

MARK 3336: Marketing Strategy and Planning (Spring 2016 - Section 12421)
C.T. Bauer College of Business
University of Houston

Professor: Dr. Vanessa Patrick-Ralhan

Office: 385J Melcher Hall

Office hours: Only by appointment

Teaching Assistant: David Mora

Office: 385M Melcher Hall

Office hours: 1 pm – 2 pm Tuesdays and Thursdays

Email: Use blackboard email.

Instructional Assistant: Zhe Zhang

Office: 385N Melcher Hall

Email: Use blackboard email.

Class Time: Tues/Thurs 10:00 a.m. – 11:30 a.m. (Room MH112)

Course Description:

MARK 3336 - Introduction to Marketing - is intended to provide an overview of marketing with an emphasis on creating value for the enterprise through marketing. Specific areas studied will include market research, buyer behavior, strategic pricing, marketing channels, and a variety of promotional activities.

Course Learning Objectives:

- To learn the critical role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.
- To understand the various decision points made by marketers and the tools and methods used by marketing managers for making those decisions.
- To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.
- To understand that regardless of what functional area you belong to within an enterprise, much of what you do will impact the organization's marketing efforts, and vice-versa.

Required Course Material:

You are required to purchase **one of the two options** listed below (please do not purchase both options).

Both of them include an access card to our MyMarketingLab website along with an electronic version of the text. The difference is the first option also includes a hardcopy of the text. Please note the e-text version requires you to stream it from the publisher website and may result in data charges if you are connecting via your cellular provider.

Only purchase one of the two options below and do not buy this used - it will not work. Both can be found at the University bookstore and on Pearson Publishing's website.

Option 1:

Principles of Marketing hardcopy, MyMarketLab with eText & Access Card

- ISBN-10: 0133973301 / ISBN-13: 9780133973303

- Kotler and Armstrong, Prentice Hall

- **Format: Unbound Hardcopy with MyMarketLab Access Card and access to e-text**

Option 2:

MyMarketLab with eText & Access Card

- ISBN-10: 0133862097 / ISBN-13: 9780133862096

- Kotler and Armstrong, Prentice Hall

- **Format: MyMarketLab Access Card Only with access to e-text**

(NOTE: You must purchase access to MyMarketingLab WITH eText in order to have access to Learning Catalytics which we will be using in class)

MyMarketingLab

This class will use MyMarketingLab as a course supplement. With MyMarketingLab, you can view all assignments and any supplementary materials to help you with the course. Questions/technical issues with MyMarketingLab: If you need technical support for MyMarketingLab, you may contact their tech support directly via phone (855) 875-1797, Monday through Friday, Noon to 8PM EST. You also have access to their tech support online: http://www.mymktlab.com/Student_Support.

Please note that if you have a technical issue with MyMarketingLab that prevents you from completing an assignment online, you MUST have an incident number from the MyMarketingLab support team in order to receive credit for the assignment if it is turned in late. An incident number is generated any time you contact them for assistance.

URL for online access to MyMarketingLab (Once you have an Access Card):

<http://www.mymktlab.com>

Blackboard Learn

This class will use Blackboard Learn as a course supplement. With Blackboard you can view class notes, download class readings, communicate with fellow students, and view grades and course progress at any time. MyMarketingLab is also synced with Blackboard and can be accessed via the Blackboard portal. Students are encouraged to log onto Blackboard regularly to stay current with the class.

All communication via Blackboard will be monitored by the Teaching Assistant and will be responded to in a timely manner. When emailing via Blackboard or directly, please **identify yourself with your name and registered class time** so that we can quickly address your situation.

Evaluation Method

Final grades will be determined as follows:

Assignment	Percent of Total	Points Breakdown	Due Date
Exams (best 3 out of 4)	75%		
• Exam 1		25%	02/11
• Exam 2		25%	03/10
• Exam 3		25%	04/07
• Exam 4		25%	04/26
Online chapter assignments (done at home)	10%		
In class video cases (includes attendance and participation)	15%		
Total	100%		

There will be an **extra credit** opportunity for participating in studies run by the marketing department. The details will be provided during the class.

