



MKT 3020
PRINCIPLES OF MARKETING
WINTER 2018

Class: MKT 3020-11984
Time: R 1:20-4:40 PM
Location: AFC 211

Professor: Wonjoo Yun, Ph.D.
Department: Management and Marketing
School: School of Business Administration, Oakland University
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Office: EH 338B
Office Hours: T 2:00-3:00 PM (by appointment)
Credits: 4.00

COURSE DESCRIPTION AND OBJECTIVES

This course is designed to introduce business students to the fundamental aspects of marketing: how firms discover and translate customers' needs and wants into strategies for providing goods and services. For students majoring in marketing, this course is intended to provide you with a foundation on which to build subsequent marketing courses and work experience. For students majoring in other business disciplines, this course is intended to help you understand the objectives of marketers with whom you will interact professionally. For all students, the course is intended to enhance your appreciation of the different marketing activities that we encounter every day as consumers. Over the course of the semester you will learn to:

- 1) Identify and apply the key tools that marketers use to deal with marketing issues.
- 2) Apply the key principles and use the terminology marketers use to discuss marketing issues.
- 3) Connect the knowledge of marketing to real-world events.
- 4) Understand the role of marketing in society and in an economic system.
- 5) Understand the role of marketing in a firm and the relationships between marketing and the other functional areas of business (e.g., accounting, finance, management, operation).

REQUIRED TEXTBOOK AND ARTICLES (BOTH ARE REQUIRED)

- ❖ MKTG 11; by Lamb, Hair, and McDaniel; published by Cengage Learning ([ISBN = 9781337116800](https://www.cengage.com/)). University bookstore will have the copies ([BN](#)). There is also the e-Textbook option available on the publisher's website (<http://www.cengage.com/>).
- ❖ Additional helpful articles for class discussions will be available on Moodle: <https://moodle.oakland.edu/login/index.php>

RECOMMENDED REFERENCE

- ❖ Kotler and Armstrong. *Principles of Marketing*. 15th ed. Prentice Hall.
- ❖ Pride and Ferrell. *Foundations of Marketing*. 6th ed. Cengage Learning.
- ❖ Ries and Trout. *The 22 Immutable Laws of Marketing*. 1st ed. HarperBusiness.

CLASS FORMAT AND POLICIES

Class sessions will include lectures, discussion of textbook and business press articles, in class exercises and other activities, and films. You are expected to come fully prepared to discuss the relevant topics in class. It is fair game for me to call upon anyone in class to answer a question. Class participation will be graded accordingly.

I expect you to conduct yourselves professionally. This includes arriving to class on time; turning off your computers, tablets, cell phones during the class sessions; refraining from conducting personal conversations during class and being respectful to your classmates and your instructor. If you must miss a class, it is your responsibility to contact a classmate for missed notes or other announcements. Violating any of abovementioned professional classroom behaviors will give you negative participation grades for that day (including, but not limited to, using your phone, tablet, computer, being late, leaving in the middle of the class, failure to actively participate in class discussion, etc).

GRADING

Quizzes	30 points
Exam 1	50 points
Exam 2	50 points
Exam 3	50 points
Group Project	60 points
Class Participation & Attendance	40 points
Peer Evaluation ¹	20 points
Total	300 points

GRADING SCALE

Percentage	Grade	Percentage	Grade
96.0% +	4.0	65.5 ~ 66.4%	2.4
94.0 ~ 95.9%	3.9	64.5 ~ 65.4%	2.3
92.0 ~ 93.9%	3.8	63.5 ~ 64.4%	2.2
90.0 ~ 91.9%	3.7	62.5 ~ 63.4%	2.1
88.0 ~ 89.9%	3.6	61.5 ~ 62.4%	2.0
86.0 ~ 87.9%	3.5	60.5 ~ 61.4%	1.9
84.0 ~ 85.9%	3.4	59.5 ~ 60.4%	1.8
82.0 ~ 83.9%	3.3	58.5 ~ 59.4%	1.7
80.0 ~ 81.9%	3.2	57.5 ~ 58.4%	1.6
78.0 ~ 79.9%	3.1	56.5 ~ 57.4%	1.5
76.0 ~ 77.9%	3.0	55.5 ~ 56.4%	1.4
74.0 ~ 75.9%	2.9	54.5 ~ 55.4%	1.3
72.0 ~ 73.9%	2.8	53.5 ~ 54.4%	1.2
70.0 ~ 71.9%	2.7	52.5 ~ 53.4%	1.1
68.0 ~ 69.9%	2.6	50.0 ~ 52.4%	1.0
66.5 ~ 67.9%	2.5	0.0 ~ 49.9%	0.0

¹ Final grades on group components will be provided after I receive the results of peer evaluations from each of you at the end of semester. Your work on group components will be weighted accordingly.

Once the final course grading scale is set, it is set in stone. There will be no extra credit work outside of the opportunities available via the class activities throughout the course. Even if you miss the next highest grade by one point, your grade will not be changed, nor negotiable.

