

University of North Texas at Dallas
Spring 2016 Syllabus
Marketing 3650-002: Marketing Foundations-3 units
Wed 10am-12:50, Dallas Bldg 2 #308

Instructor: Mark Treger

Instructor office located in bldg 2, room 335

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Best way to reach me is by phone 8am-8pm 7 days a week, or in person immediately before or after class. Office hours are Mon 6-7pm, Tues noon-1pm, Wed 1-2pm.

Also *by appointment* on Mon 5-6pm, Tues 7-8pm, Wed 9-10am; other by appointment.

Course focuses on application of marketing concepts, practices, and activities performed by marketing managers. Includes evaluation of marketing opportunities and marketing planning in a practical strategic framework, product development/management, price setting and management; basic promotional concepts, establishing and managing distribution channels.

Text and references: **Marketing, An Introduction** by Armstrong and Kotler, published by Pearson Prentice Hall, *any recent edition (does NOT need to be latest, most costly edition)*, will be used as a reference for lecture and discussion. In addition the instructor will hand out numerous articles and short primers on various marketing topics. The text is readily available used in multiple editions, and *copies are on reserve at the UNT Dallas library (972/780-3625)*.

2 short-answer exams (based on **lecture, text readings, and hand-out materials**) each account for **one-half** of your **base** course grade. *The marketing strategy group case will raise or lower this base grade up to 5 points.* Overall (base grade +/- group marketing strategy case grade), 90%=A, 80%=B, 70%=C, 60%=D, however instructor reserves right further to raise course grade as much as 5 points for **consistent, high-quality class participation**, as judged by the instructor. *Instructor will fail students who miss more than 2 weekly lectures.*

The group marketing strategy case is meant to integrate and apply the major marketing strategy concepts emphasized in the lectures. A negative grade on the case will be assigned if the instructor judges that little or no analytical effort or insight was demonstrated by a group, or selected members of a group.

The goal of this course is to expose students to marketing concepts, practices and activities as outlined above. Learning outcomes are for the student to develop facility with the basic concepts, practices and activities covered in the course. The course is taught from the perspective of a practitioner who consulted in the field of marketing strategy for 20 years. At the end of the semester the student should be able to explain the above concepts, practices and activities from a practical perspective. Instructor's lecture examples draw from business-to-business (industrial) marketing such as building products, oil & chemical products, forest products, steel & fabricated metals, aerospace, electronics, software, industrial machinery & equipment, and the like. Industrial products and services represent as much half of the global economy, and sales & marketing career opportunities.

In general the course will be lecture and discussion. **The 2 short-answer exams will draw heavily on lecture material that may or may not be in the text reading, so attendance to all classes is required.**

Schedule--Date/Text Pre-read Chapters in Kotler /Topics

Week of...

1/20: (Chpt 1) Introduction. Overview of sales and marketing basics, including: industrial vs. consumer marketing; the marketing concept; segmentation & target marketing. The 4Ps: Price, Product, Promotion & Place. Customer & product profitability; customer retention; “customer relationship management” Hand out “The Failure of Marketing” & discuss functional silos/stove-pipes. Strategy? Marketing strategy in 3 steps! Introduce ideas from “Link between Performance & Strategy” and “The Strategic Audit” articles.

1/27: (Chpt 16) Marketing ethics: “where the law ends is where ethics begins”. Promoting materialism and debasing civil society: does marketing help shape, or simply reflect popular culture...at \$200billion/year? Targeting vulnerable groups-children, “tweens,” elderly; exploiting insecurities; encouraging credit-card debt to fill transitory wants. Enforcement: the FTC, UCC, “voluntary self-regulation.”

2/3: (Chpt 2 & 3) “Customer-centric marketing;” Marketing strategy or marketing tragedy? “Big M” vs. “little m” marketing framework. PIMS & growth/share matrix...does market share drive profitability? (correlation vs. causality); Generic/descriptive strategy vs. “**Good to Great**” business-specific strategy grounded in 3 easy steps. Marketing fundamentals =the 4Ps+target market/segmentation vs. competitor positioning. Introduce CRM capability research findings.

2/10: (Chpt 5) Consumer behavior-the basics.

2/17: (Chpt 4 & 6) Customer information/market research. Elaborate on segmentation, targeting and positioning. Discuss creating value from segmentation. *Review and integrate material covered to date, and expectations for Exam 1.*

2/24: Exam 1 (short answer)...reviewed and graded next class. Discuss group marketing strategy case after exam.

3/2: (Chpt 8) Product Development, Product Management.

3/9: (Chpt 9, 7) Pricing management & new product pricing; cost-to-serve; discuss branding.

3/23: (Chpt 10, 11, 13) Distribution channels; retailing & wholesaling. Professional selling.

3/30: (Chpt 12, 14, 15) Promotion. Global & internet marketing: selected topics.

4/6: Review & integrate 4Ps.Recap course themes, expectations for Exam 2. Discuss group marketing strategy case.

4/13: Exam 2 (comprehensive—but mostly on new material, short answer). Discuss group marketing strategy case, after exam 2.

4/20: Review Exam 2 results, course themes. Groups finalize marketing strategy case diagnosis, root cause analysis, concrete practical recommendations—prepare brief presentation, with hard copy. *Directional quantitative analysis required.*

4/27: 5-10 minute group presentations & hard copy (*hard copy due first 5 minutes of class from all groups*).

5/4: Wrap up/Contingency day.

University Policies and Procedures

Students with Disabilities (ADA Compliance): The UNT Dallas faculty is committed to complying with the Americans with Disabilities Act (ADA). Students with documented disabilities are responsible for informing faculty of their needs for reasonable accommodations and providing written authorized documentation. For more information, visit the Office of Disability Accommodation/Student Development Office.

Student Evaluation of Teaching Effectiveness Policy: Student Evaluation of Teaching Effectiveness (SETE) is a requirement of all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in your feedback as to how this class can be more effective, and value your completion of the SETE as an important part of your class participation.

Exam Policy: Exams should be taken as scheduled. Makeup exams will only be allowed for documented emergencies (see student handbook).

Academic Integrity: Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of conduct and Academic Dishonesty Policy. Any person suspected of academic dishonesty (i.e. cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Conduct at http://www.unt.edu/csrr/student_conduct/index.html <http://www.unt.edu/csrr/student> for complete provisions of this code.

Bad Weather Policy: On days that present severe weather and driving conditions, a decision may be made to close the campus. In case of inclement weather, call UNT Dallas main voice mail 972/780-3600 or search postings on campus website www.unt.edu/dallas Students are encouraged to update their Eagle Alert contact information so they will receive this information automatically.

Attendance and Participation Policy: The university attendance policy is in effect for this course. Class attendance and participation is expected because the class is designed as a shared learning experience and because essential information not in the text will be discussed in class. Students are responsible to notify the instructor if they miss class and for what reason, and are responsible to make up any work they missed. It is recommended that each student obtain a copy of a classmate's notes to review, for any class they miss.

Diversity/Tolerance Policy: Remarks that violate the Student Code of Conduct regarding nationalities, ethnic groups, sexual preferences, religious groups, genders or other ascribed statuses will be referred to the Center for Student Rights and Responsibilities as the instructor deems appropriate.