**The Ohio State University**

**Fisher College of Business**

**M&L 3250: Principles of Marketing**

**AUTUMN 2016**

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Course Objectives

This course provides students with **an overview of the marketing function** with an emphasis on creating value through marketing, market research, consumer behavior, pricing strategies, marketing channels, and various methods of promotion.

Learning Objectives

* To understand the role of marketing within society and within an economic system.
* To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.
* To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.
* To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.
* To appreciate how a marketing perspective is important in your own personal and professional development.

COURSE FORMAT

**This course is a hybrid course.** “Hybrid” or “blended” are names commonly used to describe courses in which some traditional face-to-face “seat time” has been replaced by online learning activities. The purpose of a hybrid course is to take advantage of the best features of both face-to-face and online learning.

In this three credit hour course, one credit hour of in-class time has been replaced with online learning. Our class meets in-person for two hours each week. Further, since this is a three credit hour class, university guidelines require approximately six hours of work/preparation outside of class time. This class is designed with online assignments and textbook readings that are required (and graded) each week, which you should complete in that time outside of class. It's recommended that you schedule your time in advance each week to login to complete your work. This will help keep you from falling behind. Your online work will be completed using MyMarketing Lab, which you will access through Canvas, as detailed in this syllabus.

Required Course Materials and Purchase Options

You are required to purchase two things for this class:

1. Textbook (*Principles of Marketing* by Kotler and Armstrong, 16th edition)
2. Access to MyMarketingLab (the software we will use all semester).

There are several different ways you can do this.

* The more expensive option: You can buy a package at the OSU bookstore that includes either an e-text book or a textbook in the form of loose leaf paper (this is also known as a Binder Ring textbook) AND an access code for MyMarketingLab.
* The cheaper option (DO THIS THROUGH OUR COURSE’S CANVAS SITE): You can buy directly from the publisher (Pearson) through our course’s Canvas site. If you choose this option, you can buy a combo package that includes access to MyMarketingLab plus the e-text (the $97.50 option below) OR buy just access to MyMarketingLab (if you already have a textbook hard copy; the $50.00 option below). If you buy just access to MyMarketingLab from Pearson, you also have the option (once you’ve made the initial purchase to gain access) to buy the loose leaf Binder Ring textbook that the publisher will ship to your home address as a hard copy OR upgrade to the e-text at that point.

**Kotler/Armstrong - Principles of Marketing, 16/e**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Includes eText book? | Bookstore ISBN(s) | Price to buy at OSU Bookstore | Price to buy directly from Pearson (the publisher) through the course Canvas site |  |  |
| MyMktLab Access | with eText | 9780133862096 | $114.00 | $97.50 |  |  |
| MyMktLab Access + Loose-Leaf Print Text (Binder Ring textbook) | with eText | 9780133973303 | $206.87 |  |  |  |
| MyMktLab Access | no eText | N/A | N/A | $50.00 | Price to add e-text if you buy MyMktLab access directly from Pearson and want to add e-textbook: $47.50 | Price to get loose leaf Binder Ring textbook shipped to you after buying MyMktLab access: $52.50 |

A copy of the textbook is also on reserve at the architecture library for your convenience. However, please note only one copy is on reserve and there are a lot of people in this course!!

**TO BUY DIRECTLY FROM PEARSON, PLEASE FOLLOW THE INSTRUCTIONS ON THE NEXT PAGE THAT EXPLAIN HOW TO DO THIS THROUGH CANVAS.**

Get Started With Pearson’s **MyLab & Mastering and Canvas**

Enter Your Canvas Course

1 Sign in to Canvas and enter your Canvas course.

2 Do one of the following:

* Select **MyLab & Mastering** in Course Navigation, and then select any course link on the Pearson page.
* Select any Pearson link from any module.

3 Go to *Get Access to Your Pearson Course Content*.

Get Access to Your Pearson Course Content

1 **Accept** the End-User License Agreement and Privacy Policy.

If you previously linked your Canvas and Pearson accounts, you go directly to the Pearson payment page. Skip to step 3.

2 To link your Canvas and Pearson accounts, do one of the following:

* If you already have a Pearson account, enter your username and password.

**Tip:** To look up your Pearson account, select **Forgot your username or password?**

* If you do not have a Pearson account, select **Create** and follow the prompts to create a new account.

3 To get access to your Pearson course, do one of the following:

* Select **Access Code**, enter your access code, and select **Finish**.
* Under Use a Credit Card or PayPal, select the button with the applicable price and enter your payment information.
* Get temporary access without payment for 14 days. (You can [pay for full access](http://247pearsoned.custhelp.com/app/answers/detail/a_id/11715/) when temporary access expires or when you’re ready. )

4 When the registration is complete, the You’re Done page appears and you get a confirmation email. You can close the You’re Done page and return to your Canvas course. From now on, when you select any of the MyLab & Mastering links in your Canvas course, your MyLab & Mastering course immediately opens in a new tab.

**Note:** In the future, it is recommended you enter your MyLab & Mastering course through Canvas.

Need Help?

See [Help](http://help.pearsoncmg.com/mylabmastering/canvas/student/en/index.html) for MyLab & Mastering with Canvas.

Go to our [YouTube channel](https://www.youtube.com/playlist?list=PLRpRY65o3rxYOC_QNk8ji7Sk4SlaaIxB-) where students and instructors can find getting started videos.

Contact Pearson [24/7 Technical Support](http://247pearsoned.custhelp.com/app/answers/detail/a_id/11853/). To provide them with your details in an export file, enter your Canvas course and go to **MyLab & Mastering>Diagnostics**. (​If you don’t have access to the Diagnostics page, please contact your instructor for this information.)

CLASS POLICIES

**Attendance and Participation:**

Attendance and participation are very important in creating a class environment that is both interesting and meaningful to the student. You should attend class regularly and be on time. Be prepared to ask and answer questions.

Fisher College of Business strongly enforces University attendance policies. As per University rule 3335-8-33, any student may be disenrolled from a course for failure to attend by the first Friday of the term, or by the 3rd instructional day of the term, or by the second class meeting, **whichever occurs first**.

For details, see: <http://trustees.osu.edu/rules/university-rules/rules8/ru8-33.html>.

**Classroom Conduct:**

This course should be exciting, challenging, and fun for everyone. In order to encourage this process, there are certain rules about your conduct in the classroom:

* When you come to class, be prepared to actively participate. The classroom is not the place to sleep, chat with friends, read the paper, do crossword puzzles, etc.
* Turn your cell phones off when you enter the classroom.
* **Come to class ON TIME (this is a personal pet peeve of mine!).**
* Be respectful when your classmates are speaking – let other people finish when they speak and carefully listen to what they have to say. You do not have to agree with everything others say, but you should respect their opinion.

TIPS for SUCCESS

**How to think about this course**:

The material in introductory courses like 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 text 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.

**Don’t wait until the last minute to do your MyMarketing Lab assignments.** If you do this, and your Internet goes out or your computer breaks down, this is NOT a valid excuse for not completing the assignments. **The online assignments are meant to make you think – you will not be able to complete them in only a few minutes and likely not in one sitting**. Starting the MyMarketing Lab assignments an hour or two before they are due is a recipe for disaster! Please do not put yourself in this position.

GRADE STRUCTURE

The following grade structure will be utilized for this course:

Graded Component Points

1. Registration for MyMarketing Lab and

completion of week 1 practice assignments 30

2. 10 Weekly MyMarketing Lab Preparation Assignments (10 points each) 100

3. 10 Weekly MyMarketing Lab Assessment Assignments (10 points each) 100

4. Mid-term Exam 120

5. Cumulative Final Exam 150

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Total Points 500

GRADING SCALE

The grading scale and point conversion that will be utilized for the final grade is as follows:

|  |  |
| --- | --- |
| **A** = 93 – 100%; 465-500 points | **C+** = 77 – 79.99%; 385 - 399 points |
| **A-** = 90 – 92.99%; 450 - 464 points | **C** = 73 – 76.99%; 365 - 384 points |
| **B+** = 87 – 89.99%; 435 - 449 points | **C -** = 70 – 72.99%; 350 - 364 points |
| **B** = 83 – 86.99%; 415 - 434 points | **D+** = 67 – 69.99%; 335 - 349 points |
| **B-** = 80 – 82.99%; 400 - 414 points | **D** = 63 – 66.99%; 315 - 334 points |
|  | **F** = 62.9% or below; < 314 points |

GRADING GUIDELINES

Please note the following grading policies I follow to avoid any misconceptions:

* Once the final course grading scale is set, it is set in stone. **If you miss the next grade by one point you will have my sympathy - but I will not change your grade.**
* I am not in the habit of changing grades unless I’ve made a math error. If you feel that you have been graded unfairly, please make a written case for why you feel the grade is wrong (i.e., why your answer should be correct) and submit it to me within two class periods after the assignment or exam. I will NOT change a grade if you just come to me and verbally complain. If you submit a written appeal, I do not promise to change your grade, but I promise to consider your appeal carefully and fairly.
* **The BSBA program recommends a mean GPA of 2.9-3.2 for this and all other business core classes**. The actual grade assigned will be based on what you earn. All sections of Principles of Marketing follow the same grading policy.