Exams

There will be four multiple-choice exams containing questions from the textbook, lectures, class discussions, videos, guest speakers, and any outside material assigned and/or discussed. Each exam will be worth 100 points. Please make sure that you do not schedule any vacations or other events during the time posted for exams. There will not be any make-up exam. **Best three out of four exams** will count toward your final grade. Exams are not cumulative.

Please bring YOUR STUDENT IDENTIFICATION CARD to the exams. You may be required to show your student identification cards. Any form of academic dishonesty will be dealt with according to standing university policies.

Online assignment completion (each Chapter):

For each chapter assigned, please read the chapter and then answer the questions assigned under “Assignments/Homework” in your MyMarketingLab website account. Your grade for this component of the course will focus on whether or not you went through the questions and attempted to answer them as well as how well you answered them. Please note that if it appears your answers and answering patterns to each chapter’s questions in MyMarketingLab suggest you simply checked answers until you guessed the correct, your grade will be adjusted down for this component of the course accordingly. Each homework assignment is **due by 11:59PM the day the assignment is scheduled** (e.g. the first homework is scheduled for 01/21, hence it is due to be submitted online no later than 11:59PM, 01/21). There will be no time extensions for homework.

In Class Video Cases & Participation

Please bring something that can connect to the Internet to class each day. Mobile devices such as pads or phones are perfect and should be used only for the in-class cases. You will watch short videos about a real companies and their marketing strategy. You will then answer five multiple choice questions about the video content through learning catalytics and one open-ended “learnings” question in each class. You will be responsible for completing the video assignment during class time to earn a maximum of 10 points per class. Answers provided outside class time will not be counted. You are encouraged to raise your hand and participate in class discussion. Your TA will check your attendance and participation every week and assign a participation grade accordingly.

Classes are a combination of presentation, lecture, discussion, and online content (videos), with an emphasis on discussion. **You are expected to participate.** The more you come ready to participate, the better the class discussion and interaction the more you learn and easier the exams and assignments will be.

Material for the exams comes from the book chapters we cover and from the lectures. Therefore it is in your best interest to be in attendance for the full period each and every class day. In a nutshell, you will miss quite a bit of material that appears on the exams if you miss class. **The best way to earn a high grade in this course is to read the course material and prepare questions and comments *before* coming to class.** Class attendance will be taken through in class activities such as video and simulations. Exercise questions from videos and simulations will be graded and be counted toward your final grade.

We have a lot to cover in a short amount of time and in order for you to benefit most from the class it is imperative that everyone be respectful of their peers, teacher and teaching assistants.

Class Schedule:

The tentative class calendar, including test dates and video exercises is on the next page distributed. Due to uncertainties on both teaching and learning sides, it is impossible to predict the exact pace of coverage of all the course material, some minor changes may be made. It is your responsibility to keep abreast of announcements made in class or posted electronically on Blackboard in this regard.

Extra Credit Opportunity

There will be an opportunity to earn extra credit. This will involve students serving as research subjects for academic research. Participation is completely at your option. During the semester I will post instructions on blackboard for how to sign up. There will likely be 2 opportunities during the semester. Each opportunity will be worth 1.5 points toward your final grade.

The final course grades will be based on the scale below. Please note that I round to the nearest 10th of a point. Therefore, an 89.94 is a B+ and an A-.

Grade	Grade Score
A	93% to 100%
A-	90% to 92.9%
B+	87% to 89.9%
B	83% to 86.9%
B-	80% to 82.9%
C+	75% to 79.9%
C-	70% to 74.5%
D	60% to 69.9%
E	0 to 59.9%

Who to Contact With Questions:

1. Questions about any content on MyMarketingLab (this excludes technical issues) or Blackboard should be directed to David Mora (email him on blackboard)
2. Technical concerns and issues regarding MyMarketingLab (i.e. Tech Support) should be directed to (855) 875-1797. Also, visit their support page:
http://www.mymktlab.com/Student_Support
3. Please note that if you have a technical issue that prevents you from completing an assignment online, you MUST email a valid incident number to David from the MyMarketLab support team in order to receive credit for the assignment if it is turned in late. An incident number is generated anytime you contact them for support.

