**The Ohio State University**

**Fisher College of Business**

**M&L 3150: Foundations of Marketing**

**SPRING 2018**

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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 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.

COURSE FORMAT

**This course is an online course,** designed with online assignments and textbook readings that are required (and graded) each week. 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 Canvas and MyMarketingLab (described in detail in this syllabus).

Weekly Assignments

You will have three main types of activities to do each week. You will:

* **Gain Knowledge** (by doing the Chapter Warm-ups in MyMarketingLab and reading the textbook chapters in the e-text)
* **Enrich Knowledge** (with a video from the professor discussing the topic in a way that goes beyond the textbook and with other content like current news articles, video cases, etc.)
* **Apply Knowledge** by completing two graded assignments, a simulation of a marketing decision and a multiple choice quiz, for each chapter

Details and due dates are given in the course calendar at the end of this document.

Required Course Materials and Purchase Options

You are required to purchase two things for this class:

1. Textbook (*Marketing: An Introduction* by Armstrong and Kotler, 13th edition)
2. Access code for 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.

**Armstrong/Kotler - Marketing: An Introduction, 13/e**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Includes Pearson eText? | Bookstore ISBN(s) | Price to Bookstore | OSU Bkstr Price to Students | Direct to Student Purchase | eText Upgrade Purchase Option | Print Text Upgrade Purchase Option |
| MyLab Marketing Access | with eText | 9780134793955 | $92.65 | $123.55 | $101.95 |  | $52.50 |
| MyLab Marketing Access + Loose-Leaf, 3-hole Punched Print Text | with eText | 9780134796789 | $132.85 | $177.15 |  |  |  |
| MyLab Marketing Access | no eText | N/A | N/A | N/A | $52.00 | $49.95 | $52.50 |

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

**Student Registration Instructions MyLab & Modified Mastering with Canvas**

**Enter Your Canvas Course:**

1. Sign in to Canvas and enter your Canvas course.

2. Do one of the following:

Select any Pearson link from any module.

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

**Get Access to Your Pearson Course Content:**

1. Enter your Pearson account **username** and **password** to **Link Accounts**.

You have an account if you have ever used a Pearson MyLab & Mastering product, such as MyMathLab, MyITLab, MySpanishLab, MasteringBiology or MasteringPhysics.

If you don’t have a Pearson account, select **Create** and follow the instructions.

2. Select an access option:

Enter the access code that came with your textbook or was purchased separately from the bookstore.

Buy access using a credit card or PayPal account.

If available, get temporary access by selecting the link near the bottom of the page.

1. From the You’re Done page, select **Go to My Courses**.

**Note:** We recommend you always enter your MyLab & Modified Mastering course through Canvas.

**Get Your Computer Ready**

For the best experience, check the system requirements for your product at:

<http://www.pearsonmylabandmastering.com/system-requirements/>

**Need help?**

For help with MyLab & Modified Mastering with Canvas, go to: http://help.pearsoncmg.com/mylabmastering/canvas/student/en/index.html

TIPS for SUCCESS

**How to think about this course**:

The material in introductory courses like Foundations 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 textbook is 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 other course material.

**Don’t wait until the last minute to do your MyMarketingLab 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 MyMarketingLab assignments an hour or two before they are due is a recipe for disaster! Please do not put yourself in this position.

**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.**

**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!**

GRADE STRUCTURE

The following grade structure will be utilized for this course:

* Special Week 1 Assignment: Registration for MyMarketingLab + Practice Apply Knowledge Assignments - You either earn a 100% or a 0% on this so make sure to do this on time! 5%
* 12 Apply Knowledge Simulations (Average score across the 12) 20%
* 12 Apply Knowledge Quizzes (Average score across the 12) 25%
* Midterm Exam (50 multiple choice questions) 25%
* Final Exam (50 multiple choice questions) 25%
* Extra Credit (see next page for details) + up to 2%