EXPLANATION OF GRADED COMPONENTS

**1. Registering for MyMarketing Lab and Week 1 Assignment 30 Points**

The first week of class will work slightly differently than the other weeks, as it is critical that you get MyMarketing Lab set up in Canvas right away. You will earn 30 points for completing the following before 11:59 PM the night before Class 2:

* Register for MyMarketing Lab through Canvas following the instructions in this syllabus (page 3)
* Complete all three assessment assignments (Video Exercise, Simulation, Quiz) for Chapter 1.
* Your grades on these assignments will not be officially counted. You will get credit simply for completing them, as this first week is a “practice” assessment week. However, to get credit you MUST complete them or you will earn a zero.
* Read the chapter text (either from the e-text on MyMarketing Lab or your hard copy of the text book) for Chapters 2 and 3.
* Complete the Warm-up for Chapters 2 and 3. Your grade on the warm-up will not be counted, as this first week is a “practice” preparation week. However, you must complete them or you will earn a zero.

**2. Weekly Assessment Assignments in MyMartketingLab (10 Total) 100 Points**

Assessment Assignments are designed to assess your mastery of the material we covered in the class period that has just ended. They will also give you a chance to apply what you have learned. For each chapter we have covered in class in a given week, you will do three assessment assignments on MyMarketing Lab:

1. **Video exercise** – You will watch a short video about a real company and its marketing strategy and then answer five questions about the video content. You can only complete these questions once, and your score will be recorded as is.
2. **Simulation** – You will participate in a simulation of a real marketing problem and will choose the actions you would take in these scenarios, which are designed to simulate real-time marketing decision making. You can retake each simulation up to five times if you are unhappy with your score. MyMarketingLab will retain your HIGHEST score.
3. **Quiz** – You will answer 15 questions designed to assess your mastery of the text content. You can only complete these questions once, and your score will be recorded as is.

Your overall score each week will be an average of your score on all the assignments for that week (regardless of whether there are three or six assessment assignments). For example, if you earn an average of 86% on all of your assessment assignments for the week, you will receive 8.6 points out of 10 points for your Assessment Assignments that week. You must complete the assessment assignments for all chapters by 11:59 PM the night before the next class in order to receive credit.

**3. Weekly Preparation Assignments in MyMartketingLab (10 Total) 100 Points**

Preparation Assignments are designed to prepare you for the material we will cover in the NEXT class period. After every class, you will do the following, for each chapter we are scheduled to cover in the next class period:

**Step 1**: Read the chapter text (from either the e-text on MyMarketing Lab or the hard copy of the textbook).

**Step 2**: Complete the **Chapter Warm-up** on MyMarketing Lab, which consists of multiple choice questions on which you will have multiple opportunities to choose the correct answer.

Because the Warm-ups are over material we will not yet have covered in class, you get multiple chances to get each question right. After you select your answer, click “select answer” at the bottom. If you’re correct, you can move on to the next question. If you’re wrong, you’ll get two more chances to get it right before your score is recorded as “incorrect.” Your preparation score for the week is an average of the percentage score you earn across both warm-ups (when there are two) or is simply your score on the single chapter warm-up when only one chapter is covered, translated into a 1-10 point score (e.g., 86% = 8.6 points).

**Please note that if you have a technical issue with MyMarketingLab that prevents you**

**from completing an assignment online, you MUST have an incident number from the**

**MyMarketingLab support team in order to receive credit for the assignment if it is not completed by the due date. An incident number is generated any time you contact them for assistance. You can submit this to the TA.**

**Note, however, that this only applies to technical issues that are caused by MyMarketingLab. It is your responsibility to complete your assignments even if your computer is giving you trouble – this is why I recommend that you complete the assignments IN ADVANCE so that you are not left scrambling, trying to find a computer that works at the last minute. You also will not have enough time to complete all of the weekly assignments if you leave everything to the last minute!**

**4. Mid-Term Exam (Multiple Choice) 120 Points**

The Mid-term Exam will consist of multiple-choice questions. The exam will cover textbook material from Chapters 1 – 9 and related in-class learning and class slides. Expect to be challenged in terms of concepts learned and application of those concepts. You will not be allowed to refer to any material during the exam. Second-language students may bring a translation dictionary (book form, not electronic) to use during the exam.