General Policies and Procedures:

1. Class will begin on time and conclude on time. Please do not be late. Consistent lateness will result in a drop in participation grades.
2. Class attendance and participation are indicative of your commitment and desire to succeed.
3. Talking on the phone, playing games, working on other course assignments, etc. during this class are a sign of disrespect and will not be tolerated. These types of pre-professional behaviors are not consistent with the Bauer College of Business Academic Standards.
4. If you have or are experiencing any difficulties, which will inhibit your performance in this class, please see me early in the semester.
5. Please review the schedule in this syllabus; you are responsible for keeping in mind when assignments, submissions and examinations are due.
6. If you need to leave early, let me/TA know. Please sit at the back, near a door.
7. Audio and/or video recording in class is not allowed.
8. Please turn off your cell phones prior to entering class. Cell phones, i-pads, and laptops can only be used at the end of class to use learning catalytics. Please keep them off till an announcement is made to pull them out.

ACADEMIC INTEGRITY

Ethics and values are important in education. I will assume, unless there is evidence to the contrary, that you are an ethical student. The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy will be tolerated in this course. Students are expected to be familiar with this policy, which is available at

http://www.uh.edu/provost/policies/uhhonesty_policy.html

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES

The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713- 743-5400), and present approved accommodation documentation to their instructors in a timely manner.

Spring 2016 Schedule
(changes to the schedule will be announced ahead of time)

CLASS	DATE	TOPIC	READING ASSIGNMENT	CASE
1	01/19	Course Introduction	Syllabus	
2	01/21	Marketing: Creating and Capturing Customer Value	Chapter 1	Zappos: Marketing- Creating and Capturing Customer Value ¹
3	01/26	Company and Marketing Strategy: Partnering to Build customer Relationships	Chapter 2	OXO: Company and Marketing Strategy
4	01/28	No class.		
5	02/02	Analyzing the Marketing Environment	Chapter 3	Ecoist: Analyzing the Marketing Environment
6	02/04	Managing Marketing Information to gain customer insights	Chapter 4	Domino's Pizza
7	02/09	Creating Competitive Advantage	Chapter 18	UMPQUA Bank
8	02/11	TEST 1		
9	02/16	Consumer Markets and Consumer Buyer Behavior	Chapter 5	Goodwill: Understanding Consumer and Business Buyer Behavior
10	02/18	Consumer Driven Marketing Strategy	Chapter 7	Boston Harbor Cruises
11	02/23	Consumer Driven Marketing Strategy	Chapter 7	Dove Case Study (read)
12	2/25	Products, Services, and Brands: Building Customer Value	Chapter 8	Life is good: Products, Services, and Brands Full
13	03/01	New Product Development and Product Life-Cycle strategies	Chapter 9	Subaru America: New Product Development and Life Cycle Strategy
14	03/03	Pricing: Understanding and Capturing Customer Value	Chapter 10	Smashburger
15	03/08	Pricing: Understanding and Capturing Customer Value		Coach Case Study (read)
16	03/10	TEST 2		
		Spring Break – no class		
17	03/22	Marketing Channels: Delivering Customer Value	Chapter 12	Gavina Gourmet Coffee
18	03/24	Retailing and Wholesaling	Chapter 13	HSN: Retailing
19	03/29	Communicating Customer Value: Integrated Marketing Communications Strategy	Chapter 14	OXO: Advertising
20	03/31	Advertising and Public	Chapter 15	E*TRADE

¹ Please hand in your completed Personal Information Sheets to David Mora.

		Relations		
21	04/05	Personal Selling and Sales Promotion	Chapter 16	MedTroninc: Personal Selling and Sales Promotion
22	04/07	TEST 3		
23	04/12	Direct and Online Marketing: Building Direct Customer Relationships	Chapter 17	HSN: Direct and Online Marketing
24	04/14	Direct and Online Marketing: Building Direct Customer Relationships	Chapter 17	Pinterest Case study (read)
25	04/19	The Global Marketplace	Chapter 19	Marketing a Movie
	04/21	Putting it all together – marketing plan	Appendix 1	Chill Beverage case study
27	04/26	TEST 4		