**FOUNDATIONS OF MARKETING—Web based**

Term, Unique:Spring 2021, MKT 320F Unique XXXXX

Format:Online--Asynchronous

Instructor:Kevin Williams

Email: Please use Canvas email to communicate

Office Hours: Email and by appointment

Communication notes:Please contact Prof. Williams by **using the Canvas email capability** so that our correspondence can more easily be tracked. Email from non-UT sources (gmail, yahoo, etc.) will be filtered out as spam. Also, please **enable Canvas notifications** so you will be aware of important announcements and updates.

Course Description:Introduction to basic concepts and terminology in marketing: the process of developing marketing strategy, the role of marketing activities within the firm, external influences that affect the development of marketing strategy, and basic analytical tools appropriate to marketing decision making.

Course Outcomes:Upon successful completion of this course, you will be able to:

* Explain the evolution of the marketing concept, including the historical context of changes in the concepts of marketing, and the role that marketing currently plays in the interaction between business and society.
* Demonstrate an understanding of business strategy options within an organization and connect it to the development of marketing strategy.
* Apply the basic framework of the marketing process, including the situation analysis (5 Cs), market strategy development (STP), and marketing mix decisions (4 Ps), to key issues that marketers encounter in implementing marketing strategy.
* Demonstrate an understanding of the value, use, and implications of market research using common tools and methods as part of a critical analysis of a marketing situation.
* Evaluate marketing decisions and their potential business impacts using key marketing

terminology, tools, and tactics.

Course Access: via Canvas

Textbook: Marketing Core Curriculum Readings. Harvard Business Press. This will be a set of digital readings accessed through the Canvas site.

Various articles will also be embedded throughout the course.

*Preliminary Syllabus – Assignments, Grading, &/or Schedule may be changed or amended.*

Grading Criteria: The course grade is based on the following activities and weightings.

Grade Weighting:

|  |  |
| --- | --- |
| Practice Activities (quizzes) | 10% |
| Reading Checks (quizzes) | 20% |
| Video submissions, polls, discussions | 10% |
| Exam 1 | 20% |
| Exam 2 | 20% |
| Exam 3 | 20% |
| Extra Credit (max 2 points on final average) |  |

Final Grading Scale:

|  |  |  |  |
| --- | --- | --- | --- |
| **From** | **To** | **Grade** | **GPA** |
| 93 | 100 | A | 4.00 |
| 90 | 92.99 | A- | 3.67 |
| 87 | 89.99 | B+ | 3.33 |
| 83 | 86.99 | B | 3.00 |
| 80 | 82.99 | B- | 2.67 |
| 77 | 79.99 | C+ | 2.33 |
| 73 | 76.99 | C | 2.00 |
| 70 | 72.99 | C- | 1.67 |
| 67 | 69.99 | D+ | 1.33 |
| 63 | 66.99 | D | 1.00 |
| 60 | 62.99 | D- | 0.67 |
| 0 | 59.99 | F | 0.00 |

Practice Activities:Practice activities test your understanding of the content covered in each of the lessons within a unit. These activities come in several forms including interactive activities within the HBP Core Curriculum readings, multiple-choice questions, and other written responses.

Reading Checks:These are non-cumulative quizzes based on the unit readings and activities you complete. These reading checks may contain multiple-choice or true and false questions. Start the quizzes after you have completed and thoroughly reviewed all of the unit content and are comfortable with the concepts.

Participation:During the course you will have the opportunity to interact with other classmates using polls, discussion forums, and video activities.

Exams:There will be 3 exams across the course and each will be non-cumulative. The exams are closed-book, closed-note, closed-material; you are not to access any materials during the exam. The exams are designed to have a one-hour normal time limit for each exam, but two hours are allocated for those needing extra time (i.e. SSD accommodations). **Exams must be taken on the scheduled date** will be taken online through Canvas and monitored via Proctorio.

Proctorio is a secure monitoring platform that integrates with Canvas and**ONLY**works within the Chrome web browser.  Please read the information here: [**https://wikis.utexas.edu/display/MSBTech/Exams**](https://wikis.utexas.edu/display/MSBTech/Exams)

* Make sure you’re using the [**Chrome browser**](https://support.google.com/chrome/answer/95346?hl=en&ref_topic=3227046) on a desktop or laptop computer. Tablet and phone support is not available
* Make sure your computer is plugged into a power outlet and not running on battery
* [**Proctorio Chrome Extension**](https://chrome.google.com/webstore/detail/proctorio/fpmapakogndmenjcfoajifaaonnkpkei) settings (you can turn these off after you complete the quiz or exam)
* Click the Proctorio extension (shield icon) and select "Manage Extensions"
* Scroll down and make sure the option "Allow this extension to read and change all your data on websites you visit" is set to "**On all sites**".  NOTE: You can always turn off this setting later after the exam.
* Check to be sure the "Allow in incognito" setting is enabled (the slider should be blue).
* You may need to refresh the page or reload the test for these settings to take effect
* If checking/modifying the settings does not work, remove and reinstall the extension. Note: the Proctorio extension often reloads with the "Allow in incognito" setting disabled, so walk through the steps above again after reinstalling
* As a best practice, it helps to reboot your computer before you take a quiz or exam that uses Proctorio
* These tips can reduce issues with Proctorio’s camera check of your webcam and mic that runs at the start. Before starting the quiz:
  + Only open Chrome, close all other programs
  + Make sure you’re in a room that is **quiet** with **good lighting with no glare**
  + Make sure your face is close enough to your camera and not too far away
  + If you are wearing glasses you may need to remove them during the camera check that runs at the start
* When Proctorio runs its test of your hardware, if the webcam or microphone tests fail it’s likely an issue with your computer or browser so:
  + First, try the links they provide to troubleshoot your issues.  This fixes the issue for some
  + If that doesn’t help, use the Live Chat feature to talk to someone at Proctorio to resolve your issue.  Do not ignore this option because Proctorio Support is experienced in resolving issues
  + Mac users may need to change permissions to allow third-party apps to control things like microphone and webcam
  + If you get an alert that your computer is lacking RAM and could crash, still attempt to take the quiz or exam. RAM memory is a regular issue.
* If you have an extension for another proctoring service, besides Proctorio, you need to disable it.
* To contact Proctorio for more assistance, use the live chat option from the extension, or go to  [**https://proctorio.com/support**](https://proctorio.com/support)

Late Assignments and Responsibility of Turning in Work Properly

Assignments are due at designated times as outlined on the course schedule. Assessments submitted ***after*** the due date, even 1 minute after the deadline, cannot be counted, so you should leave sufficient time to complete the prerequisite activities and the corresponding assessments. In order to maintain fairness to all students in the course, **there are NO extensions and NO extra credit or makeup assignments.**

Extra Credit Research Opportunities

You may participate in up to two research studies through the Marketing Department Subject Pool for extra credit in this class. For each study you participate in, you will receive one additional on your final grade average.  To receive two points, you must participate in two *different* studies and you may not participate in the same study multiple times. You will receive this credit for any Research Studies offered via the Marketing Department Subject Pool website at: <http://mccombs.sona-systems.com> You should receive an email by February 3rd with login information for SONA. You are strongly encouraged to participate in these studies.

These research studies can be a good way to get exposed to marketing research, and can be valuable to understanding consumer behavior. These opportunities are offered throughout the semester, but will end by May 7th (or earlier), so plan ahead. Those who are not interested in participating in a research study may choose a research paper option (see the above website for details).

***Questions regarding extra credit?*** Email Larissa Garcia, the Subject Pool Coordinator, at

[larissa.garcia@mccombs.utexas.edu](mailto:larissa.garcia@mccombs.utexas.edu). **Please note that I will not have any information about your participation until after the last day of classes.**

Code of Ethics

The McCombs School of Business has no tolerance for acts of scholastic dishonesty.  The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the BBA Program’s Statement on Scholastic Dishonesty at <http://www.mccombs.utexas.edu/BBA/Code-of-Ethics.aspx>.  By teaching this course, I have agreed to observe all faculty responsibilities described in that document. By enrolling in this class, you have agreed to observe all student responsibilities described in that document.  If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification.  Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University.  Since dishonesty harms the individual, all students, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced.  You should refer to the Student Judicial Services website at <http://deanofstudents.utexas.edu/sjs/> to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

Academic Integrity

Students of the University of Texas and this course may not share or distribute materials that could be an advantage to another current or future student, and the university has no tolerance for acts of scholastic dishonesty. More on UT’s policy of Academic Dishonesty and Cheating here:

<http://deanofstudents.utexas.edu/conduct/facultyresources.php>

Students with Disabilities

Students with disabilities may request appropriate academic accommodations from the Division of

Diversity and Community Engagement, Services for Students with Disabilities, 512‐471‐6259.

http://www.utexas.edu/diversity/ddce/ssd/

There are no timed assignments other than the three exams and extra time has already been allocated for tgen. Since this is an online course, students may provide their own physical accommodations as needed.

Academic Rigor and Workload

In order to challenge you and truly add to your education, the McCombs School is committed to rigorous classes. This means that you can expect a *substantial workload* in many of the weeks during the semester. This course, while for non‐business majors, is in no way a “business light” course and will require significant reading, participation, assignment completion, learning of new concepts and critical thinking processes.

*Preliminary Syllabus – Assignments, Grading, &/or Schedule may be changed or amended.*

Course Outline and Deadlines: Below, each item refers to all of the content and activities within each respective module of the course. Following this schedule by completing all of the content and activities with that module by the due date will ensure you complete the course on time. You may move through the course more quickly than these deadlines (when the content and activities are available), but **NOT MORE SLOWLY!** If you don’t complete the assignments by the required dates here, you will lose all the points--no exceptions! It is a good idea to work at least a day or two ahead of these deadlines to anticipate unforeseen emergencies.

**About This Course,** Complete by **Friday, January 22** at 11:55PM.

**Getting Started,** Complete by **Friday, January 22** at 11:55PM.

**Unit 1:** Overview of the Marketing Concept: Framework for Marketing Strategy & Customer Centricity, Complete by **Friday, January 29** at 11:55PM.

**Unit 2:** Situation Analysis: Marketing Environment & Marketing Intelligence, Complete by **Friday, February 5** at 11:55PM.

**Unit 3:** Understanding the Customer:Consumer Behavior & B2B Marketing, Complete by **Friday, February 12** at 11:55PM.

**Unit 4:** Building a Marketing Strategy, Part 1**:** Segmentation & Targeting, Complete by **Friday, February 19** at 11:55PM.

**Exam: Units 1-4, Friday, February 26**. The exam must be taken on this day

**Unit 5:** Building a Marketing Strategy, Part 2: Brand Positioning & Brand Equity, Complete by **Friday, March 5** at 11:55PM.

**Unit 6:** Building the Marketing Program, Part 1: Developing and Managing Products and Services, Complete by **Friday, March 12** at 11:55PM.

**Unit 7:** Building the Marketing Program, Part 2: Developing and Managing the Value Chain, Complete by **Friday, March 26** at 11:55PM.

**Unit 8:** Building the Marketing Program, Part 3: Managing Integrated Marketing Communications & Digital Marketing, Complete by **Friday, April 2** at 11:55PM.

**Exam 2: Units 5-8, Friday, April 9**. The exam must be taken on this day.

**Unit 9:** Building the Marketing Program, Part 4: Developing and Managing Pricing Decisions, Complete by **Friday, April 16** at 11:55PM.

**Unit 10:** Next Level Marketing: Creating Customer Value & Customer Management, Complete by **Friday, April 23** at 11:55PM.

**Unit 11:** Special Topics: Global Marketing & Entrepreneurial Marketing, Complete by **Friday, April 30** at 11:55PM.

**Exam 3: Units 9-11, Friday, May 7.** The exam must be taken on this day.