You can earn up to 10 “points” extra credit, which translates into up to an extra 2% on your grade. See details later in the syllabus for how to earn extra credit points by participating in voluntary marketing research studies:

|  |  |
| --- | --- |
| **Extra Credit Points Earned** | **Percentage Your Final Grade Increases By** |
| 10 | 2.00% |
| 9 | 1.80% |
| 8 | 1.60% |
| 7 | 1.40% |
| 6 | 1.20% |
| 5 | 1.00% |
| 4 | 0.80% |
| 3 | 0.60% |
| 2 | 0.40% |
| 1 | 0.20% |
| 0 | 0% |

**Please note that you will receive a zero for any simulations or quizzes you do not complete by the due date and time.**

GRADING SCALE

The grading scale that will be utilized for the final course grade is as follows:

**A** = 93 – 100% **C+** = 77 – 79.99%

**A-** = 90 – 92.99% **C** = 73 – 76.99%

**B+** = 87 – 89.99% **C -** = 70 – 72.99%

**B** = 83 – 86.99% **D+** = 67 – 69.99%

**B-** = 80 – 82.99% **D** = 63 – 66.99%

**F** = 62.9% or below

GRADING GUIDELINES

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

* **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 an 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 one week 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.

ACADEMIC INTEGRITY AND FISHER 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, submitting the same or similar work for credit in more than one class, 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 and, specifically, the sections dealing with academic misconduct.

If a student is suspected of, or reported to have committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to COAM. If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

It is also expected that each student will behave in a manner that is consistent with the Fisher Honor Statement, which reads as follows:

*“As a member of the Fisher College of Business community, I am personally committed to the highest standards of ethical behavior. Honesty and integrity are the foundation from which I will measure my actions. I will hold myself, and my peers accountable to adhere to these standards. As a leader in the classroom, community and business environment, I will pledge to live by these principles and celebrate those who share these ideals.”*

- Honor Statement of the Fisher College of Business

Sometimes alleged cases of academic misconduct arise due to apparent confusion over the degree of collaboration allowed on assignments. University policy clearly states that it is each student’s responsibility to resolve issues that appear ambiguous directly with the faculty member. However, to help create clarity and avoid potential misunderstanding, we use the following letters to indicate the degree of collaboration allowed on each assignment:

N: No Collaboration of Any Kind Allowed

T: Collaboration with Teammates Only Allowed

A: Collaboration with All Fellow Students Allowed

U: Unlimited Collaboration with All Fellow Students and Other Parties Allowed

**All graded assignments in this course are N (No Collaboration of Any Kind Allowed)**

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 BuckID 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.**

STUDENTS WITH DISABILITIES

Disability Services: Students with disabilities that have been certified by the Office for Disability Services will be appropriately accommodated and should inform the instructor as soon as possible of their needs. The Office for Disability Services is located in 098 Baker Hall, 113 W. 12th Ave. VRS: 614-429-1334 <http://www.ods.ohio-state.edu/>.

MENTAL HEALTH

Students may experience a range of issues that can cause barriers to learning, such as strained relationships, increased anxiety, alcohol/drug problems, feeling down, difficulty concentrating and/or lack of motivation. These mental health concerns or stressful events may lead to diminished academic performance or reduce the ability to participate in daily activities. The Ohio State University offers services to assist you with addressing these and other concerns you may be experiencing. If a student is suffering from any of the aforementioned conditions, there is a broad range of confidential mental health services available on campus via the Office of Student Life Counseling and Consultation Services (CCS) by visiting ccs.osu.edu or calling 614-292-5766. CCS is located on the 4th Floor of the Younkin Success Center and 1030 Lincoln Tower, Cannon Drive. 24-hour emergency help is also available through the National 24/7 Prevention Hotline at 1-800-273-TALK or at suicidepreventionlifeline.org.

NONDISCRIMINATION

The Ohio State University is committed to building and maintaining a diverse community to reflect human diversity and improve opportunities for all. This commitment is both a moral imperative consistent with an intellectual community that celebrates individual differences and diversity, as well as a matter of law. Ohio State does not discriminate on the basis of age, ancestry, color, disability, gender identity or expression, genetic information, HIV/AIDS status, military status, national origin, race, religion, sex, sexual orientation, or veteran status in its programs, activities, employment, and admission. Title 9 Resources are available to all students at: http://titleix.osu.edu/.