**5. Final Exam (Multiple Choice) 150 Points**

The Final Exam is cumulative (i.e., it covers ALL textbook chapters (1 – 20) and ALL class sessions and will consist of multiple-choice questions. However, the material will be more heavily weighted towards material covered in class after the mid-term. Expect to be challenged in terms of concepts learned, and application of those concepts. You will not be allowed to refer to any material during the exam. Second-language students may bring a translation dictionary (book form, not electronic) to use during the exam.

**The final exam will take place on Wednesday, December 14th, 6:00pm-7:45pm in SB 105.**

COURSE SLIDES AND GRADES POSTED ON CANVAS

The slides for each in-class lecture will be posted on Canvas. Please note that these are “noteshells,” not the complete slides used in class. They are designed to assist you in note taking, but downloading the slides is not a substitute for attending class. These noteshells will be posted before each class session. I will also use Canvas’ email system to contact you individually or as a group about the class (e.g., changes in the syllabus, assignments, etc.). It is your responsibility to make sure that emails sent via Canvas reach you at an email address you check regularly.

Canvas is also where you will find the points grades that are used to determine your final grade. The MyMarketing Lab gradebook records the scores you get on each preparation assignment or assessment assignment. The TAs for the course then uses this information to calculate your points for the week, which they will post in Canvas’ gradebook. It will take them a few days after the assignments are due to get grades posted each week, so please be patient!

IMPORTANT CONTACT INFORMATTION

TAs to contact for most of your requirements:

|  |  |  |
| --- | --- | --- |
|  | **Doug Prah**  (MBA student) | **Kendra Bellmann**  (undergraduate business major) |
| TA Email: | Prah.1@osu.edu | Bellmann.7@osu.edu |
| TA Office Hours: | TBD | TBD |
| Office Location: | Fisher 050 | Fisher 050 |
| Contact them for: | Questions about grades on MyMarketing Lab or Canvas | Questions about content on MyMarketing Lab or In-class content; “Tech support” for MyMarketingLab |

PLEASE KEEP IN MIND THAT THE TAs AND PROFESSOR WORK WITH MANY STUDENTS FROM MORE THAN ONE SECTION. PLEASE BE SURE TO TELL US IN YOUR EMAILS WHICH SECTION YOU ARE FROM WHEN YOU EMAIL US.

**YOU ARE IN THE WEDNESDAY SECTION OF 3250.**

• Questions only the professor can answer: If you have questions the TAs can’t answer (after you’ve checked with them first), the best way to reach me is via email ([Reczek.3@osu.edu](mailto:Reczek.3@osu.edu)). You can also attend my office hours. If you cannot attend my officially scheduled office hours, you are always welcome to email me to set up an appointment at an alternate time.

• Questions about your extra credit points: Behavioral Lab Research Assistant, Priya Patel

([patel.1489@osu.edu](mailto:patel.1489@osu.edu)). Extra credit points will not appear in the Gradebook for this

course until the END of the semester. Neither the TAs nor I will be able to answer any

questions about the extra credit opportunity and points. Contact Priya Patel directly.

• Questions/technical issues with MyMarketing Lab: If you need technical support for

MyMarketing Lab, you may contact their tech support directly via phone (800) 677-6337,

You can also access their support online: <http://www.mymktlab.com/Student_Support>.

STUDENTS WITH DISABILITIES

Any student who feels she/he may need an accommodation based on the impact of a disability

should contact me privately at the beginning of the semester to discuss your specific needs. The

Office for Disability Services (at 614-292-3307 in room 150 Pomerene Hall) is available to help

coordinate reasonable accommodations for students with documented disabilities.