Quizzes (10%)

You will be expected to complete the weekly quizzes in this course. Quiz results/grades will be available after the quiz closes. The test will cover materials from the textbook, which include testing the preparedness of students for the given class topics. It is crucial that everyone is thoroughly prepared with the basics of marketing concepts from each class. The quiz will be comprised of an online quiz format. There will be NO make-up for missed quizzes.

Exams (50%)

The tests will cover assigned chapters, class lecture notes, assigned business press articles, quiz, class activities, and class discussions. Some topics in the textbook will not be covered in class due to time constraints, but will still be in the exams; make sure to read the assigned chapters thoroughly when preparing for the exams.

Each of the three tests given during the semester will consist of multiple choice questions and open-ended questions.

THERE WILL BE NO MAKE UP TESTS. Make-up exam opportunities will only be given in case of university excused absence. Make-up exam must be requested in writing with verifiable proof. If you should find that you will have to miss more than one of the scheduled tests, you should drop this course as there will be no way for you to make up more than one missed test.

Day of the Exam:

- You must bring a soft lead (#2) pencil (two pencils just in case) to the exams.
- You MAY NOT use any books, notes, or electronic devices during the exams. No cell phones.
- Ball caps must have bills turned to the back of your head.
- If the proctors find you are using any books, other written materials or electronic devices, they will take your test and you will receive a zero on the test.

Test Feedback:

Test grades will be posted on Moodle as soon as possible after you have completed the exam. If you want to ask about specific questions on the test, you can talk to Professor Yun. Please respect office hours. If you cannot meet during scheduled office hours, contact Professor Yun via e-mail to schedule an appointment.

Check Your Test Scores:

If you think there may have been a mistake in your posted test grade, you must resolve this issue with Professor Yun within 10 days of it being posted on Moodle. If you do not do this, your score, even if it should have been changed, will not be modified.

Final Exam Days and Times:

Final Exam for Section 11984 (Thursday, February 15, 2018)

Group Project (20%)

Students will choose groups of up to **2 people** to work with on a marketing team project. This project will span the entire semester and will involve two parts: an **in-class group presentation** and a **final report**.

Each group will present a formal case presentation that will last 15 minutes. In this presentation, you will choose an important marketing concept from the lecture on your presentation date and find a real world example of it that is NOT already used in the textbook. It is recommended to use the public firms when you are choosing a company. The goals are (1) to highlight the relevance and importance of the marketing concept in the real world and (2) to review to other students what will be/was learned in the class. The grading of this presentation will be based on whether or not these two goals have been met. The maximum points you can earn from this presentation is 30.

These presentations do not have strict guidelines, allowing you to be creative and do what interests you. For example, you can present the case study of Netflix to illustrate the importance of pricing, review various pricing objectives, and their current pricing strategies with actual examples (Ch. 19). Examples of company presented in the previous classes include Apple, eBay, Ford, GoPro, Nike, Southwest Airline, Tesla, etc.

Go over your textbook and **e-mail your professor** (yun@oakland.edu) by **5 PM, Jan 12, 2018** with your group's top three chapters that your group wants to present. In the e-mail, indicate (1) your group name and members, (2) the three marketing concepts ranked in order, and (3) which chapter these concepts are in. I will e-mail you back with your assigned marketing concept (e.g., STP, product, pricing, place, promotion).

Once you have the marketing concept assigned, e-mail me your case presentation PowerPoint slides (*.ppt or *.pptx) by **5 PM, Feb 9, 2018**. If your presentation seems too long (it should not take longer than 15 minutes), I will ask you to make it shorter and resend it.

Late Policy: Case presentation ppt file should be submitted via email by Friday. There will be a 15% penalty applied per each extra day (or partial day) that the ppt file is not turned in – including weekends. No case presentations will be accepted after they are 3 days late – Monday at 5 PM. Reasonable accommodations will be made for emergencies, religious observances, unexpected events, or extreme illness (doctor's note required). Please check with the instructor to make arrangements in advance, if possible.

Class Participation and Attendance: Sign-Up Sheet (13%)

This part of the grade depends on the quality of your contributions in class. In the beginning of every class, there will be a **“Attendance and Participation Sign-Up Sheet”** in front of the classroom. If your name is not in that list, you are considered absent. It is your responsibility to fill out this form to prove your attendance. If you are late to class, do NOT try to pick up the name card as you walk in during class – it is a distraction to everyone. You must notify me of your presence AFTER the class is over.

In addition, those of you who feel prepared (read all the chapters and assigned articles) should place a check mark next to your name in the sign-up sheet. Student who places a check mark will receive 1 participation point for that day, only if student proactively asks or answers the questions. I will cold call as many people as possible among the students who placed a check mark. These will be reasonably easy questions that you can answer as long as you read and understood the major concepts.

Highly valued contributions include asking insightful questions about the assigned readings, redirecting a class discussion when the current point has been adequately covered, providing an appropriate analysis, summarizing and/or reconciling previous comments, and drawing generic learning points from a particular topic. I will evaluate the quality of your class participation using the following scale:

- Outstanding Contributor (3): Contributions reflect exceptional preparation. Ideas are nearly always important and provide one or more major insights as well as providing a fruitful direction for the class. Arguments are well substantiated and persuasively presented.
- Good Contributor (2): Contributions reflect thorough preparation. Ideas are usually important, provide good insights, and sometimes offer a fruitful direction for the class. Arguments are generally well substantiated and are often persuasive.
- Adequate Contributor (1): Contributions reflect satisfactory preparation. Ideas are sometimes important, provide generally useful insights, but seldom offer a major new direction. Arguments are fairly well substantiated and sometimes persuasive.
- Non-participant (0): The student was not present or was present but said nothing.
- Unsatisfactory Contributor (-1): Contributions reflect inadequate preparation. Ideas offered are seldom substantive. They provide few, if any, insights; and never offer a constructive direction for the class. Integrative comments are absent. Class contributions are, at best, “cherry-picking” efforts making isolated, obvious, or confusing points (this is to prevent students from signing up for credit when they are, in fact, unprepared).

Your participation score for that day will also be dropped by 1 point for every unprofessional classroom behavior (including, but not limited to, being late, leaving class early, using your phone or laptop, failure to actively participate in class exercises, etc). In particular, it's hard to focus on lecturing if someone is searching around and walking out which breaks everyone's train of thought. Thus, such behaviors will be penalized. Finally, class absences will result in a negative class participation score for that day.

Peer Evaluation (6%)

You will be working on a team for the course project. Members of your team will evaluate you on factors such as co-operation, willingness to be a team player, and your overall effort in the project. All team grades may be adjusted by the peer evaluations. It is important to note that your individual score for the project may be lowered significantly if the peer evaluations are judged to be unfavorable. Therefore, it is *extremely* important that you work closely with your team members, communicate well with them, and avoid the possibility of any misunderstandings that may adversely affect your project grade. Failure to provide a peer review will have an impact on your final grade. Team member is restricted to 2 people to reduce the likelihood of free-ride. I will not tolerate free riders for the success of team project.

HOW YOU CAN HAVE A SUCCESSFUL EXPERIENCE IN THIS CLASS

Complete the Readings

Read the assigned business press articles as well as the assigned chapters from the textbook prior to attending class. This will help you become familiar with the language we will use in our class discussions and provide you an overview of the concepts you will apply during class activities. Being prepared for class will earn you a high participation score as you will have more to say.

The readings for the course will be mainly covered by the textbook and as handouts in the class. The PowerPoint slides summarize the key concepts but, it may present the material differently from the text. The text is to be used as a guide and as a reference. Students are also encouraged to read business newspapers and /or magazines (e.g., *Wall Street Journal*, *Economist*, *Business Week*) on a weekly basis. For those who heavily read something from mobile devices, ***Flipboard*** is a great source of business- and technology-related news articles. Optional reading materials may be added to Moodle throughout the semester (e.g., relevant newspaper, business magazine, and academic research papers).

Attend Class

The class discussions and activities are intended to give you a chance to apply the information discussed in the text. This application will help you understand the information more intuitively and recall the information for tests.

Participate and Ask Questions

On the surface marketing may appear easy, but it is much more complex than people think. During class take advantage of the opportunity to ask questions and participate in the class discussion. After class, review the class notes and if you have any questions see Professor Yun. It is best for you to get your answers before you take a test, not after.

Apply What You Learned

One thing I will constantly ask you to do in class discussions, case presentation, and the final term project, is to apply the marketing concepts that you learned in class. Always look for links between what you learned in class and what you see in the world, instead of relying “common sense.” Such applications will help you develop stronger arguments.

CLASS E-MAIL LIST AND MOODLE

E-mails with important class-related information will occasionally be sent via Moodle to your official OU email. To be sure that you receive those important messages, make sure that the official OU email address for you is correct. I will not respond or send emails that has been sent out from email addresses other than OU email (i.e., personal Gmail).

ACADEMIC INTEGRITY

Academic dishonesty will not be tolerated. Academic dishonesty includes, but is not limited to, cheating, fabrication, plagiarism, falsifying university documents, and facilitating academic dishonesty. Violations will be brought to the attention of the Academic Conduct Committee (ACC) and the recommended sanction may include, but is not limited to, a zero on the assignment or failure of the class.

Marketing 302 will operate in full compliance with the Oakland University Academic Dishonesty Policies and Procedures, which is described in detail at:

<http://www.oakland.edu/?id=24228&sid=482>

By enrolling in this class you have agreed to observe all student responsibilities described in that document. If the application of that Policy Statement to this class and its assignments is unclear in any way, it is your responsibility to ask me for clarification.

Students who violate University rules on scholastic honesty are subject to disciplinary penalties, including the possibility of failure in the course and /or dismissal from the University. