MARKETING

MARK 5311 – 001
Spring 2019

GENERAL COURSE INFORMATION

Class Timing: Th 7-9:50pm

Class Location: COBA 153

Web-site: https://elearn.uta.edu/

Instructor: Ritesh Saini

Office: COBA 219

Email: saini@uta.edu

Office Hours: Th 3:30-5:30 pm, or by appointment

Preferred mode of contact: E-Mail

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Ritesh Saini’s Brief Biosketch:

I completed my undergraduate in mechanical engineering and MBA from India. Following this, I worked in the advertising and marketing research consulting industries in India. Following this I completed my PhD program in Marketing at the Wharton School at the University of Pennsylvania. Before joining UT Arlington I served on the business school faculty at George Mason University. I conduct research on consumer psychology in the areas of retailing, pricing and consumer search. I am particularly interested in how psychological factors influence “rational” decision making by consumers and managers in the marketing context. I enjoy biking, ethnic cuisines, history, and movies.
In this course we seek to:

- Introduce you to key marketing ideas and phenomena, especially the core theme of delivering benefits to customers.
- Develop your skills in marketing analysis and planning.
- Familiarize you with the tactics of the marketing (Product strategy, advertising and communications [Promotion], Distribution [Place], and Price - 4P's) and enhance your problem solving and decision making abilities in these areas.
- Provide you with a forum (both written and oral) for presenting and defending your own recommendations and critically examining and discussing those of others.

We explore theory and practice that draws on Customer needs, Company skills, Competition, Collaborators, and Context in marketing and product development (5C's). We use cases, discussions, and readings to provide a mix of integrating concepts and hands-on problem solving. We encourage a variety of perspectives on marketing issues.

Many ideas of marketing transcend the specific application. For example, ideas of customer input, matching the channel of distribution to the product, matching the technology to the market segment, and understanding company and collaborator strengths relative to competition apply to financial services, consumer products, software, automobiles, airline services, not-for-profit eye clinics, etc. They apply to both bricks and mortar companies and to eCommerce companies. We draw material from a variety of sources including services, consumer products, industrial products, and from a variety of settings. This final step of transferring the ideas from the cases to your own situation is critical to making these ideas work for you.

The course is designed to be an introduction to the theory and application of marketing. It is coordinated with the MBA Core Curriculum and is designed to provide students a synergistic and integrative learning opportunity along with their non-marketing courses.

COURSE CONTENT

The course is broadly divided into two sections. In the first section we focus on building a disciplined approach to the analysis of marketing situations. We illustrate the tools marketers use to understand customers and to design marketing programs. We discuss how marketers can partition or segment markets, how to target particular key segments and finally how to position the offering to meet the needs of those target segments. We also revisit some of the elements of the marketing mix (promotion and price) and discuss some of the typical ways that firms and customers deal with each of these elements.

The second part of the course teaches you how to combine these elements together in order to formulate comprehensive, integrated marketing strategies. We will focus on issues such as the selection of which businesses and segments to compete in, understanding how marketing activities and customer behavior drives new product launch strategies and lead to systematic changes over the product life cycle (elements of the marketing mix: product decision), and competitive analysis (e.g., anticipating, preempting, and reacting to competitor actions). We also introduce the final element of the marketing mix (distribution strategies) with a focus on the contrast between traditional methods of product distribution with newer methods ("direct
response”) that take advantage of the flexibility and immediacy of the Internet. The key pedagogical tool in all this would be the Business Case Study.

**E-MAIL COMMUNICATION**

I will NOT be accepting ANY email from students unless it is from a UTA e-mail address. I will only send email communication to your UTA email accounts. This course will strictly adhere to the exclusive use of University assigned e-mail addresses for all communications. If you have not activated your university email account, or are not in the habit of checking it at least daily, please make the required changes by the beginning of this semester.

Please consult this link for further help: [http://www.uta.edu/oit/eos/email/mavmail.php](http://www.uta.edu/oit/eos/email/mavmail.php)

Direct all UTA Email account related questions to the Office of Information Technology.

**CASE-PACK (Mandatory)**

*Marketing 5311 Coursepack (Eastman Kodak, Southwest Airlines, Rohm & Haas (A), Charles Schwab, Natureview Farms).*


**COURSE TEXT (Optional)**

This course has no required book. However, it would be extremely helpful if you consult one or more of the following texts:

- **M: Marketing** by Grewal & Levy
- **MKTG** by Lamb, Hair & McDaniel
- **MM** by Iacobucci

For your convenience, I have included a free “open access” textbook at Blackboard. The chapter numbers in the syllabus align to this textbook.

**COURSE COMPONENTS**

Your final grade for the course will be based on the following:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan Breakfast Cereal Write-up (group)</td>
<td>100</td>
</tr>
<tr>
<td>Term Exams (2)</td>
<td>500</td>
</tr>
<tr>
<td>Class Participation (individual)</td>
<td>100</td>
</tr>
<tr>
<td>2 Case Write-ups (group)</td>
<td>300</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1000</strong></td>
</tr>
</tbody>
</table>
CLASS PROCESS

Topics for each week of the course are identified on the assignment schedule posted on Blackboard. It is important that you do the assigned readings in advance of the lecture, since that session will build on the text and other reading materials. The quantity and quality of your participation in class discussions is an important part of the learning process in this course, so you should carefully read the assigned materials in preparation for case studies. Preparation questions for each case are provided following this syllabus. There will also be homework assignments/quizzes based on either the lecture or the case preparation to help you discipline yourself to keep-up with the readings each week. Marketing is a practical skill that is learned through study and application in a cumulative fashion. Experience suggests that the value of the course is greatly diminished if students attempt to substitute pre-exam cramming for regular preparation. Attendance is expected at all scheduled class sessions, and mandatory at the mid-term and final examinations. All students must complete the quizzes, midterm and final examinations, and other assignments that may be required in order to receive a grade in the course.

CLASS PARTICIPATION & EXERCISES

This is an interactive class, hence much of your learning comes from coming to class and participating in the discussions. As a member of this class, your priority should be to attend and participate in each of the class sessions. You should be prepared to offer views and explanations on the subject being studied. At first this may feel awkward but with enough practice and participation you will get used to it. Remember that a good portion of your grade depends on how well you articulate your thoughts and how well you can apply your marketing knowledge to different situations. In grading this component of the course, I will consider the quality of information as well as the ways in which ideas are articulated. Your participation grade will comprise of your active participation in the class activity & exercises and NOT just your presence in the class. Attending the class on a regular basis is a good idea because much of the quizzes and exams will comprise of subject matter discussed in-class².

PEER EVALUATION

A full one-half of your grade in the group work components of this course (P&G Korea Detergents case & 2 Case Write ups; Total 400 points) will depend on your peer evaluation grade. This peer evaluation would be obtained anonymously. This ensures minimal free-riding in group work. Only under extremely rare situations, I may call upon students to justify their evaluation of their group members. Your peer evaluation grade will be factored into your group’s grade in the case write up to come up with your individual grade in the peer evaluation component of the final grade. This procedure will be explained in greater detail in class.

EXAMS
Testing for this course may include a combination of multiple choice, true-false, and short essay type questions and problems that cover text, lecture, discussion, and cases. Students must provide their own SCAN-TRON sheets that are used for testing. You would be responsible for understanding and keeping a track of whatever is covered in the class, during the lectures, notes, handouts, discussions etc. The exams will cover all assigned materials including textbook and other assigned readings, lectures, case discussions, guest speakers, videos etc.

GRADING POLICY

In accordance with the policies at University of Texas at Arlington, I use the following grading system:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Description</th>
<th>Score Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>Excellent</td>
<td>900 and above</td>
</tr>
<tr>
<td>B</td>
<td>Good</td>
<td>800 to 899</td>
</tr>
<tr>
<td>C</td>
<td>Satisfactory</td>
<td>700 to 799</td>
</tr>
<tr>
<td>D</td>
<td>Passing</td>
<td>600 to 699</td>
</tr>
<tr>
<td>F</td>
<td>Failure</td>
<td>Below 599</td>
</tr>
</tbody>
</table>

I employ the entire range of the grading system in this class. Kindly do not assume that all grades receive a minimum of B. Only quality work is rewarded with good and excellent grade. My expectations, from your work, are relatively quite high. Instead of assuming on what is required, come speak to me about my expectations.

Average (Satisfactory) work is the baseline and receives a grade of C not a B. Average work is that anyone can produce, it is average. Good work (B) and better requires additional effort, initiative, creativity and a good understanding of the subject matter. Let’s keep the spirit of the grades and produce “good” to “superior” work for high grades.

GROUP LEARNING

Teamwork and collaborative learning are critical components of the “new economy” and continue to be highly valued by businesses. We will try to simulate a similar environment in the classroom to enable learning and to provide you with “hands-on” experience. The class will be divided into small groups for case assignments and the semester project. Each team will consist of 4-5 students. Your first step will be to form a group. Starting from day 1, you should interact extensively with your fellow classmates and get to know them as much as possible. DO NOT wait until the last moment to contact your classmates. Such “last-second” groups often produce low quality work and subsequently low grades.

