



University of North Texas -
Dallas

Foundations of Marketing Practice Marketing 3650

Course Syllabus

Course Name and Number: *MKTG3650D.091 – Foundations of marketing practice*

Course credits: 3

Class: **Tuesdays 4:00 – 6:50 pm**

Founders Hall 101

Course Start Date: **August 25, 2014**

Course End Date: **Dec 12, 2014**

Name of Professor: **Dr. Paul Rome, DBA**

Instructor Contact Information: paul.rome@unt.edu use the course internal email system

Phone 972-274-4964 from 9:00 am – 9:00 pm. (CST). If no answer, then leave a message indicating course, name, and phone number and questions.

1.0 Course Description:

Survey of marketing concepts and practices and overview of the range of activities performed by marketing managers. Topics include the identification of market opportunities, strategic marketing planning, product/service development and management, price setting and management, establishing and managing distribution channels, and structuring promotional programs.

1.5 Course prerequisites: Junior standing

2.0 Learning Outcomes:

At the completion of this course a student will be able to:

- Identify the key elements of a customer-driven marketing strategy and discuss the marketing management orientations that guide marketing strategy.
- Explain marketing's role in strategic planning and how marketing works with its partners to create and deliver customer value.
- Discuss how companies can react to the marketing environment.
- Outline the steps in the marketing research process.
- List and define the steps in the business buying decision process.
- Explain how companies identify attractive market segments and choose a market-targeting strategy.
- Identify the four characteristics that affect the marketing of services and the additional marketing considerations that services require.
- Explain how companies find and develop new- product ideas.
- Discuss how companies adjust their prices to take into account different types of customers and situations.
- Explain why companies use marketing channels and discuss the functions these channels perform.
- Explain the major types of wholesalers and their marketing decisions.
- Define the five promotion mix tools for communicating customer value.
- Discuss the personal selling process, distinguishing between transaction- oriented marketing and relationship marketing.
- Overview the public policy and ethical issues presented by direct marketing.
- Explain how companies adapt their marketing strategies and mixes for international markets.
- Identify the major social criticisms of marketing.

3.0 Required Course Materials, Resources, Textbook(s):

Gary Armstrong, Philip Kotler, **Marketing, An Introduction, 12th ed.**, Prentice Hall, 2015. ISBN: 978-0-13-345127-6

eText

http://www.coursesmart.com/IR/2076444/9780133451405?__hdv=6.8

Simulation: information will be provided during semester.

4.0 Recommended Course Materials, Resources, Textbook(s):

Pricing Strategy: Setting Price Levels, Managing Price Discounts and Establishing Price Structures by Tim J. Smith

Managing Channels of Distribution: The Marketing Executive's Complete Guide by Kenneth Rolnicki

Selling or Advertising: Strategies for Providing Digital Media Online (Finding The Digital Distribution Sweet Spot) by Leon Haggarty

Marketing: How to Build a Relationship with Your Customers (Marketing Volume 2) by Patrick Bunker

Advertising and Promotion: An Integrated Marketing Communications Perspective by George Belch and Michael Belch

5.0 Course Schedule:

Week	Ch	Topics	Deliverables
1	1 2	Creating Customer Value Company and Marketing Strategy	Homework
2	3	Analyzing the Marketing Environment	Homework
3	4	Marketing Information	Homework
4	5	Understanding Consumer and Business Buyer Behavior	Homework Team Charter
5	6	Creating Value for target customers	Homework
6	7	Products, Services and Brands	Homework Simulation Decision 1
7	8	Developing New Products	Homework Simulation Decision 2
8	9	Pricing	Midterm Exam
9	10	Marketing Channels	Homework Simulation Decision 3
10	11	Retailing and Wholesaling	Homework Simulation Decision 4
11	12	Advertising and Public Relations	Homework Simulation Decision 5
12	13	Personal Selling and Sales Promotion	Homework Simulation Decision 6
13	14	Direct and Online Marketing	Homework
14	15	Global Marketplace	Homework
15	16	Sustainable Marketing	Homework
16			Final Exam

6.0 Required Assignments or Activities, Distribution of Marks and Due Dates:

Assignment	Description	Percent of Total Course Grade	Due Date
Participation	In class participation	10	Weekly
Homework/Assignments	Various	10	Periodic
Simulation	Online marketing simulation	35	Periodic
Midterm Exam	Based on texts, lectures, videos, etc.	20	Week 8
Final Exam	Based on texts, lectures, videos, etc.	25	Week 16
	Total	100	

7.0 Assessment Rubrics: Provided as appropriate

8.0 Grade Point and Letter Grades:

Descriptor		Letter Grade	Numeric Value
Excellent	90-100	A	4
Good	80-89	B	3
Fair	70-79	C	2
Passing	60-69	D	1
Failure	<60	F	0

University policies and procedures

9.0 Academic integrity: Academic integrity is a hallmark of higher education. Students 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 <https://deanofstudents.unt.edu/conduct> for complete for provisions of this code.

10.0 Class Attendance and Participation Policy: Regular participation is expected in class discussions and assignments. The university attendance policy is in the fact 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 prior to any missed class providing a reason, and they are responsible to make up any work they missed.

11.0 Late Assignments: Late Assignments will be penalized at a rate of 10% per day, up until 5 days late – after 5 days late, assignment receives a zero.

12.0 APA Guidelines: UNT follows the Publication Manual of the American Psychological Association (APA). All assignments must be submitted with the correct APA formatting and all sources cited according APA standards. The UNT Library provides resources and reference materials for students and faculty to utilize in order that their work meets APA standards.

13.0 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 for providing written authorized documentation. For more information, visit the Office of Disability Accommodation/ Student Development Office.

14.0 Turnitin Policy: This course requires you to submit some material in electronic form. When this requirement is in place, it will be noted in the course outline, the assignment, or both. The electronic material will be submitted to a service to which UNT subscribes, called Turnitin. This is a service that checks textual material for originality. Turnitin.com is used increasingly in North American universities. For additional information please visit: https://turnitin.com/static/resources/documentation/turnitin/sales/Turnitin_FAQ_Questions_and_Answers.pdf

15.0 Student Evaluation of Teaching Effectiveness Policy: Student evaluation of teaching effectiveness (SETE) is a requirement of all organized classes at UNT. A survey it will be made available to you at the end of the semester.

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

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

18.0 Diversity/Tolerance Policy: Remarks that violate the student code of conduct regarding nationalities, ethnic groups, sexual preferences, religious groups, genders or other ascribe the status is will be referred to the Center for Student Rights and Responsibilities, as the instructor deems appropriate.

19.0 Potential Modifications to the Course: The instructor and university reserve the right to modify elements of the course during the term. The university may change the dates and deadlines for any or all courses in extreme circumstances. If either type of modification becomes necessary, reasonable notice and communication with the students will be given with explanation and the opportunity to comment on changes. It is the responsibility of the student to check their UNT email and course websites weekly during the term and to note any changes.

20.0 Instructor Biography:

My name is **Paul Rome** and I will be your professor for Professional Selling for the next 16 weeks. Please feel free to call me **Dr. Rome**.

- I have a Doctorate in Business Administration (DBA) from University of Sarasota, a Masters of Business Administration (MBA) from McMaster University and a Bachelors of Business Administration (BBA) from Brock University. I have been a professor and administrator for over 20 years at universities in Canada and the United States.
- Before becoming an academic I worked in industry starting as a journeyman CNC machinist, ending as a Vice President of Administration and Operations in manufacturing environments. I am a Certified Management Accountant, a Certified Manufacturing Engineer, a Certified Human Resource Professional, and a senior member of the American Society for Quality.