MKTG 300-09A Principles of Marketing

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Office Hours:
By appointment

Meeting Times:
12:45 PM - 4:15 PM (S)

Room: Smith Hall 349

Williams College of Business Mission Statement

“We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition.”

Learning Goals – Williams College of Business Undergraduate Program

• Critical Thinking
  Learning Goal: WCB graduates will be able to think logically, reason quantitatively, and utilize appropriate analytical techniques and technology when evaluating and making decisions.

  Corresponding Objectives:
  • WCB students will collect, evaluate and synthesize information to offer solutions and support decision making.
  • WCB students will evaluate and articulate implications of business decisions and their impact on organizational stakeholders, both individually and in teams.

• Ethics and Social Responsibility
  Learning Goal: WCB graduates will be able to recognize ethical issues, discern moral implications of decision making, and be prepared, and willing, to serve as responsible and professional members of society.

  Corresponding Objectives:
  • WCB students will recognize ethical issues and their implications on personal and business decisions.
  • WCB students will demonstrate the skills necessary to analyze information and make informed, ethical decisions in complex, conflicting or ambiguous environments or situations.
• **Effective Written and Oral Communication**
  
  *Learning Goal:* WCB graduates will be able to organize, support and communicate ideas clearly and effectively, employ multiple mediums of communication (e.g., written, oral and visual), and adapt communication to audience, context or purpose.

  *Corresponding Objectives:*
  
  • WCB students will produce business documents and reports demonstrating their ability to organize and communicate ideas clearly and professionally.

  • WCB students will make effective presentations, accompanied by the appropriate technology, demonstrating their ability to organize and communicate ideas clearly and professionally, both individually and in teams.

• **Global Perspective and Cultural Diversity**

  *Learning Goal:* WCB graduates will appreciate the historical and cultural contexts of the world in which they live, demonstrate the competencies required for engaging in global business activities, and respect and value diverse peoples and perspectives.

  *Corresponding Objectives:*

  • WCB students will identify and contrast key attributes of countries’ business environments.

  • WCB students will evaluate and integrate global economic, political, technological, environmental and societal issues into their decision making.

  • WCB students will integrate the concepts of respect, inclusiveness and valuing all persons into their decision making.

• **Understanding and Application of Knowledge Across Business Disciplines**

  *Learning Goal:* WCB graduates will be able to evaluate business from an integrative and holistic point of view, leverage the synergies between functional business areas, and demonstrate college-level mastery of their chosen discipline.

  *Corresponding Objectives:*

  • WCB students will demonstrate the appropriate knowledge of accounting, economics, finance, management, management information systems, marketing, quantitative business analytics, international issues, and the legal and social environment of business.

  • WCB students will evaluate business problems from an integrative point of view, including diverse business functions, competition and external environment (social, political, economic, and environmental.)

  • WCB students will demonstrate college-level mastery of the body of knowledge and skills relative to their major. (To be determined at the departmental level.)

• **Personal and Professional Development**

  *Learning Goal:* WCB graduates will be well-prepared for their future careers and appreciate the importance of continuous professional development and life-long learning.
Corresponding Objective:

- WCB students will articulate career goals, prepare a professional resume, demonstrate behavior-based interviewing techniques and develop a professional network.

Course Objective:
Marketing involves exchanges. The activities involved in marketing products, services, and ideas are examined within a framework of customer management. Topics include global marketing environment, market analysis and segmentation, consumer behavior, product development and management, pricing, promotion, and distribution. Marketing is examined from its role as a central function of business and non-profit organizations, and from its dominant role in a market economy. The primary objective of the course is to introduce marketing from a strategy perspective, and to provide this introduction (or overview) in an enjoyable atmosphere. Ideally, the course will bring together some of the major ideas, concepts, and frameworks inherent in the marketing discipline.

Text:

Grades:
<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams</td>
<td>60%</td>
</tr>
<tr>
<td>Case Write Ups</td>
<td>15%</td>
</tr>
<tr>
<td>Class Participation</td>
<td>15%</td>
</tr>
<tr>
<td>Short Research Project</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Grade Level:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>&gt;=93%</td>
</tr>
<tr>
<td>B</td>
<td>85% -92%</td>
</tr>
<tr>
<td>C</td>
<td>75% -84%</td>
</tr>
<tr>
<td>D</td>
<td>65% - 74%</td>
</tr>
<tr>
<td>F</td>
<td>&lt;65%</td>
</tr>
</tbody>
</table>

Exams:
There will be two exams this semester: Exam 1 on 02/08/14, and Exam 2 on 03/08/14. Make-up exams will only be given for legitimate excuses (based on University Policy). The midterms will cover the material from class lectures, the text, and online readings. The exam format will be a combination of multiple choice and short answer responses. You are required to work alone on all tests and assignments.

Cases:
You must prepare to discuss each of the case studies associated with the chapters. Throughout the entire semester, you are required to turn in 4 out of the 5 cases. You should answer the questions in the cases in a question and answer format and NOT in an essay. Each case will be evaluated on a 100-point basis. In order to get credit for the case each of these must be word-processed and not hand-written, turned in before the class in which it is discussed. No late cases or email attachments will be accepted. This is important to know and no exceptions shall be made to this policy. Finally, if you have any questions
about style, content, format, information to include, please talk to me. Check your papers for grammar and spelling. Presentation and writing will affect your final grade.

Checklist for cases

<table>
<thead>
<tr>
<th>Points</th>
<th>Areas</th>
</tr>
</thead>
<tbody>
<tr>
<td>35 points</td>
<td>Problem/Issue identification</td>
</tr>
<tr>
<td>25 points</td>
<td>Appropriate usage of marketing frameworks discussed in class</td>
</tr>
<tr>
<td>20 points</td>
<td>Integration of text material</td>
</tr>
<tr>
<td>20 points</td>
<td>Format, Presentation, Writing Skills, Stapling of cases</td>
</tr>
</tbody>
</table>

Short Research Project:
You are to complete a research project on an issue related to the ethics of marketing. For this project, you should visit library databases such as ABI Inform or Business Source Premier, collect and collate secondary data. You are then expected to (i) present an understanding of the phenomena (ii) identify how it relates to marketing (iii) elaborate on the ethical implications of the phenomenon for marketers and society and submit a paper (approximately 8 pages) on the same. This research will be carried out in the library. There are two deliverables associated with this project. The first is a short abstract of your basic idea for the paper that is due on 02/01/14. This should be no longer than one paragraph (between 150-200 words). This is designed to help you distil your idea into a workable topic. The second deliverable is the research paper itself, which will be due on the date posted on the tentative schedule, i.e. 03/8/14. No late submissions will be accepted. You will submit the assignment to TurnItIn as well as hand in a hard copy. Details for the assignment will be handed out separately.

Class Participation: Class participation is very important. There is a 15% grade for participation, attendance, punctuality and most importantly, positive contribution in the class through the readings and cases. This makes for a better learning experience and will contribute to your grade towards class participation. Please be prepared to discuss the assigned material.

Class Policies:
- The instructor reserves rights to make changes to the syllabus.
- All course announcements will be emailed to the students and posted on the course website. Please check your emails regularly.
- Students are advised to retain all graded materials. The instructor’s grade entries will be assumed correct unless the original graded materials indicate otherwise.
- All assignments are due on the days indicated on the syllabus. No late assignments will be accepted.
- The University’s Academic Honesty Policy should be followed for all tests and assignments.
- E-mails sent on any given day will be replied by 11:30 A.M. the next weekday morning.
- Students are expected to attend class. An attendance sheet will be handed out at the beginning of class.
- Please note that no make-up exams or extensions on assignments will be given. Exceptions will only be made only in the case of extenuating circumstances such as a serious illness. Students must inform the instructor at least 24 hours in advance if they are unable to take an exam.
- To minimize disturbance to the class, all electronic devices including but not limited to cell phones and communication devices, music players, calculators and PDAs are to be turned off both during class and exams.
- Anyone who feels he/she may need an academic accommodation based on the impact of a disability (e.g.: sensory, learning, psychological, medical, mobility) should contact me to arrange
an appointment to discuss your needs as soon as possible. I rely on the Disability Services Office for assistance in verifying your eligibility for academic accommodations related to your disability. If you have not previously contacted Disability Services, I encourage you to do so at 513-745-3280 on the Fifth Floor of the Conaton Learning Commons, Room 514 or e-mail Cassandra Jones at jonesc20@xavier.edu, to coordinate reasonable accommodations.

- Wikipedia is not an acceptable source for references, yet.
<table>
<thead>
<tr>
<th>DATE (DAY)</th>
<th>TOPICS</th>
<th>READING</th>
<th>ACTIVITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 12 (U)</td>
<td>Class Orientation</td>
<td></td>
<td>Go over syllabus</td>
</tr>
<tr>
<td>Jan 18 (S)</td>
<td>An Overview of Marketing Consumer Decision Making Business Marketing Segmenting and Targeting Markets</td>
<td>Marketing Myopia Chapters 1, 6, 7, 8</td>
<td>Case: eBay</td>
</tr>
<tr>
<td>Jan 25 (S)</td>
<td>Marketing Research Product Concepts Developing and Managing Products</td>
<td>Chapters 9, 10, 11</td>
<td>Case: Marriott International</td>
</tr>
<tr>
<td>Feb 01 (S)</td>
<td>Ethics Services and Nonprofits</td>
<td>Chapters 3,12</td>
<td>Case: Nordstrom Abstract Due Exam Review</td>
</tr>
<tr>
<td>Feb 08(S)</td>
<td>Marketing Channels and Retailing Marketing Communications Advertising, PR, and Sales Promotion</td>
<td>Chapters 14,15, 16</td>
<td>Case: Exam 1</td>
</tr>
<tr>
<td>Feb 15 (S)</td>
<td>Personal Selling and Sales Management Social Media and Marketing Pricing Concepts</td>
<td>Chapters 17, 18, 19</td>
<td>Case: Facebook</td>
</tr>
<tr>
<td>Feb 22 (S)</td>
<td>Developing a Global Vision</td>
<td>Chapters 5</td>
<td>Film</td>
</tr>
<tr>
<td>March 01 (S)</td>
<td>Pricing Concepts Strategic Planning The Marketing Environment</td>
<td>Chapter 2, 4, 20</td>
<td>Exam Review</td>
</tr>
<tr>
<td>March 08 (S)</td>
<td>Course Wrap-up</td>
<td></td>
<td>Exam 2 Research Papers Due</td>
</tr>
</tbody>
</table>
Notes: