**M&L 3250**

**Principles of MARKETING**

**Spring 2016**

**Monday 3:00PM in SB105**

**Website: carmen.osu.edu**

Marketing consists of principles and practices that aim to manage exchange relationships profitably. These concepts and applications are relevant for organizations, both for profit and not-for-profit, as well as individuals in their professional and personal lives.

**PROFESSOR:** Terry Paul

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Office Hours: Fridays 2:00-6:00PM

The course powerpoint notes are available from Zip Publishing or can be copied from Carmen. Having these notes is absolutely essential.

**GRADE DETERMINATION:**

Your point total will be the sum of your 2 midterm scores, your 20 warm-up scores, your 20 chapter quiz scores and any extra credit you earn. Points toward your course total will come from these sources:

Two midterms, each over half of the course material, together consist of 150 multiple choice questions, each of which is worth 1 point in your course total.

The exams are on 3/7 (material from the first half of the course) and on 4/29 at 4:00PM (material from the second half of the course). Note that the second midterm is during finals week and on a Friday (rather than our normal class day) and it starts at 4:00PM (not our usual 3:00PM). Both exams are in our regular room SB105.

20 chapter warm-up exercises—each worth 1 point

20 chapter quizzes—each worth 1 point

10 points of extra credit—the maximum you can earn

Both the warm-up exercises and the chapter quizzes can only be accessed through MyMarketing Lab available directly from the textbook publisher. See p. 7-8 for purchasing options.

The final grade distribution will be as follows, based on all students’ total points earned:

As -------------------------------Top 22% of all students

Bs —----------------------------Next 60% of all students

Cs or lower—------------------Remaining 18% of all students

Fall semester curve cut off scores were:

1. 166
2. 138
3. 122
4. 104

**Make Up Exams** —These are given during finals week only. There will be 3 times during finals week when make-up exams will be offered—these dates and times will be determined later in the semester.

Students who fail to take the midterms when they are given, FOR WHATEVER REASON, must take an essay make up exam over the same material that the test they missed covered. The make ups are only for students that did not take midterms. There are no opportunities to repeat earlier exams. See Carmen for information about the make ups.

This course is taught in the hybrid, aka “flipped classroom” format. We will meet one day a week for a long lecture. Students are assigned a good deal of online work to do on their own to offset the reduction of seat time in the classroom.

The learning logic of this format is that you will need to do work before each chapter is covered in class (the warm-up exercises) and after the in-class presentation (the chapter quizzes). The schedule for all of these activities is as follows:

**DATES MATERIAL WILL BE COVERED IN CLASS**

|  |  |
| --- | --- |
| **FIRST DAY OF CLASS** | **1/11** |
| 1-CH. 1, 2\* | 1/25 |
| 2-CH. 3,20\* | 2/1 |
| 3-CH. 5 | 2/8 |
| 4-CH. 6,7 | 2/15 |
| 5-CH. 8 | 2/22 |
| 6-CH. 9,18\* | 2/29 |
| 7-CH. 14\*,15 | 3/21 |
| 8-CH. 16,17\* | 3/28 |
| 9-CH. 12 | 4/4 |
| 10-CH. 13 | 4/11 |
| 11-CH. 10,11\* | 4/18 |
| 12-CH. 19, 4 | 4/25 |

**DUE DATES FOR ASSIGNMENTS – All due at 11:59 PM on specified dates. Note, there is an assignment due on 3/20 (the day before the return to classes from spring break) and on 4/28 (the day before the second midterm taken during finals week).**

|  |  |  |
| --- | --- | --- |
| **ASSIGNMENTS** | **Warm-up** | **Quiz** |
| 1-CH. 1, 2 | 1/24 | 1/31 |
| 2-CH. 3,20 | 1/31 | 2/7 |
| 3-CH. 5 | 2/7 | 2/14 |
| 4-CH. 6,7 | 2/14 | 2/21 |
| 5-CH. 8 | 2/21 | 2/28 |
| 6-CH. 9,18 | 2/28 | 3/6 |
| 7-CH. 14,15 | 3/20 | 3/27 |
| 8-CH. 16,17 | 3/27 | 4/3 |
| 9-CH. 12 | 4/3 | 4/10 |
| 10-CH. 13 | 4/10 | 4/17 |
| 11-CH. 10,11 | 4/17 | 4/24 |
| 12-CH. 19, 4 | 4/24 | 4/28 |

* Total of 20 chapter warm-ups and 20 quizzes
* All assignments to stay available (after due date) until end of semester.

**OPEN DATES FOR ASSIGNMENTS – All open at 5 PM on specified dates** (These are the first times that the assignments can be done on MMLab each week.)

|  |  |  |
| --- | --- | --- |
| **ASSIGNMENTS** | **Warm-up** | **Quiz** |
| 1-CH. 1, 2 | 1/11 | 1/25 |
| 2-CH. 3,20 | 1/25 | 2/1 |
| 3-CH. 5 | 2/1 | 2/8 |
| 4-CH. 6,7 | 2/8 | 2/15 |
| 5-CH. 8 | 2/15 | 2/22 |
| 6-CH. 9,18 | 2/22 | 2/29 |
| 7-CH. 14,15 | 3/7 | 3/21 |
| 8-CH. 16,17 | 3/21 | 3/28 |
| 9-CH. 12 | 3/28 | 4/4 |
| 10-CH. 13 | 4/4 | 4/11 |
| 11-CH. 10,11 | 4/11 | 4/18 |
| 12-CH. 19, 4 | 4/18 | 4/25 |

The chapter warm-up exercises must be completed by 11:59PM THE NIGHT BEFORE that week’s chapters are covered in class. There are 5 questions on each of these exercises and you have 3 chances to answer each question. If you get 4 or more of these questions correct, you will earn 1 point for that warm-up exercise.

If you get less than 4 of the warm-up questions correct, you will receive a zero as your score for the exercise. If you have read the weekly chapter(s) thoroughly, getting full credit for the warm-up will be easy.

DO YOURSELF A FAVOR BY NOT WAITING UNTIL THE LAST MINUTE (SUNDAY NIGHT) TO COMPLETE THE EXERCISES.

The chapter quizzes are more difficult than the warm-ups. They consist of 10 questions that you only have 1 chance to answer. These quizzes must be taken by 11:59PM THE SUNDAY FOLLOWING THE MONDAY CLASS in which the chapters covered were discussed. You’ll need to read the text carefully to do well on the quizzes. It will also help to have good class notes, since some of the material covered in class will be asked about on the quizzes. You will earn 0.1 points for each correct answer on the quizzes and at the end of the semester your scores for all 20 quizzes (200 questions) will be totaled to determine your course quiz score.

Both the warm-up exercises and the chapter quizzes are open book—you can refer to the text as much as you want. You are expected to work independently—this means no co-operation between individual students in completing these assignments.

Obviously the purpose of the warm-ups and quizzes is to help you to master the course material and work on it continuously. The lecture material and the textbook material are the sources of about 50% and 40% of the exam questions respectively. For chapters that are covered only lightly in class (see \* next to assigned chapters), the text material will be the source of all of the questions on those topics.

It is strongly recommended that you establish the following work routine after each lecture: Complete the quiz over the chapter(s) covered in lecture in the next day or two. After completing the quiz, get started on the next assigned chapter(s) and complete the associated warm-up exercise before it is due at 11:59PM the day before the next lecture.

Everyone will receive full credit for the warm up and the quiz over chapters 1 and 2 because it may take some time to get your copy of the text. This grace period does not extend to the second week’s assignments.

There are 4 recorded interviews with marketing executives which you are assigned to watch for each midterm. These interviews last 15 to 45 minutes each and will be the source of 8 questions that will ask you about the marketing practices associated with specific companies (the ones the guests work for) or a specific marketing executive observation (what guests say during these interviews). There are powerpoints on Carmen to help you follow the details of the interviews. The best weeks to watch these recordings are 3,5,9 and 10 when only 1 text chapter is assigned. Test questions from the videos are very specific, covering particular parts of company actions and the guests’ positions and own experiences.

**SOME WORDS TO THE WISE:**

There is generally a time delay in posting extra credit points earned through SONA projects (shown on the SONA site). This delay can be two weeks or more in some cases. ALL EXTRA CREDIT ACCOUNTING WILL BE UP TO DATE BY THE END OF THE SEMESTER. PLEASE BE PATIENT UNTIL THEN. THANKS! SONA points will be transferred to Carmen during Finals.

The material in introductory courses like the Principles of Marketing and Principles of Psychology often seems very familiar (unlike subjects such as physics or chemistry). Unfortunately, this familiarity can give students a false sense of security in a feeling that they have mastered the material with relatively little effort. These students frequently lament that “the test and lecture are just common sense but somehow I failed the exam”. Expect test questions to probe for more depth and detail than you can easily handle with a light skimming of the text and a passive listening to lectures.

Students often report that the grading machine has made an error of a point or two in scoring their exams. If this happens to you, you’re welcome to come in during office hours at which time we can re-grade your test together. This kind of mistake VERY rarely happens, and the other kind (students receive too many points) NEVER has happened before. In my 50+ years of teaching no one has ever reported such a case.

The textbook is full of examples which relate to particular organizations and their marketing activities. In general you should concentrate on the basic concepts, the marketing principles these examples illustrate, rather than trying to remember what a specific company did. There will be very few questions on each exam that ask about textbook examples by the name of the organization.

Some suggestions - read assignments carefully, take notes, or underline what you read.

**CLASSROOM COURTESY:**

Students attending class must be considerate of each other to make the learning experience productive and congenial. Here are the ground rules:

1. In general, do not behave in any way that would be a distraction to other students; for example, loud and animated conversations during class are annoying and inappropriate—refrain from them.
2. Cell phones and other electronic media should not be audible in class.
3. If you must enter the room after the lecture has begun or leave before it is over, do so as quietly and as inconspicuously as possible.
4. If another student acts in a manner than is distracting to you, politely ask him/her to stop it. (He/she might not realize the behavior is bothersome.) If it persists, inform the instructor.

**EXAM DAY PROCEDURE:**

Given the size of this class it is necessary to establish a set of routine behaviors for the day of the exam - your cooperation here is necessary and appreciated. You must use a #2 (soft-lead) pencil.

Be sure to identify yourself on the exam answer sheet by your exact name (as it is recorded on OSU records) and by your OSU email number - you will be penalized if this information is incorrect or omitted on your answer sheet.

**Absolutely no substantive questions about the exam material will be answered during the tests** - this is the only way to treat all students equally. If an exam question is unclear in some way, answer it as best as you can. If there is a procedural complication (missing questions, typographical errors, etc.) come quietly to the instructor for help.

All books, backpacks, etc. MUST be left out of sight during the exam. Second language students may bring a translation dictionary (book form, not electronic) during the exam. English language dictionaries will be available for all students.

You'll probably want to record your answers directly on the exam to match them with the key. You must return exam with your name on it at the same time you turn in your blue sheet.

If a student behaves suspiciously during an exam, he or she will receive one warning; if this behavior is repeated, the student's exam will be confiscated and the student will be referred to the OSU Committee on Academic Misconduct. If you see suspicious behavior during an exam, please inform the instructor or a test monitor.

**EXTRA CREDIT OPPORTUNITIES:**

Much of the basic research you will learn about in BUS M&L 3250 and advanced marketing courses is conducted by faculty members at major universities like Ohio State. In order to carry out research projects, faculty members often ask undergraduate students to volunteer to serve as participants. Typical research projects include viewing and rating advertisements, obtaining student's perceptions and reactions to various marketing phenomena (special promotions, coupons, etc.), and having students use computers to search for information about new products or places to shop.

This semester, you will have the opportunity to earn up to 10 exam points via extra credit that will contribute to your final grade in the introductory marketing class you are taking.

You may only participate in a given study one time (though some studies may involve two sessions and may thus grant more extra credit than a one-session study). A number of different studies will be conducted during the semester. Each will have a unique name. Some studies will be conducted online (you will be given a URL when you sign up for the study). Others will be conducted in-person in various rooms around Fisher (often in Mason or Schoenbaum). The studies vary in terms of the amount of time they take and the amount of extra credit they grant.

When you sign up for a study, it is very important that you note (1) whether the study takes place in-person or online, (2) the length of time the study will take (and the amount of extra credit it grants), and (3) the date, time, and place you are to attend the study if it is an in-person study. On the day of an in-person study it is very important that you arrive approximately 5 minutes early. Because instructions are given only at the beginning of each session, absolutely no one will be admitted late.

Extra credit study opportunities will typically begin during the second or third week of the semester and continue until the last week of scheduled classes. In addition to helping your grade, participation in the studies will allow you to gain a better understanding of marketing and the research process.

In fairness to all other students in the course, you must make every possible effort to attend all extra credit studies for which you sign up. STUDENTS WHO ARE "NO SHOWS" FOR A GIVEN STUDY WILL RECEIVE A PENALTY OF 0.5 EXTRA CREDIT POINTS FOR EACH STUDY THEY MISS. THIS PENALTY WILL BE DEDUCTED FROM WHATEVER POINTS THEY EARN DURING THE SEMESTER. Students with a history of “no shows” may be blocked from signing up for any further studies.

Sign-ups for the extra credit studies will be posted on a website called the Marketing Extra Credit Sign-Up System. Instructions for accessing and using this site are on the following page.

**MARKETING EXTRA CREDIT SIGN-UP SYSTEM**

Most of the extra credit opportunities will be announced via email. Students will sign up for these opportunities via the SONA web site.

**For registration:**

1. Go to <http://fisher-osu.sona-systems.com>
2. Click on the “New Participant” link, which appears on the left side of the web page.
3. You must choose a user ID that is not already in use and also specify an email address that is not already registered in the system. User IDs may be up to 30 characters in length and contain letters and numbers.

Use your real FIRST and LAST name that is on record with your instructor to ensure that you receive your Marketing Extra Credit. For instance, do NOT use your middle name as your first name – use your real first name.   
  
Make sure to use a working email address. We will use the address you supply to send you information about the studies for which you sign-up and to announce new studies.

1. You can then check the website for new extra credit opportunities that will be posted there.
2. When you see an extra credit opportunity for which you would like to sign up, please go to the “Study sign-up” link on the website and follow instructions.
3. Please read the FAQ on the website if you need additional information.

**Reminders:**

* When you sign up for an in-person extra credit session, PLEASE ARRIVE 5 MINUTES EARLY to your scheduled session. Sessions begin at the scheduled time, and late arrivals will not be admitted.
* Please do not sign up for an in-person session if you cannot attend. If you sign up for a session and fail to show, you will be penalized 0.5 extra credit points.
* Studies tend to fill up quickly so enroll now. Studies occur throughout semester. Check SONA daily for any new study postings. Please note that your professor does not control when studies are posted.
* The extra credit will not be posted in Carmen until the end of the semester. However, you can always check your SONA account to see the amount of points that you have obtained from participating in marketing studies. Your professor does not have access to your individual credit information until the Lab Manager sends him a report at the end of the semester. If you have questions about your credit, email the Lab Manager or Lab Assistant directly (see below for contact information).
* All online studies are worth 0.5 credit regardless of the duration of the online study.
* The majority of the studies are held in Mason Hall 325. Once you enter Mason Hall, take the elevator to the 3rd floor. Once you reach the 3rd floor, go right and around the corner. You will see a long bench. Please take a seat. Once the session is ready to begin, the researcher will open the door and take attendance. Always note the location of the study since studies occasionally may be held in other buildings in the Fisher complex.
* For any questions regarding the SONA marketing extra credit or the study schedule, please email Stephanie Marshall (Lab Manager) directly at [marshall.669@osu.edu](mailto:marshall.669@osu.edu) Or Priya Patel (Lab Assistant) directly at patel.1489@osu.edu
* We thank you in advance for your participation in our marketing research studies!

**Required Course Materials and Purchase Options**

You are required to purchase two things for this class:

1. Textbook
2. Access code for the MyMarketingLab software.

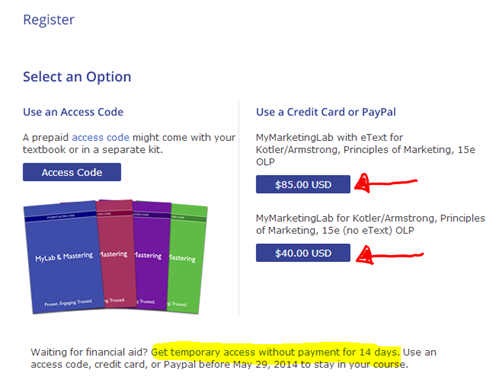
|  |  |
| --- | --- |
| TEXTBOOK with MyMarketingLab | Kotler, Philip and Gary Armstrong (2016), *Principles of Marketing*, 16th Edition, Pearson. |

You can buy an access code packaged with a print copy of your textbook from the OSU bookstore or you can buy access directly from the Publisher’s website with a credit card or PayPal account.

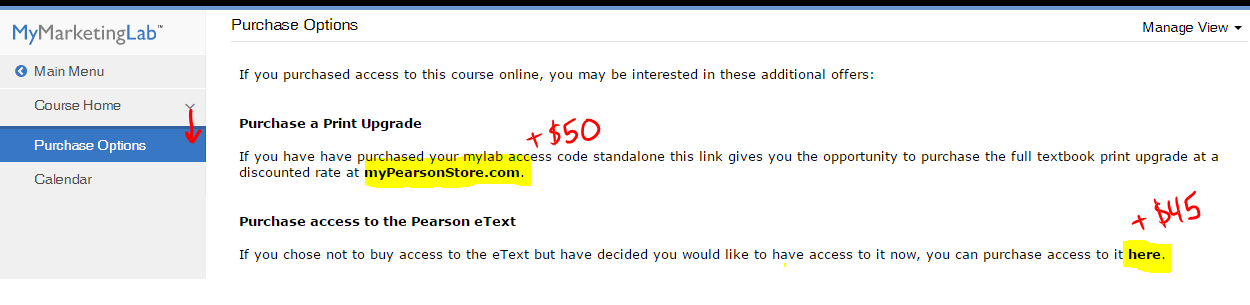
Buying directly from Pearson is much cheaper! If you decide to go this route, once you buy your MyMarketingLab access code, you will be given the option to then buy an eTextbook (instead of a print copy) or a 3-hole punched, Loose-Leaf print textbook (this is also known as a “Print Upgrade”).

***Purchase Option A: The Less Expensive Option – Direct from Pearson, the Publisher***

1. Go to [www.pearsonmylab.com](http://www.pearsonmylab.com)
2. Click “Student” in the “Register” block
3. When asked for the Course ID, enter **paul38521**
4. If you would like to buy the eText, click the option that includes the eText (this costs approximately $85).
5. If you would like to buy the Loose-Leaf print version (many students prefer this to the eText), click the option for MyMarketingLab access only (this costs $40). After you click this, you will have the opportunity to buy the Loose-Leaf print version of the text and have it mailed to you.



1. Then from within your MyMarketingLab course, you can expand the <Course Home> menu on the left navigation to reveal the <Purchase Options> button. Clicking on it, you can purchase your print text for an additional $50 (includes **FREE** Ground Shipping) or immediate access to the eText for $45 if you did not already select this option.



***Purchase Option B: The More Expensive Option – Through the OSU Bookstore***

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| --- | --- | --- | --- | --- |
| 1 | ISBN-13: 9780133973303 | | | |
| MyMarketingLab Access + | **Print 3-hole punched, Loose-Leaf Textbook** | Product Image | ~ $190.55 |
| 2 | ISBN-13: 9780133862096 | | | |
| MyMarketingLab Access + | **eTextbook** | Product Image | ~ $105.00 |

USED COPIES OF THE TEXT ARE AVAILABLE ONLINE FROM AMAZON AND OTHERS. THE 15TH EDITION IS AT LEAST 90% THE SAME, THE 14TH EDITION AT LEAST 80% THE SAME AS THE MOST RECENT 16TH EDITION.

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**CHAPTER 1**

**DEFINITIONS EVOLUTION OF**

**ORGANIZATIONAL**

**ORIENTATIONS**

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 **“TOTAL REWARDS”—BASIS FOR FREEBIES**

 **PREDICTOR VARIABLES, CONTINUOUSLY UPDATED**

 **AUTHOR AS EXAMPLE**

 **BEST CUSTOMERS: THE 30% WHO SPEND $100-500 A VISIT—80% OF REVENUE, ALMOST 100% OF PROFIT**

 **FORMER HARVARD PROF—TEST, TRACK, REFINE**

 **MAGNIFICENT MARKETING**

 **BETTING ON A SURE THING**

 **DATA MINING—DISCOVERING HIDDEN PREDICTIVE INFORMATION**

 **INVESTING IN CUSTOMER RELATIONSHIPS**

 **25 MILLION CUSTOMER VISITS ANNUALLY, 90 CATEGORIES**

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 **ANOTHER DEFINITION**

– **ATTEMPTS TO ANTICIPATE, SOMETIMES TO CHANGE**

– **BUT ALWAYS TO SATISFY BUYER DEMANDS**

– **THROUGH EXCHANGES**

– **TO ACHIEVE OUR OWN OBJECTIVES**

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 **“SATISFIED” VS. “VERY SATISFIED”—A BIG DIFFERENCE**

 **3 KINDS OF CUSTOMERS**

 **80-20 PRINCIPLE—WHERE THE MONEY IS**

 **REPEAT CUSTOMERS ARE CRUCIAL**

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 **IDENTIFYING, UNDERSTANDING, AND SATISFYING BUYER DEMANDS THROUGH EXCHANGES**

 **SOMETIMES “SATISFACTION” ISN’T SUFFICIENT**

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