

**University of North Texas at Dallas
Spring 2017
SYLLABUS**

MKTG 3650: MARKETING FOUNDATIONS - 3 HRS	
Department of	School of Business
Instructor Name:	Trond Bergestuen
Office Location:	FH, 302A (Adjunct Faculty landscape)
Office Phone:	817-372-8759
Email Address:	trond.bergestuen@untdallas.edu
Office Hours:	Wednesdays and Thursdays, 6:00-7:00PM
Course Format/Structure:	Face to face
Classroom Location:	FH336
Class Meeting Days & Times:	Thursdays, 7:00-9:50PM
Course Catalog Description:	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.
Prerequisites:	None
Co-requisites:	None
Required Text:	Marketing, An Introduction by Armstrong and Kotler, published by Pearson Prentice Hall, 12 th Edition.
Access to Learning Resources:	UNT Dallas Library: (Founders Hall) phone: (972) 780-1616 web: http://www.untdallas.edu/library e-mail: Library@untdallas.edu UNT Dallas Bookstore: (Building 1) phone: (972) 780-3652 web: http://www.untdallas.edu/bookstore e-mail: untdallas@bkstr.com
Course Goals or Overview:	
	<p>By the end of this course, the student will be able to:</p> <ol style="list-style-type: none"> 1 recite the importance of marketing and its role in meeting the needs of consumers and businesses 2 explain the different areas of marketing and marketing management components. 3 create a marketing plan and strategy. 4 develop a frame of thought for making effective and efficient marketing decisions. 5 demonstrate comprehension of the principle of marketing in a business environment.

Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class or via class email or Blackboard announcement. Additional readings and activities may be added, these will be noted in the Readings and Activities/Assignments sections.

Timeline	Topics	Related SLO	Readings/Activities/Assignments
Class 1 1/19/17	Introduction Marketing – Creating and Capturing Customer Value		Read Chapter 1 Introduction and presentation of syllabus in class.
Class 2 1/26/17	Sustainable Marketing – Social Responsibility and Ethics <i>Company Case: Warby Parker</i>		Read Chapter 16 Read Company Case 16, Warby Parker: Eyewear with a Purpose.
Class 3 2/2/17	Company and Marketing Strategy – Partnering to Build Customer Relationships Analyzing the Marketing Environment <i>Company Case: Xerox</i>		Read Chapter 2 & 3 Read Company Case 3, Xerox: Adapting to the Turbulent Marketing Environment
Class 4 2/9/17	Understanding Consumer and Business Buyer Behavior <i>Company Case: In-N-Out Burger</i>		Read Chapter 5 Read Company Case 1, In-N-Out Burger: Customer Value the Old-Fashioned Way
Class 5 2/16/17	Managing Marketing Information to Gain Customer Insights <i>Company Case: Oracle</i>		Read Chapter 4 Read Company Case 4, Oracle: Getting a Grip on Big Data <i>What's due: Grocery Store Assignment</i>
Class 6 2/23/17	Customer-Driven Marketing Strategy – Creating Value for Target Customers <i>Company Case: Dove</i>		Read Chapter 6 Read Company Case 6, Dove: Building Customer Relationships Everywhere, One Gender at a Time
Class 7 3/2/17	<i>Review for Midterm exam</i>		Midterm Review Questions Chp. 1-6, 16
3/9/17	MIDTERM/EXAM 1 (Blackboard)		Chp. 1-6, 16
3/16/17	SPRING BREAK		
Class 8	Products, Services and		Read Chapter 7 & 8

3/23/17	Brands – Building Customer Value Developing New Products and Managing the Product Life-Cycle Company Case: Google		Read Company Case 8, Google: New Product Innovation at the Speed of Light
Class 9 3/30/17	Pricing – Understanding and Capturing Customer Value Company Case: JC Penney		Read Chapter 9 Read Company Case 9, JCPenney: The Struggle to Find Optimum Price
Class 10 4/6/17	Marketing Channels – Delivering Customer Value Retailing and Wholesaling Company Case: Dollar General		Read Chapter 10 & 11 Read Company Case 11, Dollar General: Today's Hottest Retailing Format <i>What's due: Pricing Assignment</i>
Class 11 4/13/17	Communicating – Customer Value Advertising and Public Relations Direct and Online Marketing: Building Direct Customer Relationships Company Case: The Super Bowl		Read Chapter 12 & 14 Read Company Case 12, The Super Bowl: More Than a Single Advertising Event – A Social Media Frenzy
Class 12 4/20/17	Personal Selling and Sales Promotion		Read Chapter 13 <i>What's due: Marketing Plan Assignment</i>
Class 13 4/27/17	The Global Marketplace Company Case: IKEA		Read Chapter 15 Read Company Case 15, IKEA: Making Life Better for the World's Many People
Class 14 5/4/17	Review for Final Exam		(Chp. 7, 8, 9, 10, 11, 12, 13, 14, 15) Final Review Questions
5/11/17	FINAL EXAM/EXAM 2 (Blackboard)		(Chp. 7, 8, 9, 10, 11, 12, 13, 14, 15)

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

Grading Matrix:

Activities/Assignments	Value (percentages)
Exam 1/ Midterm	150
Grocery store assignment	50
Pricing assignment	50
Marketing plan assignment	50
Exam 2/ Final	150
Total	450

Grade Determination

A = 90% or better

B = 80 – 89 %

C = 70 – 79 %

D = 60 – 69 %

F = less than 60%

However, instructor reserves the right to raise course grade as much as 5 points for consistent, high-quality class participation, as judged by the instructor.

Students will take the exams on Blackboard. It is the student's responsibility to become proficient at Blackboard.

No makeup examinations will be allowed except for documented emergencies (See Student Handbook).

#1 GROCERY STORE PROJECT

This exercise is used to bridge the topics of marketing research and buyer behavior.

Assignment:

Requirement #1: Go to any grocery store, (NOT Sam's, Costco, Walmart supercenter) or any other specialty grocery store.

Requirement #2: You are to observe the manner in which an adult parent, with one or two or more children, make their purchase decisions.

Locate the parent at the cart section and ask if you can observe their shopping experience. Explain you will not get in their way or cause them to take any longer.

Please introduce yourself and be polite.

Recommend you go with a friend or acquaintance that you already know.

Observe how people shop and make their decisions.

Requirement #3: Minimum Data to be captured:

- Store in which you made your observation and the store address and suburb
- Include a picture of the family you observed with at least the first name of the parent
- List the date and time of your observation with the length of time it took from start to finish.
- Describe the family in detail including demographics from the city that you are going to do the observation.
- From a web source provide Standard demographics include household income, age, race etc. for the suburb you shopped.

Describe the following 10 items:

1. The area or product that the consumer spent the *longest time*. What exactly did the consumer do?
2. The product that the consumer spent the least amount of time selecting. Why?
3. The buyer's interaction with the product, the store environment, and other customers.
4. The purchasing behavior of what you believe were the "*typical products*" you observed.
5. The consumer have a grocery list? If yes, describe how it was organized? Did they check each item off?
6. Were coupons used? If yes, how many?
7. What type of payment did they use? Cash/check/debit/credit card/other
8. Did they buy anything that wasn't on their list?
9. Did they buy anything from the sections near the check out?
10. What decisions did the children get to make? What products?

Deliverable:

Requirement #4: Analyze your data and present your summary findings in 1 page write up.

Grading:

5 points for each of the items above with a maximum of 50 points.

#2 PRICING ASSIGNMENT

As part of the marketing mix, pricing is an aspect that can help communicate and reinforce the firm's positioning. For many consumers, price also acts as a guide to quality. In this activity, there is a key pricing decision to be made in the two situations presented. Keeping in mind the firm's/brand's positioning, outline whether these decisions are logical.

ACTIVITY

Dick Smith Foods virtually acts as the umbrella brand for a number of independent Australian manufacturers that are trying to compete with the large international firms whose products often dominate the supermarket shelves. Dick Smith Foods attempt to 'copy' major selling brands/products and introduce similar products. As an example, they have tried to duplicate the top-selling Arnott's Tim Tams biscuits, with a product that they have named "Temptims" (note the similar name).

Dick Smith's positioning is based on two aspects:

1. That their products are Australian made, and consumers, therefore, are supporting other Australians, and
2. That their products offer more value than other leading brands/products (as Dick Smith's products sell at a discount mainly because they don't have as advertising budget).
3. Therefore, other than influencing profit margins, how important is the role of price in the firm's marketing mix?