**EARNING EXTRA CREDIT**

Many of the concepts you learn about in marketing were tested through research conducted by professors at major research universities like Ohio State. To conduct research, professors ask volunteers to participate in research studies. Typical studies include rating advertisements or new products, or just providing your opinions about various issues. All studies are for academic purposes (not for a company or business). In addition to helping your grade, participation in the studies will allow you to gain a better understanding of marketing and the research process.

**How it Works**

1. **Go to** [**http://fisher-osu.sona-systems.com**](http://fisher-osu.sona-systems.com)
2. **Request Account.** Click on **“Request Account”** on the right side of the web page. You can do this the first day of class.
3. **Create User ID.** Choose a user ID that is not in use and provide an email that you check regularly (this is how we will tell you about studies). Use your **FIRST and LAST name that is in Carmen** to ensure that you receive your Marketing Extra Credit.
4. **Sign-up for a Study.** Click on **“Study sign-up”** and follow instructions. Studies will start posting 2 to 3 weeks into the semester.
5. **Show up. S**how up for your session a few minutes early, just in case you can’t find the room. Note the **date**, **time**, **location**, and **length of time** for the study. Follow any instructions provided on the website when you sign up.

**Tips & Reminders**

* **Be** **Early**. Please **arrive 5 minutes early** to your scheduled session. Sessions begin at the scheduled time, and late arrivals will not be admitted.
* **Don’t wait.** Start early.If you wait until the last two weeks of the semester, then you will only get 1 or 2 studies, maybe. If you start early, you will have plenty of opportunities. Studies end the last week of classes.
* **Studies fill up quickly**. After you register online you will be notified when studies are posted throughout the semester.
* **Show up!** In fairness to other students, you must make every possible effort to attend studies for which you sign up. Students who are **"no shows"** will receive a **penalty of 0.5 extra credit points** for each study they miss. Students with a history of “no shows” may be blocked from signing up for any further studies.
* **Extra credit will not post in Carmen until the end of the semester**. However, you can always check your SONA account to see the points you’ve earned. Your professor does not have access to your credit information until the end of the semester. If you have questions about credit, email the lab directly (see below for contact information).
* **Location. Most** studies are in **Mason Hall 325**. Have a seat outside on the long bench. Once the session is ready to begin, the researcher will open the door and take attendance. Always note the location of the study. Studies are occasionally held in other locations.
* **Once**. You may only participate in a study once. The website won’t allow you to sign up again.
* **Questions? Contact** **Stephanie Marshall** (Lab Director) at [**marshall.669@osu.edu**](mailto:marshall.669@osu.edu)or Priya Hall (Lab Assistant) at [hall.2529@osu.edu](mailto:hall.2529@osu.edu)

**SONA website: Go to** [**http://fisher-osu.sona-systems.com**](http://fisher-osu.sona-systems.com)

**COURSE CALENDAR AT A GLANCE\***

You will have new material available each week starting on Tuesdays. Your assignments will be due each week by 11:59 PM on Monday night. Please do not wait until Monday to complete your assignments because you will NOT have enough time to complete everything!

It is recommended that you spread the activities out throughout the week. Sample schedule:

Tuesday and Wednesday: Gain Knowledge

Thursday and Friday: Enrich Knowledge

Saturday, Sunday, and Monday: Complete Graded Apply Knowledge Assignments

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week** | **Topic** | **Chapter** | **Content Available Each week on Tuesday** | **Assignments Due Each week by 11:59 PM on Monday** |
| 1 | Introduction to Marketing and the4 P’s | 1 | Available 1/8 (Monday this week only because first day of classes is a Monday) | Tuesday, 1/16 at 11:59 PM (Due Tuesday this week only because Monday, 1/15 is MLK Day holiday) |
| 2 | Analyzing the Marketing Environment | 3 | 1/16 | 1/22 |
| 3 | Marketing Research | 4 | 1/23 | 1/29 |
| 4 | Consumer Behavior | 5 | 1/30 | 2/5 |
| 5 | Segmenting, Targeting, and Positioning (STP) | 6 | 2/6 | 2/12 |
| 6 | Products and Brands | 7 | 2/13 | 2/19 |
| 7 | Midterm Exam Prep | . | 2/20 | No assignments due; study for exam |
| **Midterm Exam takes place IN PERSON (NOT online)**  on Monday, 2/26 from 11:30 AM – 12:50 PM in Hitchcock 131 | | | | |
| 8 | New Product Development | 8 | 2/27 (after midterm) | 3/5 |
| 9 | Pricing | 9 | 3/6 | 3/19 (due to OSU spring break) |
| 10 | Channels (aka Distribution or Place) | 10 | 3/20 | 3/26 |
| 11 | Retailing and Wholesaling | 11 | 3/27 | 4/2 |
| 12 | Advertising and Public Relations | 12 | 4/3 | 4/9 |
| 13 | Personal Selling and Sales Promotion Plus a Brief Look at Digital Marketing | 13 | 4/10 | 4/16 |
| 14 | Global Marketing | 15 | 4/17 | 4/23 |

**Final Exam Review Video and Review Sheet will be posted no later than 4/17.**

**Final Exam Date, Time, and Location: TBD**

detailed course calendar and weekly assignments

**Week #1: Introduction to Marketing and the 4 P’s**

Content Available Starting Monday, 1/8 (First Day of Classes)

**Special Week 1 Assignment worth 5% of your course grade**: Register for MyMarketingLab and Complete Practice Assignments in MyMarketingLab by 11:59 PM on Tuesday, 1/16 (instead of Monday, due to MLK Day holiday on Monday) **You either earn a 100% or a 0% on this assignment, so make sure to do this on time!**

To do:

1. Watch course intro video from Professor Reczek
2. Register for MyMarketingLab IN CANVAS following instructions on page 3 of this syllabus and complete Get Started with MyMarketing Lab
3. Gain Knowledge:
   1. Do Chapter Warm-up for Chapter 1 in MyMarketingLab
   2. Read Chapter 1 in e-text (or hard copy of textbook)
4. Enrich Knowledge
   1. Watch video on the 4 P’s from Professor Reczek
   2. Watch “Top 10 Marketing Failures” video
   3. Read article on “Marketing Careers”
   4. Read article on “The New Target Customer” from the *Wall Street Journal*
5. Apply Knowledge Assignments (the assignments this week are “practice” assignments, so your percentage grade doesn’t matter, but you MUST complete them to earn credit for the Week 1 assignment)
   1. Complete Chapter 1 Simulation “Creating Value” in MyMarketingLab
   2. Complete Chapter 1 Quiz in MyMarketingLab

**Week #2: Analyzing the Marketing Environment**

Content Available Starting Tuesday, 1/16

Week 2 Apply Knowledge Assignments due by 11:59 PM on Monday, 1/22

To Do:

1. Watch weekly intro video from Professor Reczek
2. Gain Knowledge:
   1. Do Chapter Warm-up for Chapter 3 in MyMarketingLab (we are skipping chapter 2)
   2. Read Chapter 3 in e-text
3. Enrich
   1. Watch video on sustainability from Professor Reczek
   2. Read article from *Mone*y magazine: “10 Things Americans Have Suddenly Stopped Buying”
   3. Read article from *The New York Times*: “Move Over, Millennials, Here Comes Generation Z”
   4. Read article from Forbes.com: “Top 10 Tips for Marketing to Gen Z on Social Media”
4. Apply (graded assignments)
   1. Complete Chapter 3 Simulation “The Marketing Environment” in MyMarketingLab (this is the first of the 12 Simulations that counts for a grade - you can repeat this and simulations for all subsequent chapters up to 5 times before the deadline to improve your score – MyMarketingLab will keep ONLY your best score)
   2. Complete Chapter 3 Quiz in MyMarketingLab (this is the first of the 12 Quizzes that counts for a grade – you can only complete this and all other quizzes ONCE, so be sure to do this last, after reading/watching all other material)

**Week #3: Marketing Research**

Content Available Starting Tuesday, 1/23

Week 3 Apply Knowledge Assignments due by 11:59 PM on Monday, 1/29

To Do:

1. Watch weekly intro video from Professor Reczek
2. Gain Knowledge:
   1. Do Chapter Warm-up for Chapter 4 in MyMarketingLab
   2. Read Chapter 4 in e-text
3. Enrich
   1. Watch video on observational research from Professor Reczek
   2. Read *New York Times* article on what makes Columbus a good test market city: “An Alternate Universe of Shopping in Ohio”
   3. Read article from *USA Today* about Ikea’s in-home market research: “'Swedish magic': IKEA Research Tailors Furniture to Your Taste”
   4. Read article from the *Wall Street Journal*: “Smile! Marketing Firms Are Mining Your Selfies”
4. Apply (graded assignments)
   1. Complete Chapter 4 Simulation “Marketing Research” in MyMarketingLab
   2. Complete Chapter 4 Quiz in MyMarketingLab

**Week #4: Consumer Behavior**

Content Available Starting Tuesday, 1/30

Week 4 Apply Knowledge Assignments due by 11:59 PM on Monday, 2/5

To Do:

1. Watch weekly intro video from Professor Reczek
2. Gain Knowledge:
   1. Do Chapter Warm-up for Chapter 5 in MyMarketingLab
   2. Read Chapter 5 in e-text
3. Enrich
   1. Watch video on 5 step decision making process from Professor Reczek
   2. Read blog post exploring examples of marketers using consumer psychology
   3. Read blog post on “The Science of Persuasion: How to Influence Consumer Choice”
   4. Read Harvard Business Review blog post for an example of Consumer Behavior Research: “If You Position Products as a Set, People are More Likely to Buy Them”
4. Apply (graded assignments)
   1. Complete Chapter 5 Simulation “Buyer Decision Process” in MyMarketingLab
   2. Complete Chapter 5 Quiz in MyMarketingLab

**Week #5: Segmenting, Targeting, and Positioning (STP)**

Content Available Starting Tuesday, 2/6

Week 5 Apply Knowledge Assignments due by 11:59 PM on Monday, 2/12

To Do:

1. Watch weekly intro video from Professor Reczek
2. Gain Knowledge:
   1. Do Chapter Warm-up for Chapter 6 in MyMarketingLab
   2. Read Chapter 6 in e-text
3. Enrich
   1. Watch video on segmenting, targeting, and positioning at Scotts Miracle Gro from Professor Reczek
   2. Watch video case, “Boston Harbor Cruises: Customer-Driven Marketing Strategy,” in MyMarketingLab and answer questions that follow
   3. Read Harvard Business Review Blog Post “What You Need to Know about Segmentation”
   4. Take the VALS (Values, Attitudes, and Lifestyles) consumer survey to find out what psychographic segment you fall into. Be sure to click to read the description of your segment once you get the results and to read descriptions of the other segments as well.
4. Apply (graded assignments)
   1. Complete Chapter 6 Simulation “Segmentation, Targeting” in MyMarketingLab
   2. Complete Chapter 6 Quiz in MyMarketingLab

**Week #6: Products and Brands**

Content Available Starting Tuesday, 2/13

Week 6 Apply Knowledge Assignments due by 11:59 PM on Monday, 2/19

To Do:

1. Watch weekly intro video from Professor Reczek
2. Gain Knowledge:
   1. Do Chapter Warm-up for Chapter 7 in MyMarketingLab
   2. Read Chapter 7 in e-text
3. Enrich
   1. Watch video on products and marketing myopia from Professor Reczek
   2. Watch video case, “Life is Good: Products, Services, and Brands,” in MyMarketingLab and answer questions that follow
   3. Read/watch video from CNN on the 2017 10 Most Valuable Brands in the World
   4. Good brand names and logos should be memorable. Play several online brand games (links on Carmen) to see just how memorable some well-known brands really are.
4. Apply (graded assignments)
   1. Complete Chapter 7 Simulation “Service Marketing” in MyMarketingLab
   2. Complete Chapter 7 Quiz in MyMarketingLab

**Week #7: Prepare for Midterm Exam**

Content Available Starting 2/20

NO Apply Knowledge Assignments due this week

To Do:

1. Watch weekly intro video from Professor Reczek
2. Gain Knowledge: Go over Exam Review Sheet
3. Enrich
   1. Read *AdWeek* article: “How Tiffany's Iconic Box Became the World’s Most Popular Package”
   2. Read *AdWeek* article: “10 Brands That Changed the World”
4. Study for exam (no graded assignments due this week)

**Midterm Exam takes place IN PERSON (NOT online)** on Monday, 2/26 from 11:30 AM – 12:50 PM in Hitchcock 131

Please arrive at least 5 minutes early, bring number two pencils, and your student ID (you must show this when submitting your exam).

* Exam is a multiple choice exam. You will not be allowed to use any notes/other materials during the exam.
* Exam will cover Chapters 1 and 3-7, plus the “enrich” material

**Week #8: New Product Development**

Content Available Starting Tuesday, 2/27 (for you to start AFTER the midterm exam)

Week 8 Apply Knowledge Assignments due by 11:59 PM on Monday, 3/5

To Do:

1. Watch weekly intro video from Professor Reczek
2. Gain Knowledge:
   1. Do Chapter Warm-up for Chapter 8 in MyMarketingLab
   2. Read Chapter 8 in e-text
3. Enrich
   1. Watch video on why new products fail from Professor Reczek
   2. Read/watch CBS news video on the New Coke product failure
   3. Read *The Atlantic* article on a recent new product failure Juicero, “How Juicero’s Story Set the Company Up for Humiliation”
4. Apply (graded assignments)
   1. Complete Chapter 8 Simulation “Product Life Cycle” in MyMarketingLab
   2. Complete Chapter 8 Quiz in MyMarketingLab

**Week #9: Pricing**

Content Available Starting Tuesday, 3/6

Week 9 Apply Knowledge Assignments due by 11:59 PM on Monday, 3/19 (due to OSU Spring Break)

To Do:

1. Watch weekly intro video from Professor Reczek
2. Gain Knowledge:
   1. Do Chapter Warm-up for Chapter 9 in MyMarketingLab
   2. Read Chapter 9 in e-text
3. Enrich
   1. Watch video on psychological aspects of pricing from Professor Reczek
   2. Watch video on why so many prices end in 99 cents
   3. Watch video case on Smashburger in MyMarketingLab and answer questions that follow
   4. Read article on pricing tactics at Disneyworld and Seaworld from the *Orlando Sentinel*
4. Apply (graded assignments)
   1. Complete Chapter 9 Simulation “Pricing Strategies” in MyMarketingLab
   2. Complete Chapter 9 Quiz in MyMarketingLab

**No New Content Week of 3/12 because of Spring Break**

**Week #10: Channels (aka Distribution or Place)**

Content Available Starting Tuesday, 3/20

Week 10 Apply Knowledge Assignments due by 11:59 PM on Monday, 3/26

To Do:

1. Watch weekly intro video from Professor Reczek
2. Gain Knowledge:
   1. Do Chapter Warm-up for Chapter 10 in MyMarketingLab
   2. Read Chapter 10 in e-text
3. Enrich
   1. Watch video on channel types from Professor Reczek
   2. Watch video case, “Toyota: Outsourcing and Logistics,” in MyMarketingLab and answer questions that follow
   3. Watch video from PBS: “Is Wal-Mart Good for America? Muscling Manufacturers”
4. Apply (graded assignments)
   1. Complete Chapter 10 Simulation “Supply Chain” in MyMarketingLab
   2. Complete Chapter 10 Quiz in MyMarketingLab

**Week #11: Retailing and Wholesaling**

Content Available Starting Tuesday, 3/27

Week 10 Apply Knowledge Assignments due by 11:59 PM on Monday, 4/2

To Do:

1. Watch weekly intro video from Professor Reczek
2. Gain Knowledge:
   1. Do Chapter Warm-up for Chapter 11 in MyMarketingLab
   2. Read Chapter 11 in e-text
3. Enrich
   1. Watch video on psychological aspects of the retail environment from Professor Reczek
   2. Watch video on retail atmospherics
   3. Read article from *The Atlantic*, “What in the World Is Causing the Retail Meltdown of 2017?”
4. Apply (graded assignments)
   1. Complete Chapter 11 Simulation “Retailing” in MyMarketingLab
   2. Complete Chapter 11 Quiz in MyMarketingLab

**Week #12: Advertising and Public Relations**

Content Available Starting Tuesday, 4/3

Week 10 Apply Knowledge Assignments due by 11:59 PM on Monday, 4/9

To Do:

1. Watch weekly intro video from Professor Reczek
2. Gain Knowledge:
   1. Do Chapter Warm-up for Chapter 12 in MyMarketingLab
   2. Read Chapter 12 in e-text
3. Enrich
   1. Watch video on promotional mix from Professor Reczek
   2. Read *New York Times* article: “Different Ads, Different  
      Ethnicities, Same Car”
   3. Read BuzzFeed article: “This Magazine Has Been Criticised For Using A Model Who Appeared "Unhealthily Thin" In One Of Its Ads
   4. Watch Chapter 12 video case, “OXO” Advertising and Public Relations,” in MyMarketingLab and answer questions that follow
4. Apply (graded assignments)
   1. Complete Chapter 12 Simulation “IMC” in MyMarketingLab
   2. Complete Chapter 12 Quiz in MyMarketingLab

**Week #13: Personal Selling and Sales Promotion Plus a Look at Digital Marketing**

Content Available Starting Tuesday, 4/10

Week 10 Apply Knowledge Assignments due by 11:59 PM on Monday, 4/16

To Do:

1. Watch weekly intro video from Professor Reczek
2. Gain Knowledge:
   1. Do Chapter Warm-up for Chapter 13 in MyMarketingLab
   2. Read Chapter 13 in e-text
3. Enrich
   1. Watch video on digital marketing from Professor Reczek
   2. Read article from *The New York Times*: “Ads Evolve into New Forms as Media Landscape Shifts”
   3. Read article from Inc.com on Three trends that will shape the future of Digital Advertising
   4. Read *Forbes* blog post: “The Role Of Paid, Owned And Earned Media In Your Marketing Strategy”
4. Apply (graded assignments)
   1. Complete Chapter 13 Simulation “Personal Selling in B2B Markets” in MyMarketingLab
   2. Complete Chapter 13 Quiz in MyMarketingLab

**Week #14: Global Marketing**

Content Available Starting Tuesday, 4/17

Week 10 Apply Knowledge Assignments due by 11:59 PM on Monday, 4/23 (Last Day of Class)

To Do:

1. Watch weekly intro video from Professor Reczek
2. Gain Knowledge:
   1. Do Chapter Warm-up for Chapter 15 in MyMarketingLab (skipping chapter 14)
   2. Read Chapter 15 in e-text
3. Enrich
   1. Watch video on why culture matters to marketers from Professor Reczek
   2. Watch video case, “MyGym (Mexico): Entry Strategy and Strategic Alliances,” in MyMarketingLab
   3. Read blog post on “7 International Marketing Campaigns that Failed to Translate”
4. Apply (graded assignments)
   1. Complete Chapter 15 Simulation “Global Marketing” in MyMarketingLab
   2. Complete Chapter 15 Quiz in MyMarketingLab

**Final Exam Review Video and Review sheet will be posted on or before Tuesday, 4/17**

**Final Exam Date, Time, and Location: TBD.** *Please note that this exam will be held during the final exam period, but it is NOT cumulative. It will be over only the new material covered since the midterm exam.*