

University of North Texas at Dallas
Spring 2017 Syllabus
Marketing 3650-002: Marketing Foundations-3 units
Wednesdays 10am-12:50. Dallas Bldg 2 #338

Instructor: Mark Treger
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Best way to reach me is by my cell phone 8am-8pm 7 days a week, or in person immediately before or after class. Office hours are Mondays 6-7pm, Tuesdays noon-1pm, Wednesdays 1-2pm. Also by appointment Mondays 5-6pm and Wednesday 9-10am.

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*, will be used as a reference for lecture and discussion. In addition the instructor will provide in-class material on marketing strategy, segmentation, cost-to-serve, the group case and possibly other marketing topics. The text is readily available used in multiple editions, and a *copy is on reserve at the UNT Dallas library (972/780-3625)*.

2 short-answer exams (based on **lecture**, supported by **text readings and hand-out materials**) each account for **one-half** of your **base** course grade (90%=A, 80%=B, 70%=C, 60%=D). A group marketing-strategy case presentation (due at semester end, including hard copy) **is worth up to 5 points added your base course grade**. Students who don't participate materially in the group case may receive a lower individual case grade, different from the group case grade. In addition, instructor reserves **right to raise your overall course grade as much as 5 additional points for consistent, high-quality class participation (not attendance)**, as judged by the instructor.

Pre-reading the text assignments for 2-4 hours per week before the lecture typically helps immensely with absorbing the lecture content, which is critical for success on the short answer exams. This student feedback is consistent at the end of every semester. This is the main out-of-class work in this class, other than the group case. Please review the weekly lecture topics in the syllabus (below) BEFORE doing the reading, to know WHAT TO FOCUS ON in the reading.

Punctual attendance to all weekly lectures is required for this course. Students who miss more than 2 weekly lectures, and/or are consistently late to class will receive a course grade of "F." Attendance is taken at the start of each class. Late arrivals may sign in at the lecture break, and will be noted as late arrivals. 3 late arrivals are treated as equivalent to 1 missed weekly lecture. Failure to sign in is treated as an absence. If you know you will need to miss a lecture,

please both email and call instructor to arrange for you to attend the same lecture at one of the 2 other weekly sections (Monday 7pm, Tuesday 4pm, Wednesday 10am) if possible. This will not be counted as an absence.

Exams must be taken when scheduled unless conditions cited below under University Policies & Procedures- Exam Policy are scrupulously met. Exam no-shows that do not meet requirements below will receive a 0 for the missed exam.

The goal of this course is to expose students to marketing concepts, practices and activities as outlined above. Learning outcomes are for students 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 marketing strategy for 20 years. At the end of the semester students should be able to explain the above concepts, practices and activities from a practical perspective. Lecture examples draw extensively on business-to-business (industrial) markets such as building products, oil & chemicals, forest products, steel & fabricated metals, aerospace, electronics & software products, machinery & equipment. Industrial products and services represent up to half the global economy and the sales & marketing career opportunities.

The group case incorporates issues of marketing strategy formulation including product line, pricing, cost-to-serve/cost behavior/competitor analysis and channel management. Case analysis & presentation *emphasis is on development of practical, tangible, quantitative recommendations for product line, pricing, sales force, channels, logistics & warehousing, product development, manufacturing, G&A, supported by root cause analysis and “directional” quantitative analysis of the case material provided. It should include expected pro-forma revised cost structure and profitability at recommended pricing for recommended product line, based on implementing the recommendations. No outside research is expected or desired. Your analysis should be based on the case material, case briefing, and lectures. The instructor is happy to work with groups, reacting to their ideas on the case, during office hours. Best results typically come from those who start the case immediately after the first exam.*

Schedule--Date/Text Pre-read Chapters in Kotler /Related Lecture

Topics

(* denotes practitioner lecture material not in text)

Week of...

1/18: (Chpt 1) Introduction “Creating Customer Value”- Discuss sales and marketing basic concepts. Market economies and nature of markets vs. subsistence economies; product-vs. marketing-concept (product-driven vs. customer-needs-driven); industrial vs. consumer marketing; segmentation, targeting & positioning; descriptive vs. prescriptive segmentation*; the 4Ps: Price, Product, Promotion & Place; critical importance of knowing customer & product profitability/cost-to-serve*; importance of customer retention (usually cheaper to keep a customer than to get 1). Value propositions and brand promise. Hand out/read 1-page “Failure of Marketing”**note, discuss functional silos/stove-pipes and consequences of poor communications/poor service. Hand out/ discuss 1-page Bob Hayes article on “Strategic Audit,” and 1-page summary on 3 steps to good marketing strategy*.*

1/25: (Chpt 16) Marketing Ethics- “Where the law ends is where ethics begins”. Promoting

materialism and debasing civil society: does marketing help shape, or simply mirror 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.” Capturing and costing economic externalities.

2/1: (Chpt 2 & 3) Marketing Strategy & Environment- Matching capabilities with opportunities through “prescriptive” marketing strategy in 3 steps*, consistent with Sun Tzu’s “Art of War.” “Big M” vs. “little m” marketing framework*. Concerns with “analyzing business portfolios” & “descriptive” strategy* such as PIMS & growth/share matrix. Does market share drive profitability (correlation vs. causality)? Briefly discuss CRM capability research findings on marketing ROI*. Context for objective & goals. Discuss text’s “**micro & macro environment**” concepts-especially demographics, technology & culture.

2/8: (Chpt 5) Consumer Behavior- Primary and secondary cultural factors; ethnic, religious and geographic subculture & social class. Social factors such as family and reference groups (evoked vs inert vs inept). Personal factors such as age & lifecycle stage; lifestyle/psychographics; personality & self-concept. Psychological factors such as perception, motivation, learning style, beliefs & attitudes. Needs hierarchy.

2/15: (Chpt 4 & 6) Demythologizing Market Research- Purpose of customer insight/market research is to make better decisions. Primary vs secondary research, judgement/quota interview samples vs random samples, types of interviews, avoiding design bias toward low-insight but tabulate-able questions*. Appropriate sample size for insight*. Discussion guide vs questionnaire*. Addressing “don’t know what we don’t know in design of research”. Use of focus groups to design and refine. **Elaborate on segmentation, targeting and positioning.** Discuss creating value from segmentation with example of “choose -the-value, deliver-the-value (across functions), communicate-the-value”*. Value propositions: more-for-more, more-for-the-same, same-for-less, less-for-much-less.

2/22: Review and integrate material covered to date, and expectations for Exam 1.

3/1: Exam 1 (short answer)...reviewed and graded next class. Hand out and discuss group marketing strategy case due 11/28.

3/8: (Chpt 8) Product Development & Product Management. Review Exam 1 results. Core vs expected vs augmented products. Product as “means-to-an-end.” Product life cycle. Importance of speed-to-market*. Virtuous & vicious circle* in new product development (NPD) in capacity, prioritization, gate reviews using quality, cost & time* (QCT). Cost-to-influence (CTI) design change, implications for concurrent product & process design and late changes*. Impact of new products vs “variations” & implications*. Value-based pricing/target costing* vs cost-plus-pricing. Importance of product line de-proliferation.*

3/22: (Chpt 9, 7) Pricing management & new product pricing: how to estimate price elasticity*, and decide between price-skimming & penetration-pricing; value-based-pricing vs cost-plus-pricing. Price umbrellas, captive pricing & risks of dynamic pricing. Importance of cost-to-serve and de-proliferation with examples*. **Brand as a promise & brand personality.**

3/29: (Chpt 10, 11, 13) Distribution channels; retailing & wholesaling. Extended product concept & impact of channels on customer/product experience. Role of channel partners to reduce uncertainty. 6 things channel partners can do-proximity, hold inventory, break bulk, understand product alternatives & customer needs, provide pre- & post-sale service. Number of levels, intensive vs exclusive distribution & types of channel partners, including wholesalers, retailers, dealers & agents/ reps. Types of retail & wholesale formats. **Professional selling-SPIN** vs traditional selling. Geographic vs product vs industry/account sales organization for efficiency vs effectiveness. Base/incentive compensation mix and type of sales design. **Internet** disintermediation, formats & mixed channels.

4/5: (Chpt 12, 14, 15) Promotion-to inform, remind, or persuade. Channel-push vs. end-user-pull promotion. Ad agency “account-manager-suits, creatives & media-buyer-gnomes*.” Changing media-text vs visuals/imagery & aural/tone in traditional (print/broadcast) & internet. Elaboration likelihood model (ELM)* and mix of visuals/imagery & aural vs text/content. Tone vs content. Schematic/associative memory, evoked vs inept reference groups, brand personality, avoidance of cognitive dissonance between think, feel & do. Ad approaches-evoked vs inept reference groups-hope, fear, celebrity & everyman spokesperson, glamor/allure, humor. **Global marketing**- awareness of cultural differences in symbols, language/idiom, group vs individual orientation, age vs youth orientation, class mobility, explicit/mono-chronic vs implicit/poly-chronic cultures*. Stages of entry-trading companies, international reps, sales office, local service & local content. Awareness of government practices, economic & currency issues. Use of expatriates vs locals. Global branding.

4/12: *Review & integrate 4Ps. Recap course themes, expectations for Exam 2. Discuss questions on group case.*

4/19: Exam 2 (comprehensive—but mostly on new material, short answer). *Discuss questions on group case.*

4/26: Review Exam 2 results, overall course themes. **Group powerpoint presentations of practical conclusions, recommendations & expected results, including/supported by quantitative analysis of the case, with hard copy of presentation for instructor due at the start of class.** Constructive feedback provided & grades assigned for case presentations in class.

5/3:Contingency.

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 online 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 and require written request by email before the exam, combined with conversation before exam date (not just voicemail), unless hospitalized and incapacitated (see student handbook). Anyone who fails to take the exam as scheduled, without my receipt of an email request before the exam along with a telephone or in-person conversation (not just voicemail) will receive a grade of 0 for the missed exam and an “F” for the course. *I am very willing to accommodate taking the exam the week of the exam during one of my other classes or office hours, subject to the above conditions. Once you receive the exam, it will be treated as completed, regardless of whether you choose to finish it.*

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://unt.edu/csrr/ student_conduct/index.html](http://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.