EXAM DAY PROCEDURE

1. 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.
2. Please arrive ON TIME for exams. It is better to arrive 5-10 minutes early.
3. You must use a #2 (soft-lead) pencil.
4. 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.
5. 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 you can. If there is a procedural complication (missing questions, typographical errors, etc.), you can raise your hand or come quietly to the instructor or TAs for help.
6. 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) to use during the exam.
7. You must return the exam with your name on it at the same time you turn in your Scantron form. Failure to return your exam with your name on it will result in a penalty of 10 points.
8. 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.
9. Be sure to bring your PHOTO ID to the exams, as you will not be permitted to turn in your test unless you have a photo ID with you. You will also need to leave your ID with a proctor if you need to leave the exam room during the exam (e.g., to go to the restroom).
10. **You MUST take the exam in the section you are actually registered for and may not take it at a different time.**

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 students’ 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 (either BUS M&L 3150 or 3250).

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 (typically in the Behavioral Research Lab on the 3rd floor of Mason Hall). The studies vary in terms of the amount of time they take and the amount of extra credit they grant. All online studies are worth 0.5 credit regardless of time.

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 in BUS M&L 3150 or 3250, 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 ONLINE SIGN-UP SYSTEM

Most of the extra credit opportunities will be announced via email, and students will sign up for these opportunities via an internet web site.

**For registration:**

1. Go to <http://fisher-osu.sona-systems.com>
2. Click on the “Request Account” link, which appears on the right 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 or a nickname – use your real first name (i.e., use the one that the TA’s will see in Canvas) or it may not be possible to connect your name to the extra credit you earn.   
  
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 five minutes early to your scheduled session. Sessions begin at the scheduled time, and late arrivals will not be admitted.
* All online studies are worth 0.5 points regardless of length of time of the online study.
* 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.
* Not all students will earn 10 points of extra credit, as this is determined by availability of studies each semester.
* Your extra credit points will be kept up to date on the Marketing Extra Credit Sign-up System throughout the semester. They will not be added to your grade in this course until the END of the semester. If you have any questions about the studies or your credit status during the semester, please contact the Behavioral Lab Research Assistant (Priya Patel, [patel.1489@osu.edu](mailto:patel.1489@osu.edu)), as your instructor will not have access to your extra credit points until the end of the semester and does not control when studies are offered.

Honor Code

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University’s *Code of Student Conduct* and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University’s *Code of Student Conduct* and this syllabus may constitute “Academic Misconduct.”

The Ohio State University’s *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: “Any activity that tends to compromise the academic integrity of the University, or subvert the educational process.” Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University’s *Code of Student Conduct* is never considered an “excuse” for academic misconduct, so I recommend that you review the *Code of Student Conduct*, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University’s Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

**COURSE CALENDAR AT A GLANCE\***

Assignments shown are the assignments to complete ***AFTER*** attending class. Attend class 1, and then complete the assignments shown in the same row as class 1 by 11:59 PM the night before class 2.

|  |  |  |  |
| --- | --- | --- | --- |
| **Class** | **Date** | **Material Covered in Class** | **Assignment to Complete AFTER the Class Period** |
| **Part 1: Defining Marketing and Understanding the Marketplace** | | | |
| 1 | 24-Aug | Introduction to MyMarketingLab and Chapter 1 | Register for MyMarketingLab, |
| Practice Assessment for Chapter 1 |
| Practice Preparation for Chapters 2 and 3 |
| 2 | 31-Aug | Chapters 2 and 3 | Assessment for Chapters 2 and 3, |
| Preparation for Chapter 4 |
| 3 | 7-Sep | Chapter 4 | Assessment for Chapter 4 |
| Preparation for Chapters 5 and 6 |
| **Part 2: Customers, Brands, and Products** | | | |
| 4 | 14-Sep | Chapters 5 and 6 | Assessment for Chapters 5 and 6 |
| Preparation for Chapter 7 |
| 5 | 21-Sep | Chapter 7 and Guest Speaker | Assessment for Chapter 7 |
| Preparation for Chapters 8 and 9 |
| 6 | 28-Sep | Chapters 8 and 9 | Assessment for Chapters 8 and 9 |
| Prepare for Exam Review |
| 7 | 5-Oct | Exam Review and Guest speaker | Study for Exam |
| 8 | 12-Oct | **MIDTERM EXAM** | Preparation for Chapters 10 and 11 |
| **Part 3: Completing the Marketing Mix: Pricing, Place, and Promotions** | | | |
| 9 | 19-Oct | Chapters 10 and 11 | Assessment for Chapters 10 and 11 |
| Preparation for Chapters 12 and 13 |
| 10 | 26-Oct\* | Chapters 12 and 13  \*Digital Video Lecture; no class | Assessment for Chapters 12 and 13 |
| Preparation for Chapters 14 and 15 |
| 11 | 2-Nov | Chapters 14 and 15 | Assessment for Chapters 14 and 15 |
| Preparation for Chapters 16 and 17 |
| 12 | 9-Nov | Chapters 16 and 17 | Assessment for Chapters 16 and 17 |
|
| **Part 4: Extending Marketing** | | | |
| 13 | 16-Nov | Guest speaker | Preparation for Chapter 18 |
|  | 23-Nov | **Thanksgiving (no class)** | **-** |
| 14 | 30-Nov | Chapter 18 | Assessment for Chapter 18 |
| Preparation for Chapters 19 and 20 |
| 15 | 7-Dec | Chapters 19 and 20 and exam review | Study for Exam |