Your group needs to turn in a group profile containing the following information:

a) Name of the group (be creative !!)

b) Name of the team members and a current e-mail address for each member

c) A statement of how the group will handle problems with group work (e.g., scheduling, workload, deadlines) signed by all members of the group.
The group will work closely for all group case assignments and for the semester project. You might also get together as study groups for tests and act as a resource for other individual work. You will quickly notice how important it is to choose a good group.

** All students are required to participate, contribute, and cooperate in their groups throughout the entire semester. Individuals should not plan on “making up” effort as the semester winds down.

** It will be the group’s responsibility to manage how your group functions, including handling most minor problems that arise. If a group member consistently fails to contribute, the rest of the group should come speak to me. If the problem continues, the group will have the option of dismissing the member from the group (resulting in 0 points for the project & other group exercises).

** A significant component (20%) of your course grade will be determined by Peer Evaluation, where each group member will evaluate the other members’ contribution to the group assignments.

CLASS ETIQUETTE

I will insist on professional behavior in class, which includes coming to class on time, not walking out in the middle of a lecture (without my permission in advance), and not engaging in cross-talking with other students unless it is part of a broader class discussion. I expect to see you prepared for class, ready to participate in discussions, and, otherwise, make full use of the class time.

TEACHING METHOD

A variety of methods will be used to accomplish the above objectives including instructor’s lectures, guest lectures, case discussions, exams, videotapes, and papers, and most importantly class discussion. The course is designed to clarify the material in the textbook and outside material, stimulate your thinking about key issues related to marketing, and relate the covered material to real world situations. Emphasis will be placed on active student participation and discussions. You are expected to come to class prepared to discuss the relevant issues. I strongly suggest reading current business press and staying abreast with the latest happenings in the corporate world. Ideally, I will like to create an open atmosphere in which we can creatively and imaginatively analyze ideas and concepts. In the process we will add to our intellectual skills and become more analytical in our thinking about daily events.

CLASS POLICIES

- You are expected to attend each class session and read the chapters, and other assignments before each class session. Your priority should be to attend and participate in each of the class sessions. Your active participation in the cases and subject matter discussions is highly desirable. In case you need to miss any of them make sure you discuss the material covered with either me or your class friends.
- I would be happy to discuss the course, your progress, or any other issue of concern to you on an individual basis during office hours or by appointment. Please feel free to send me an email for any clarification that you might need during the term on any
I usually respond to emails within 24 hours. However, you should send me an email only after you consult your class friends and read this course web page comprehensively. Most of the time you will find answers to your questions over here. All the due dates are posted on the web, have a look at them before asking me.

- I put in extensive work towards the class material. I want you to do the same. In absolute terms, I do not like sloppy work. I expect you to follow the instructions for the assignments.
- It is important that you are present and on-time the day of tests and the final exam. Tests and the final exam will only be given at the scheduled class times. Please call/email me within 12 hours of the missed test/final exam to discuss your. This is your responsibility. Make-up tests, if necessary, will be given one time, and you must take it then. If you fail to do so, you will receive a grade of zero on that exam. Job interviews, vacations, airline schedules, etc. are NOT valid excuses for missing an exam. Absences have to be justified by some form of valid documentation.
- Conflicting Final Exam: Students who have more than one examination scheduled at the same time or more than two examinations scheduled on the same day should consult me to request rescheduling. Please make me aware of this possibility within the first two weeks of classes. No requests for make-up exam due to this reason will be considered later in the semester.
- Any conflict in grades should be resolved within 5 working days of posting of grades.
- This syllabus and the attached schedule are tentative and subject to change. Changes and/or additions will be announced in class and/or over the email and students are responsible for their own receipt of the announcements. All policies, grading structures, assignments mentioned in this syllabus are requirements for successful completion of the course. Familiarize yourself with them.
- Students are expected to adhere at all times to all applicable University, and College of Business policies and regulations. Academic dishonesty will not be tolerated.
- Class time is valuable and should be reserved for activities that enhance the learning experience for all students. Discussion of matters related to individual grades, complaints, topics unrelated to the course, etc. will be reserved for times outside of scheduled class periods. You will not be allowed to take any cell phone calls inside the classroom.
- A strict policy will be adopted regarding extensions, late assignments and papers, and absences (during exams, quizzes, etc.) Any student needing special accommodation or other assistance in this course should make an appointment to speak with me as soon as possible.

MY ACCESSIBILITY

I look forward to getting to know as many of you as possible during the semester. Please let me know if I can help. You do not need an appointment to drop by and see me during regular office hours, but you can reserve a specific appointment time in advance. I will also be glad to talk with you before and after classes as our schedules permit. E-mail is an excellent way to get in touch with me – for simple questions, clarifications, or to set up an appointment. You may also contact me by phone (817-272-0221). Instead of leaving a voicemail, please contact me via email.
**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://wweb.uta.edu/aao/fao/](http://wweb.uta.edu/aao/fao/).

**Disability Accommodations:** UT 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), The Americans with Disabilities Amendments Act (ADAAA),* and *Section 504 of the Rehabilitation Act.* 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 disability. Students are responsible for providing the instructor with official notification in the form of a letter certified by the **Office for Students with Disabilities (OSD).** Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

**The Office for Students with Disabilities, (OSD)** [www.uta.edu/disability](http://www.uta.edu/disability) or calling 817-272-3364.

**Counseling and Psychological Services, (CAPS)** [www.uta.edu/caps](http://www.uta.edu/caps) or calling 817-272-3671.

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](http://www.uta.edu/disability) or by calling the Office for Students with Disabilities at (817) 272-3364.

**Non-Discrimination Policy:** *The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit uta.edu/eos.*

**Title IX:** The University of Texas at Arlington (“University”) is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. **For information regarding Title IX, visit www.uta.edu/titleIX or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or jmhood@uta.edu.**

**Academic Integrity:** Students enrolled all UT Arlington courses 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.

**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](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](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. 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 individuals with disabilities.

**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 [http://www.uta.edu/universitycollege/resources/index.php](http://www.uta.edu/universitycollege/resources/index.php).
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading/ Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td>17th Jan</td>
<td>No Class – Please read Ch 1 and <em>Marketing Math Note</em></td>
<td></td>
</tr>
<tr>
<td>24th Jan</td>
<td>Marketing Overview + Marketing Math</td>
<td>Ch 1; Posted Slides; <em>Marketing Math Note</em></td>
</tr>
<tr>
<td>31st Jan</td>
<td>Strategic Planning</td>
<td>Ch 2, 16; Posted Slides</td>
</tr>
<tr>
<td>7th Feb</td>
<td>Strategic Planning (contd.) + Funtime Films Case Discussion</td>
<td>Ch 2, 16; Posted Slides; Come prepared to discuss <em>Funtime Films (course-pack)</em>; Group Profile Due</td>
</tr>
<tr>
<td>14th Feb</td>
<td>Consumer Behavior</td>
<td>Ch 3; Posted Slides</td>
</tr>
<tr>
<td>21st Feb</td>
<td>Consumer Behavior (contd.) + Japan Cereal B'fast Case Discussion</td>
<td>Ch 3; Posted Slides; Come prepared to discuss <em>Japan B'fast Cereal (Blackboard)</em></td>
</tr>
<tr>
<td>28th Feb</td>
<td>Market Research</td>
<td>Ch 10; Posted Slides</td>
</tr>
<tr>
<td>7th Mar</td>
<td>Segmentation &amp; Targeting + Southwest Airlines Case Discussion</td>
<td>Ch 5; Posted Slides; Come prepared to discuss <em>SW Airlines (course-pack)</em></td>
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<tr>
<td>14th Mar</td>
<td><strong>SPRING BREAK</strong></td>
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<tr>
<td>21st Mar</td>
<td><strong>EXAM 1 (Coverage: Jan 17 – Mar 7)</strong></td>
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<tr>
<td>28th Mar</td>
<td>Product Decisions</td>
<td>Ch 6, 7; Posted Slides</td>
</tr>
<tr>
<td>4th Apr</td>
<td>Rohm &amp; Haas Case Discussion + Promotion</td>
<td>Come prepared to discuss <em>Rohm &amp; Haas (course-pack)</em>; Ch 11; Posted Slides</td>
</tr>
<tr>
<td>11th Apr</td>
<td>Promotion (contd.)</td>
<td>Ch 11; Posted Slides</td>
</tr>
<tr>
<td>18th Apr</td>
<td>Charles Schwab Case Discussion + Distribution</td>
<td>Come prepared to discuss <em>Charles Scwab (course-pack)</em>; Ch 8; Posted Slides</td>
</tr>
<tr>
<td>25th Apr</td>
<td>Natureview Farms Case Discussion + Pricing</td>
<td>Come prepared to discuss <em>Natureview (course-pack)</em>; Ch 15; Posted Slides</td>
</tr>
<tr>
<td>2nd May</td>
<td>Pricing (contd.)</td>
<td>Ch 15; Posted Slides</td>
</tr>
<tr>
<td>9th May</td>
<td><strong>EXAM 2 (8:15-9:45pm (Coverage: Mar 21 – May 2)</strong></td>
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</tbody>
</table>

**Note:** Chapter numbers listed above are for the “open access” Marketing textbook available in Blackboard.

**Emergency Phone Numbers:** In case of an on-campus emergency, call the UT Arlington Police Department at 817-272-3003 (non-campus phone), 2-3003 (campus phone). You may also dial 911. Non-emergency number 817-272-3381