#3 MARKETING PLAN ASSIGNMENT

A marketing plan is an essential marketing plan for any business. Use the guide below to go through each question:

1. **Marketing Strategy:** How will your marketing plan support your business goals?
2. **Mission Statement:** What are you trying to accomplish, and why?
3. **Target Market:** Who are you trying to reach with your marketing activities?
4. **Competitive Analysis:** Who are you up against, and where do you rank?
5. **Unique Selling Proposition:** What makes your business unique?
6. **Pricing Strategy:** What will you charge, and why?
7. **Promotional Plan:** How will you reach your target market?
8. **Marketing Budget:** How much money will you spend, and on what?
9. **Action List:** What tasks do you need to complete to reach your marketing goals?
10. **Metrics:** How are you implementing, and where can you improve?

Once you have completed each step, you will have a marketing plan that you are ready to use as a blueprint for your marketing activities in your small business.

Deliverable: All 10 steps consolidated into 1 Microsoft Word document.

Grading – 5 points for each of the 10 sections, maximum of 50 points.

University Policies and Procedures

Students with Disabilities (ADA Compliance): The University of North Texas at Dallas makes reasonable academic accommodation for students with disabilities. Students seeking accommodations must first register with the Disability Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at <http://www.untdallas.edu/disability>. You may also contact them by phone at 972-338-1777; by email at UNTDdisability@untdallas.edu or at Founders Hall, room 204. (UNTD Policy 7.004)

CoursEval Policy: Student's evaluations of teaching effectiveness is a requirement for all organized classes at UNT Dallas. 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 the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

Assignment Policy: Articles are available on Blackboard at the beginning of the semester. Students can submit their Articles Reviews any time before the due date. News Reports should be based on current (weekly) news. This course requires Blackboard knowledge.

Exam Policy: Exams will be on Blackboard, and students may take the exam from home. Exams should be taken as scheduled. No makeup examinations will be allowed except 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 Academic Integrity 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 Academic Integrity (Policy 7.002) at http://www.untdallas.edu/sites/default/files/page_level2/pdf/policy/7.002%20Code%20of%20Academic_Integrity.pdf Refer to the Student Code of Student Rights, Responsibilities and Conduct at http://www.untdallas.edu/sites/default/files/page_level2/hds0041/pdf/7_001_student_code_of_conduct_may_2014.pdf Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students. In addition, all academic work turned in for this class, including exams, papers and written assignments must include the following statement: "*On my honor, I have not given, nor received, nor witnessed any unauthorized assistance that violates the UNTD Academic Integrity Policy.*"

Bad Weather Policy: Campus facilities will close and operations will be suspended when adverse weather and/or safety hazards exist on the UNTD campus or if travel to the campus is deemed dangerous as the result of ice, sleet or snow. In the event of a campus closure, the Marketing and Communication Department will report closure information to all appropriate major media by 7 a.m. That department will also update the UNTD website, Facebook and Twitter with closing information as soon as it is possible. For more information please refer to <http://www.untdallas.edu/police/resources/notifications>

Attendance and Participation Policy: *(Discuss your attendance and participation policy.)*

The University attendance policy is in effect for this course. Please refer to Policy 7.005 Student Attendance at <http://www.untdallas.edu/hr/upol>

Diversity/Tolerance Policy: Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive and inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Dean of Students as the instructor deems appropriate. (UNTD Policy 7.001)

Other Policies:

Students are expected to use proper written and oral communication.

e-mail: Please follow the guidelines listed below:

- Give message a subject/title
- Start the message with a greeting. (ex. Dear Professor Bergestuen)
- Make sure your message is clear and free of spelling and grammar mistakes
- Make sure your message has an ending (ex. Sincerely, regards, best wishes)
- Include your name at the end of the message. If you are sending an e-mail to trond.bergestuen@untdallas.edu, include the course and section number for the course as well (MGMT4660).

Communication: Preferred method of communication for this course is e-mail (trond.bergestuen@untdallas.edu). I check my e-mail at least once a day during the week and at least once during the weekend. If it is an urgent issue, send me a text (817.372.8759)