*\*Calendar subject to change at the instructor’s discretion. All changes will be discussed in advance of day affected.*

**DETAILED COURSE CALENDAR**

**Please note that the assignments shown are the assignments you are to complete *AFTER* attending the class session. In other words, attend class 1, and then complete the “Assignments to complete after class” by 11:59 PM the night before class 2.**

**Part 1: Defining Marketing and Understanding the Marketplace**

*Class 1, Wednesday, August 24*

Chapter 1 (Marketing: Creating Customer Value and Engagement)

Assignments to complete after class – Collectively these assignments are worth 30 points:

* + Register for MyMarketing Lab. Please do not create a “new” account when upgrading from a temporary account, as your information from the temporary to the permanent account will be lost if you do this! This must be completed by 11:59 PM the night before class 2.
  + Do all three assessment assignments for Chapter 1 (i.e., complete the video exercise (“Zappos”), the simulation “What is Marketing?”, and the Chapter 1 quiz). Your percentage scores on these assignments will not be counted. You will get credit simply for completing them as part of the 30 points total for this week’s assignment, as this first week is a “practice” week designed to serve as your introduction to MyMarketing Lab. In other words, your score does not count as long as you complete each assignment. All assessment assignments must be completed by 11:59 PM the night before class 2.
  + Read the chapter text (either from the eText on MyMarketing Lab or your hard copy of the text book) for both Chapters 2 and 3.
  + Complete the Warm-up for both Chapters 2 and 3. Your score does not count as long as you complete the assignment. These must be completed by 11:59 PM the night before class 2.

*Class 2, Wednesday, August 31*

Chapter 2 (Company and Marketing Strategy)

Chapter 3 (Analyzing the Marketing Environment)

Assignments to complete after class (must be completed by 11:59 PM the night before class 3):

* + Assessment for Chapters 2 and 3 (worth 10 points total)
    - Video exercise for both chapters (“OXO” for Chapter 2 and “Ecoist” for Chapter 3
    - Simulation for both chapters (“Strategic Marketing” for Chapter 2 and “The Marketing Environment” for Chapter 3)
    - Quiz for both chapters
  + Preparation for Chapter 4 (worth 10 points total)
    - Read chapter 4 in text
    - Complete the Warm-up for chapter 4

*Class 3, Wednesday, September 7*

Chapter 4 (Managing Marketing Information to Gain Customer Insights (aka Marketing Research)

Assignments to complete after class (must be completed by 11:59 PM the night before class 4):

* + Assessment for Chapter 4 (worth 10 points total)
    - Video exercise for Chapter 4 (“Domino’s Pizza”)
    - Simulation for Chapter 4 (“Market Research”)
    - Quiz for Chapter 4
  + Preparation for Chapters 5 and 6 (worth 10 points total)
    - Read text for both chapters.
    - Complete the Warm-ups for both chapters.

**Part 2: Customers, Brands, and Products**

*Class 4, Wednesday, September 14*

Chapter 5 (Consumer Markets and Buyer Behavior)

Chapter 6 (Business Markets and Business Buyer Behavior)

Assignments to complete after class (must be completed by 11:59 PM the night before class 5):

* + Assessment for Chapters 5 and 6 (worth 10 points total)
    - Video exercise for both chapters (“Goodwill” for Chapter 5 and “Eaton” for Chapter 6)
    - Simulation for both chapters (“Consumer Behavior” for Chapter 5 and “B2B” for Chapter 6)
    - Quiz for both chapters
  + Preparation for Chapter 7 (worth 10 points total)
    - Read text for Chapter 7.
    - Complete the Warm-up for Chapter 7.

