DESCRIPTION OF THE COURSE CONTENT

Survey of activities involved in marketing. Emphasis is on developing a managerial point of view in planning and evaluating marketing decisions of the firm. Analyzes decisions with respect to products, price, channel, and promotional variables and considers questions relating to cost efficiency, demand, social responsibility and regulations.

TEXTBOOK


CASES


TECHNICAL NOTES


Required cases and technical notes are electronically available at [www.harvardbusinessonline.org](http://www.harvardbusinessonline.org)
READINGS


SOFTWARE

DecisionPro software will be used in the classroom and in case assignments. Software can be acquired online, http://www.decisionpro.biz/universities/university-purchased-software. The student access code for student pricing is: dpro5533. Several copies of this software were uploaded on the MSMR Computer Lab, room 348D.
COURSE OBJECTIVES

1. Improve understanding of the service-marketing dominant logic.
2. Reinforce your knowledge of buyer and seller behaviors.
3. Strengthen the ability to plan and evaluate marketing decisions for the firm.
4. Understand the effects of marketing on organizational stakeholders.
5. Develop problem-solving, decision making, and analytical skills.
6. Analyze a marketing problem and present a consultant-like report to the University of Texas at Arlington Research Institute (UTARI), http://www.uta.edu/utari/.

ACADEMIC DISHONESTY

Scholastic dishonesty includes, but is not limited to, cheating, plagiarism, and collusion (see http://www.uta.edu/conduct/academic-integrity/index.php) on an examination or an assignment being offered for credit. Each student is accountable for work submitted for credit, including group projects. Students who engage in any act scholastic dishonesty will receive an “F” as their final grade in this class. The incident will also be reported to the Office of Student Conduct.

PROCEDURES AND ACTIVITIES

The course will be conducted in a seminar format. Students need to come fully prepared to discuss the material relevant for each class period and are expected to contribute to discussions. Classes will be conducted utilizing a combination of lectures, discussions, case-analyses, student presentations, and in-class exercises. We will also use specialized marketing software to address marketing problems.

Class Participation: Class participation includes attendance, discussions of assigned readings, cases, and pop quizzes. Class attendance is mandatory and graded.

Case Analyses: Groups of 2 to 3 students will write short papers that answer questions provided by the instructor about the required cases. Case questions will be provided one week before each case due dates (see Agenda). Also, groups will prepare a 10-minute presentation to the class presenting case answers. There is a four page double space limitation for each case. Answers must be supported with marketing concepts and theories. Citations from the textbook and reading material in support of case answers are mandatory.

UTARI Report: Groups of 4 to 6 students will prepare a consultant-like report and a presentation that helps UTARI address one of the following issues:

1) Equipment usage. UTARI has $10M worth of equipment that it wants to make available to external clients. This presents a significant opportunity for raising revenue. UTARI charges a customer for the use of its equipment, or UTARI uses the equipment for the customer for a fee. UTARI is interested in learning about the demand for its User Facility in terms of number of prospects and their size and how to market the facility and entice customers to use it.
2) Spin off company opportunities. 4 primary options are now Microelectrode Array, Eye Tracking, EHD printer and Dynamic Prosthetic interface. This requires estimating demand, competition, and the identification of potential investors.

3) Effective recruiting. Where and how should UTARI advertise to bring in the top researchers? How much should they budget?

4) Finally, UTARI is concerned about getting the UTARI name out across North Texas and the US. What media should they use (newspapers, professional journals, etc.)? What message should they send? How often should this message be delivered?

Note: Lt. Gen. Rick Lynch and his Marketing/Communications team will visit our class on Tuesday, October 22 to help clarify expectations for this report and to answer your questions about this project.

Pop Quizzes: During the term, you will be given 6 quizzes covering class discussion, student presentations, and required reading material. The quizzes may be given at the beginning of the class, during the class, or at the end of the class. Each quiz will have 1 or 2 questions. Since your grade will be based on the highest 5 scores there will be no make-up quizzes.

Exams: There will be two exams during the term (mid-term and final). The format will be multiple choice and short answers. They will cover text material, assigned readings, student presentations, and class discussions. If you have questions on your readings, it is your responsibility to ask about them in class or during office hours. Make-up exams are only allowed on exceptional cases due to documented dire circumstances. The final exam is comprehensive.

Submission of Assignments
All assignments are due on the date and time assigned. Late submissions will be penalized with a letter grade per class session. All assignments must be typed, professionally presented, and submitted in hard copy. Electronic submissions (e.g., disk or e-mail attachment) will not be accepted.

EVALUATION OF STUDENT ACHIEVEMENT

A total of 100 points will be available for the student. Final grades will be determined by the following distribution: A = 90 to 100, B = 80 to 89, C = 70 to 79, D = 60 to 69, F = below 60. Grades will be earned as follows:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Grade</th>
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<tbody>
<tr>
<td>Class participation (in-class exercises)</td>
<td>5</td>
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<tr>
<td>Quizzes (5@2)</td>
<td>10</td>
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<tr>
<td>Cases (3@10)</td>
<td>30</td>
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<tr>
<td>Mid-term Exam</td>
<td>10</td>
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<tr>
<td>Final Exam</td>
<td>10</td>
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<tr>
<td>UTARI Report and Presentation</td>
<td>35</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100</strong></td>
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<tr>
<td>Date</td>
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<td>10/17</td>
<td>Scope of Marketing</td>
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<td>10/22</td>
<td>Market Orientation</td>
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<td>10/24</td>
<td>Segmentation, Targeting, Positioning</td>
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<tr>
<td>10/31</td>
<td>Positioning maps</td>
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<td></td>
<td>Midterm Exam</td>
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<tr>
<td>11/19</td>
<td>Advertising and Communications</td>
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<td>11/26</td>
<td>Marketing Research: Conjoint Analysis</td>
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<tr>
<td>12/03</td>
<td>Marketing Strategy and Plans</td>
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<tr>
<td>12/10</td>
<td>Final Exam, 7:00 PM to 9:50 PM</td>
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Drop Policy: Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. Students will not be automatically dropped for non-attendance. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (http://www.uta.edu/aaao/fao/).

Americans with Disabilities Act: The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the Americans with Disabilities Act (ADA). All instructors at UT Arlington are required by law to provide “reasonable accommodations” to students with disabilities, so as not to discriminate on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at www.uta.edu/disability or by calling the Office for Students with Disabilities at (817) 272-3364.

Academic Integrity: Students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

I pledge, on my honor, to uphold UT Arlington’s tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.

I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.

UT Arlington faculty members may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System Regents’ Rule 50101, §2.2, suspected violations of university’s standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student’s suspension or expulsion from the University.

Student Support Services: UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to resources@uta.edu, or view the information at www.uta.edu/resources.

Electronic Communication: UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at http://www.uta.edu/oit/cs/email/mavmail.php.

Student Feedback Survey: At the end of each term, students enrolled in classes categorized as “lecture,” “seminar,” or “laboratory” shall be directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student’s feedback enters the SFS database anonymously and is aggregated with
that of other students enrolled in the course. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit http://www.uta.edu/sfs.

**Final Review Week:** A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

**Emergency Exit Procedures:** Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit, which is located south-west from the classroom. When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist handicapped individuals.