotler

COURSE DESCRIPTION:

This course is designed to introduce students to a wide range of marketing concepts and functions as they are applied in the management of a business firm. Topics include strategic planning, consumer behavior, target market analysis, product management, distribution, promotion, and pricing. Emphasis is placed on understanding contemporary issues in marketing such as socially responsible marketing, the marketing of services, globalization, and new forms of media communication.

NOTE: This Honors section is a rigorous course designed for highly motivated students.

COURSE OBJECTIVES:

- Develop a comprehensive understanding of the various marketing mix elements, their individual characteristics, the synergistic relationships among them, and their place in the larger context of the business decision-making process.
- Refine analytical and logical reasoning skills through class activities such as case studies, readings, and marketing exercises.
- Gain practical experience working in a team setting analyzing real problems of real companies.

REQUIRED COURSE MATERIAL:

1. Pearson CourseConnect Principles of Marketing online course. Information available at <http://www.pearsonlearningsolutions.com/online-learning/courseconnect-principles-of-marketing>.
2. New Shoes: Principles of Marketing Simulation, Terpening et al., Interpretive Software, available at www.interpretive.com.

Supplementary Readings: Available on Blackboard.

Recommended Textbook: Solomon, Michael R., Greg W Marshall, and Elnora W. Stuart (2012), *Marketing: Real People, Real Choices*, 7th edition, New York: Prentice Hall.

COURSE PROCEDURES:

This course will be conducted at an intense pace. The first half of the semester focuses on acquiring a knowledge of marketing principles and concepts and understanding how these concepts are used in marketing decisions through online lesson presentations and in-class exercises and assignments. The latter half of the course provides an opportunity to apply this knowledge of marketing by managing a company within a realistic business setting.

Unlike a traditional lecture-based course, there will be no in-class lecture on the course material. You are responsible for completing the online lesson presentations and online quizzes prior to class, according to the schedule provided. Class time will be devoted to exercises and assignments that provide a practical application of marketing to help you develop the skills and confidence to tackle challenges you will face in your professional careers. Extensive class participation is expected.

Every class meeting has a list of activities required to successfully complete the assigned marketing lesson. Online marketing lessons, quizzes, and any supplemental reading should be completed prior to class. Although some of your activities will be ungraded, I will keep track of whether you have completed assignments on time and will assign you a course grade based on your timely completion of these assignments. Extra-credit assignments and make-up quizzes are not available. Late assignments will not be accepted.

Graded Assessments

- In-class activities such as case studies, written assignments, analysis exercises, presentations
- Online quizzes
- Exams
- Simulation game results
- Simulation company file
- Class participation

Ungraded Activities

- Online Principles of Marketing lesson presentations
- Simulation game meetings, analyses, research
- Reading assignments
- Web research

A professional-quality work product is expected. All written assignments should be typewritten, double-spaced, error-free, with printing quality equal to that produced by a letter-quality printer. Spelling, grammar and typographical mistakes reduce grade points. Proofread all assignments before turning them in. Work submitted after the deadline will not be graded.

STUDENT RESPONSIBILITY:

For this term, think of this class as your job (albeit, not full time). Professional conduct is expected from all course participants. You will be held to a high professional standard in the level and quality of your participation, your behavior, and your work product. You are expected to arrive to class on time and to be prepared to contribute thoughtfully and meaningfully to class discussions. Once you enter the classroom, you are expected to stay until the class ends. You are expected to work productively on team assignments, share responsibilities and collaborate effectively with others. Ringing and beeping phones disturb the flow of the class; mobile phones and pagers should be turned off or set to “vibrate.” If you are absent from class, you are responsible for obtaining any notes or information about what was discussed from another classmate.

BAUER CODE OF ETHICS:

1. Bauer students shall maintain the standard of academic honesty set forth under the University of Houston’s Academic Honesty Policy.
2. Bauer students shall respect other students, faculty, staff, and the Bauer environment.
3. Bauer students shall maintain individual accountability and integrity.

COURSE POLICY ON ACADEMIC MISCONDUCT:

The University of Houston Student Handbook (<http://www.uh.edu/dos/publications/handbook.php>) presents the University's policy on academic honesty. Students should be aware that anyone who engages in actions prohibited by the University's policy on academic honesty (e.g., cheating, plagiarism) will be subject to disciplinary action and may not receive credit for the course.

BLACKBOARD:

We will utilize Blackboard to facilitate electronic communication in this course. The MARK 3336 course page will have a copy of the syllabus, supplemental readings, and some course materials. Please note: I respond to messages sent via email (jkacen@uh.edu) more quickly than messages on Blackboard. ***I do not check Blackboard for messages.***

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES:

Students in this course who need accommodations for any sort of disability should contact the Center for Students with Disabilities (CSD), 307 Student Service Center (713-743-5400-voice, 713-749-1527- TTY) by September 3, 2013. Reasonable accommodations for persons with documented disabilities will be provided. If you feel you need accommodations in this course, please let me know before September 9, 2013.

MEASURES OF SUCCESS:

Class participation	50 points
Quizzes	120 points
In-class assignments/exercises	130 points
Simulation game	150 points
Exams	<u>250 points</u>
	700 points

Grades will be assigned on the following scale:

A	651 or more points
A-	630-650
B+	609-629
B	581-608
B-	560-580
C+	539-559
C	511-538
C-	490-510
D	420-489
F	419 or fewer points

CLASS PARTICIPATION:

Regular attendance is expected. Excused absences for medical reasons or for official University-related business (e.g., Varsity athletics) require documentation. You should expect to be called on at random throughout the term. In evaluating class participation, I will assess how your contributions enhance both the content and the process of the discussion. Participation points will be awarded to each student each class session based on the following scale:

- 2 = relevant contribution
- 1 = prompt attendance but did not contribute
- 0 = did not attend class or inappropriate classroom behavior

COURSECONNECT PRINCIPLES OF MARKETING LESSON PRESENTATIONS (online)

Students are responsible for completing the online lesson presentations according to the schedule provided. You should review all material in the online lesson presentation BEFORE class. You are welcome to work ahead of schedule by completing lessons in advance of the due date.

QUIZZES:

Each online marketing lesson includes an online quiz. Quizzes are “open book” and are designed to help you remember and synthesize the concepts you learned. The online quiz associated with each lesson presentation may be taken multiple times, but must be completed BEFORE class to receive credit.

IN-CLASS ASSIGNMENTS/EXERCISES:

In-class exercises and assignments are designed to enhance understanding of marketing concepts. There will be assignments and exercises throughout the term designed to promote learning of the material and enhance critical thinking skills. If you are not present in class, you will not receive credit for in-class activities. There are no opportunities to make-up missed in-class activities.

EXAMS:

Four exams will be given during the semester consisting of multiple-choice and short answer questions including problem-solving applications of the course material. The exams will be based on class discussions, assigned readings, coursework, and class exercises. They are designed to help you synthesize what you learned throughout the term. All assigned material, whether discussed in class or not, may appear on the exams. The exams will be given in class, during regular class hours. **There are NO MAKE-UP EXAMS except for true emergency situations.** Documentation is required for any student requesting a make-up exam.

Note: Students are encouraged to submit exam questions in advance of an exam. Exam questions should include an answer key and a grading rubric. Students will receive full points for the question if it is used on the exam. Potential exam questions, keys and rubrics must be submitted to me one week in advance of the exam date.

SIMULATION GAME:

To enhance your understanding of marketing, in the second half of the semester students will form teams that will compete in an online simulation game that allows you to experience the excitement and challenges of operating a business in a realistic setting. The decisions made by your team over multiple periods will affect the overall success of your company (e.g., revenue, sales, market share, profits) as well as the company’s success relative to other teams. Your grade for this project will be based on three components: 1) cumulative profit for your company, 2) total market share for your company, and 3) the team’s company file. An introduction to the game is available at www.interpretive.com. More information about the simulation game will be provided in class.

Peer evaluation forms are available on the simulation website and must be completed by Tuesday, December 3, 2013. Please note: A student’s grade on the simulation project may be adjusted based on peer evaluations which may affect final course grades.

MARK 3336: Elements of Marketing Administration
Fall 2013 Class Schedule*

Class	Date	Topic	Assignment Due	In-class
1	Tu 8/27	Course Overview and Introduction to Marketing	Review syllabus	
2	Th 8/29	Introduction to Marketing	CourseConnect Lesson 1; Quiz 1; Student info card with photo	
3	Tu 9/3	Strategic Planning	CourseConnect Lesson 2; Quiz 2	
4	Th 9/5	Analyzing the Business Environment	CourseConnect Lesson 3; Quiz 3	
5	Tu 9/10	Market Research and Intelligence	CourseConnect Lesson 4; Quiz 4	
6	Th 9/12	Exam 1	Study!	
7	Tu 9/17	Market Analysis and Strategy	CourseConnect Lesson 5; Quiz 5	
8	Th 9/19	Consumer Behavior	CourseConnect Lesson 6; Quiz 6	
9	Tu 9/24	B2B Marketing	CourseConnect Lesson 7; Quiz 7	
10	Th 9/26	Product Development and Management	CourseConnect Lesson 8; Quiz 8	
11	Tu 10/1	Exam 2	Study!	
12	Th 10/3	Services Marketing	CourseConnect Lesson 9; Quiz 9	
13	Tu 10/8	Integrated Marketing Communications	CourseConnect Lesson 10; Quiz 10	
14	Th 10/10	Pricing	CourseConnect Lesson 11; Quiz 11	

Class	Date	Topic	Assignment Due	In-class
15	Tu 10/15	Marketing Channels and Supply Chains	CourseConnect Lesson 12; Quiz 12	
16	Th 10/17	Exam 3	Study!	
17	Tu 10/22	NO CLASS	Register for New Shoes simulation; Read New Shoes manual; Take New Shoes online quiz	
18	Th 10/24	New Shoes simulation overview	Brand name selection assignment; Team information form;	
19	Tu 10/29	New Shoes practice 1	Initial strategic planning assignment	
20	Th 10/31	New Shoes practice 2	Review results of practice round 1	
21	Tu 11/5	New Shoes round 1	Decisions for round 1	
22	Th 11/7	New Shoes round 2	Review results; Decisions for round 2	
23	Tu 11/12	New Shoes round 3	Review results; Decisions for round 3	
24	Th 11/14	New Shoes round 4	Review results; Decisions for round 4	
25	Tu 11/19	New Shoes round 5	Review results; Decisions for round 5	
26	Th 11/21	New Shoes round 6	Review results; Decisions for round 6	
	Tu 11/26	New Shoes round 7	Review results; Decisions for round 7	
	Th 11/28	THANKSGIVING HOLIDAY	NO CLASS	
27	Tu 12/3	Team Presentations	Company File; Peer evaluations	
28	Th 12/5	Comprehensive Exam	Study!	

**Any changes to the class schedule will be announced in class and posted on Blackboard.*