

Marketing
Course Number: 33:630:301
Course Title: Introduction to Marketing

COURSE DESCRIPTION

“Do what you do so well that they will want to see it again, and bring their friends.”
~Walt Disney

Marketing is the process of creating and delivering goods and services in response to customer wants and needs, building loyalty among your customers. Put simply, the purpose of marketing is to acquire and keep customers by surprising and delighting them with your product or service, turning customers into brand evangelists. It is one of the most important business activities because it has direct impact on an organization’s effectiveness and profitability, blending both analytics and creativity. Marketing is vital for all organizations – whether for-profit or nonprofit – attempting to influence all types of customers – whether end consumers or business buyers.

This course provides a comprehensive overview of the marketing function within an organization. We will begin by defining marketing and discussing the marketing process. With this background, we will challenge ourselves to understand the marketplace and how customers decide when to select, acquire, use, and discard specific products and services. Next, we will carefully explore the way marketers use this information to design a customer-driven strategy and make marketing mix decisions related to product, pricing, promotions, and distribution.

COURSE MATERIALS

There is one required textbook for this class. Marketing: An Introduction Authors: Armstrong G. and Kotler, P. 14th edition.

You will also need to purchase the online companion to our textbook, MyMarketingLab. Please see purchase and registration instructions posted on Canvas.

You will need to access the Turning Technologies clicker or clicker app. Information on purchasing and activating your account can be found on Canvas.

Check Canvas (canvas.rutgers.edu) and your Rutgers email account regularly for updates on articles to read supplementing course text. All slides will be posted to Canvas, and you can access them before the class to aid in your note-taking and class experience. I will also post relevant announcements on Canvas so you will need to access Canvas several times per week- it is your responsibility to make sure you can access Canvas.

LEARNING GOALS AND OBJECTIVES

This course is designed to help students develop skills and knowledge in the following area(s):

- Broad understanding of basic business theory and practice
- Reasoned and ethical judgment when analyzing problems and making business decisions

Students who complete this course will demonstrate the following:

- Understanding of current basic concepts in the field of marketing
- Ability to blend theoretical marketing concepts with real-world application

Students develop these skills and knowledge through the following course activities and assignments:

- Interactive lectures to introduce basic marketing concepts and practices
- In-class case study exercises to explore the real-world application of marketing concepts and decision-making
- Weekly online homework assignments to apply your knowledge and decision-making ability related to course materials
- Two exams to assess your knowledge of course material

PREREQUISITES

This class is open to all Rutgers Business School students, except for first year students.

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

Outlined below are a set of attendance & preparation standards.

- Attend all class sessions, in full. If I am to be absent, my department chair or I will send you notice via email and Canvas as far in advance as possible. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death and you seek

makeup work, also send an email with full details and supporting documentation within 3 days of your first absence.

- Arrive on time for each class session. If you are going to be late, please send me an email in advance.
 - Remain for the entirety of each class session. If you need to leave early, then please send me an email in advance.
 - Prepare properly for each class session. Complete all background reading and assignments in preparation for our class meeting. The better prepared you are, the more useful, enriching, interesting and enjoyable the class will be.
 - Participate fully in each class session. Stay focused and involved. You cannot learn if you are not paying attention.
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CLASSROOM CONDUCT

My goal is for this class to be a place of learning, sharing ideas, and personal & professional growth. I would ask that we always be respectful of each other. In doing so, this means:

- We will not interrupt one another, but instead provide each other with a platform to ask questions, share ideas openly.
- There will be no cell phone or tablet usage in class- no calls, no texts, no social media. Upon entering the classroom, I ask for all cell phones to be put on silent mode (NOT vibrate) and that they be put away.
- Laptops may **ONLY** be used for taking notes, researching class discussion topics or working on group activities- no emails, personal matters, social media.

You are expected to bring your clicker, or access via the clicker app. Your cell phone may only be used to access the attendance and in-class participation via the app. This will monitor your attendance as well as your in-class participation.

EXAM DATES AND POLICIES

There will be two, non-cumulative exams in this class, that will cover all of the semester material (text, lectures, articles, cases, group presentations & guest speakers).

Exam 1:

- during class time
- Chapters 1-6
- Format to be multiple choice
 - No notes, and exam will be closed book

Exam 2:

- (this is during FINALS WEEK)
- Chapters 7-14

- Format to be multiple choice & short answer
- No notes, and exam will be closed book

During exams, the following rules apply:

- If you have a disability that influences testing procedures, provide me an official letter from the Office of Disability Services at the start of the semester
- No cell phones, tablets, laptops or smart watches or other electronics are allowed during the exam- they must stay in your bag for the duration of the exam.
- Hats must be removed before entering the testing room.
- You must show a valid, Rutgers, photo ID when you turn in your exam.
- Your exam will not be accepted unless you sign the Honor Pledge
- Exams will be 1 hour and 20 minutes in duration. If you arrive later you will NOT be give extra time
- Please use the restroom BEFORE the exam as there will be no bathroom breaks during the exam.
- If you miss an exam with prior, written approval from me based upon a legitimate reason you will review a 0 for that exam. If you miss an exam for a documented and approved reason, you will be administered a make-up exam on a non-negotiable date.

GRADING POLICY

Course grades are determined as follows:

Exam 1:	25%
Exam 2:	25%
Homework Assignments	20%
Class Attendance & Participation:	20%
SWOT Analysis:	5%
Research Participation:	5%*

Exams: There will be two, non-cumulative exam which will comprise 50% of your total course grade.

Homework Assignments: You will be required to set up an a count on MyMarketingLab, which is the online learning companion for your textbook. Once you set up an account, you will be able to access your MyMarketingLab homework assignments through a link on Canvas. Assignments are always due prior to our class meeting time on the dates indicated. Late assignments will not be accepted. Each of your MyMarketingLab assignments and other homework assignments are weighted equally and taken together, will account for 20% for your final course grade.

Attendance & Participation: Attendance and class participation (including accuracy of your clicker responses) each account for 10% of your grade for a combined total of 20% of your total course grade.

Attendance (10%): Attendance by itself counts for 10% of your total course grade. There may be times when you cannot a class for whatever reason. Hence, you have a maximum of 2 unexcused

absences. I will take attendance randomly during the class session, sometimes at the beginning, sometimes the end so it is important that you arrive on time and stay for the duration of the class.

Participation (10%): Participation is measured through your clicker answers to in-class questions and is also worth 10% of your total course grade. In order to encourage participation, you will receive 1 point for each in-class question answered correctly, and ½ point for each wrong answer.

Research Participation: All Introduction to Marketing students are required to actively participate in the research of the RBS Faculty members. This will account for 5% of your total course grade. This course requires two hours of research participation. You will be granted 2.5% for each hour of research you complete.

Please refer to the Behavioral Lab documented posted on Canvas for more information about the RBS Behavioral Lab requirement and key dates.

SWOT Analysis: You will be required to complete a SWOT Analysis on a company from a pre-defined list of companies. This will account for 5% of your total course grade.

NOTE: Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot and will not adjust grades based on consequences, such as lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals.

COURSE SCHEDULE

SESSION	TOPIC	ASSIGNMENT DUE
1	Syllabus Review The Marketing Process (Chap. 1)	<ul style="list-style-type: none"> ■ Purchase MyMarketingLab ■ Register your Clicker or Sign up for App ■ MyMarketingLab Assignments
2	Marketing Strategy (Chap. 2) Marketing Environment (Chap. 3)	<ul style="list-style-type: none"> ■ MyMarketingLab Assignments Ch. 2&3
3	Consumer Insights (Chap. 4)	<ul style="list-style-type: none"> ■ MyMarketingLab Assignments Ch. 4
4	Consumer Behavior (Chap. 5) Business Buying Behavior (Chap.5)	<ul style="list-style-type: none"> ■ MyMarketingLab Assignments Ch. 5 ■ SWOT Analysis Due
5	Market Research Session- In Class Market Segmentation, Targeting, Positioning & Differentiation (Chap. 6)	<ul style="list-style-type: none"> ■ MyMarketingLab Assignments Ch. 6
6	Market Segmentation, Targeting, Positioning & Differentiation (Chap. 6)	
7	MIDTERM EXAM (Chap. 1-6)	
	Products, Services & Brands (Chap. 7)	<ul style="list-style-type: none"> ■ MyMarketingLab Assignments Ch. 7

8		
9	Market Research Session- In Class Product Development & Product Lifecycle Management (Chap. 8)	■ MyMarketingLab Assignments Ch. 8
10	Pricing (Chap 9)	■ MyMarketingLab Assignments Ch. 9
11	Introduction to the Promotional Mix & Public Relations (Chap. 12)	■ MyMarketingLab Assignments Ch. 12
12	Advertising (Chap. 12)	■ MyMarketingLab Assignments Ch. 12
13	Digital Marketing (Chap. 14)	■ MyMarketingLab Assignments Ch. 14
14	Personal Selling & Sales Promotion (Chap.13) Marketing Channels (Chap.10) Retailing & Wholesaling (Chap. 11)	■ MyMarketingLab Assignments Ch. 10, 11, 13

GRADING SCALE FOR END OF SEMESTER LETTER GRADES

QUALITY OF PERFORMANCE	LETTER GRADE	POINTS RANGE %
Excellent- work is of exceptional quality	A	>90.0
Good- work is above average quality	B+	85.1-89.9
	B	80-85.0
Satisfactory	C+	77-79.9
	C	73-76.9
Adequate	C-	70-72.9
Poor	D	60-69.9
Failure	F	< 60

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military **veteran** or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of **mental health** services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of **physical health** services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of **legal** services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to **English as a second language (ESL)** should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional **academic assistance**, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]