Class 5, Wednesday, September 21

Chapter 7 (Customer-Driven Marketing Strategy: Creating Value for Target Customers) **GUEST SPEAKER: Jenna Algie,** [**Abbott Nutrition**](http://abbottnutrition.com/)

*About Abbott Nutrition:* *We are behind some of the world's most trusted names in pediatric, adult, and healthy living nutritional product brands such as:*

* *Similac® Advance®, Similac Expert Care® Alimentum®, and Similac® Soy Isomil® in infant formulas*
* *PediaSure® and Pedialyte® for children*
* *Ensure® and ZonePerfect® for active adults*
* *EAS® for elite athletes and fitness enthusiasts*
* *Glucerna® for people with diabetes*

Assignments to complete after class (must be completed by 11:59 PM the night before class 6):

* + Assessment for Chapter 7 (worth 10 points total)
    - Video exercise for Chapter 7 (“Boston Harbor Cruises”)
    - Simulation for Chapter 7 (“Segmenting, Targeting”)
    - Quiz for Chapter 7
  + Preparation for Chapters 8 and 9 (worth 10 points total)
    - Read text for both chapters
    - Complete the Warm-up for both chapters.

*Class 6, Wednesday, September 28*

Chapter 8 (Product, Services, and Brands: Building Customer Value)

Chapter 9 (New-Product Development and Product Life-Cycle Strategies)

Assignments to complete after class (must be completed by 11:59 PM the night before class 6):

* + Assessment for Chapters 8 and 9 (worth 10 points total)
    - Video exercise for both chapters (“Life is Good” for Chapter 8 and “Subaru America” for Chapter 9)
    - Simulation for both chapters (“Service Marketing” for Chapter 8 and “Product Life Cycle” for Chapter 9)
    - Quiz for both chapters
  + NO PREPARATION ASSIGNMENT, but start studying for exam so you can bring questions to exam review session.

*Class 7, Wednesday, October 5*

**GUEST SPEAKER ON NEW PRODUCT DEVELOPMENT:**

**Zach Friedman, Director of Strategy & Innovation,** [**Launch Labs**](http://launchlabsco.com/)

### *About Launch Labs: “We are a passionate team of entrepreneurs and resources dedicated to developing and launching great ideas. We are founded on an open, portfolio approach to entrepreneurship and innovation. By forming strategic partnerships, collaborating with clients and launching internal companies we significantly improve the odds of commercial success for ourselves and our partners.”*

**Exam Review**

Assignments to complete after class:

Study for Mid-term Exam

*Class 8, Wednesday, October 5* – **MID-TERM EXAM**

Assignments to complete after class (must be completed by 11:59 PM the night before class 9):

* + Preparation for Chapters 10 and 11 (worth 10 points total)
    - Read text for both chapters
    - Complete the Warm-up for both chapters.

*Class 9, Wednesday, October 19*

Chapter 10 (Pricing: Understanding and Capturing Customer Value)

Chapter 11 (Pricing Strategies: Additional Considerations)

Assignments to complete after class (must be completed by 11:59 PM the night before class 10):

* + Assessment for Chapters 10 and 11 (worth 10 points total)
    - Video exercise for both chapters (“Smashburger” for Chapter 10 and “Hammerpress” for Chapter 11)
    - Simulation for both chapters (“Pricing” for Chapter 10 and “Pricing Strategies” for Chapter 11)
    - Quiz for both chapters
  + Preparation for Chapters 12 and 13 (worth 10 points total)
    - Read text for both chapters
    - Complete the Warm-up for both chapters.

*Class 10, Wednesday, October 26*

*This lecture will NOT take place in SB 105 and will instead be a digital video lecture that you will watch in Canvas. You do NOT need to come to class on October 26th. Please watch the lecture video BEFORE completing the Chapter 12 and 13 assessment assignments.*

Chapter 12 (Marketing Channels: Delivering Customer Value)

Chapter 13 (Retailing and Wholesaling)

Assignments to complete after class (must be completed by 11:59 PM the night before class 11):

* + Assessment for Chapters 12 and 13 (worth 10 points total)
    - Video exercise for both chapters (“Gavina Gourmet Coffee” for Chapter 12 and “HSN” for Chapter 13)
    - Simulation for both chapters (“Supply Chain” for Chapter 12 and “Retailing/Wholesaling” for Chapter 13)
    - Quiz for both chapters
  + Preparation for Chapters 14 and 15 (worth 10 points total)
    - Read text for both chapters
    - Complete the Warm-up for both chapters.

*Class 11, Wednesday, November 2*

Chapter 14 (Engaging Customers and Communicating Customer Value)

Chapter 15 (Advertising and Public Relations)

Assignments to complete after class (must be completed by 11:59 PM the night before class 12):

* + Assessment for Chapters 14 and 15 (worth 10 points total)
    - Video exercise for both chapters (“OXO” for Chapter 14 and “E\*Trade” for Chapter 15)
    - Simulation for both chapters (“IMC” for Chapter 14 and “Advertising” for Chapter 15)
    - Quiz for both chapters
  + Preparation for Chapters 16 and 17 (worth 10 points total)
    - Read text for both chapters
    - Complete the Warm-up for both chapters.

*Class 12, Wednesday, November 9*

Chapter 16 (Personal Selling and Sales Promotion)

Chapter 17 (Direct, Online, Social Media, and Mobile Marketing)

Assignments to complete after class (must be completed by 11:59 PM the night before class 13):

* + Assessment for Chapters 16 and 17 (worth 10 points total)
    - Video exercise for both chapters (“Medtronic” for Chapter 16 and “HSN” for Chapter 17)
    - Simulation for both chapters (“Personal Selling” for Chapter 16 and “Online Marketing” for Chapter 17)
    - Quiz for both chapters
  + NO GRADED PREPARATION ASSIGNMENT; instead, read article from *The New York Times*: “Ads Evolve into New Forms as Media Landscape Shifts”:

<http://www.nytimes.com/2016/05/09/business/media/ads-evolve-into-new-forms-as-media-landscape-shifts.html?_r=0>

**Part 4: Extending Marketing**

*Class 13, Wednesday, November 16*

**GUEST SPEAKER from** [**Lextant**](http://www.lextant.com/) **(a marketing research firm)** discussing their market research on Millennials

*“Founded in 1998, Lextant is an experience-centered research and design partner to some of the world’s largest brands. Our customer-led innovation techniques directly connect consumer behaviors and desires to product and service design for customer experiences that stay ahead of the competition. Global brands like Procter & Gamble, Microsoft, Honda, Whirlpool, Johnson & Johnson, and GE rely on Lextant’s expertise for insight-driven solutions.”*

**GUEST SPEAKERS from** [**Resource Ammirati**](http://www.resourceammirati.com/) **(an ad agency),** Jeff Tritt (Chief Talent Officer) and Greg Moss, Executive Director, Strategic Services

*“Resource/Ammirati, a digitally led creative agency, is part of IBM Interactive Experience (IBM iX), the world’s largest digital agency network. We help marketers including Birchbox, DSW, Microsoft, Nestlé, Newell Brands, North American Breweries, Sherwin‑Williams, White Castle and Victoria’s Secret build Brand Belonging, cultivate customer relationships, fuel social impact and drive growth.”*

Assignments to complete after class (must be completed by 11:59 PM the night before class 14):

* + NO ASSESSMENT ASSIGNMENTS
  + Preparation for Chapter 18 (worth 10 points total)
    - Read text for Chapter 18
    - Complete the Warm-up for Chapter 18.

***Wednesday, November 23 – Thanksgiving Break – No classes***

*Class 14, Wednesday, November 12*

Chapter 18 (Creating Competitive Advantage)

Assignments to complete after class (must be completed by 11:59 PM the night before class 15):

* + Assessment for Chapter 18 (worth 10 points total)
    - Video exercise for Chapter 18 (“UMPQUA Bank”)
    - There is no simulation for chapter 18; you do not need to complete a simulation this week.
    - Quiz for Chapter 18
  + Preparation for Chapters 19 and 20 (worth 10 points total)
    - Read text for both chapters
    - Complete the Warm-up for both chapters

*Class 15, Wednesday, December 7*

Chapter 19 (The Global Marketplace)

Chapter 20 (Social Responsibility and Ethics)

Exam Review

Assignments to complete after class: NONE, study for final exam!

**The FINAL EXAM will take place on Wednesday, December 14th, 6:00pm-7:45pm in SB 105, our regular class room.**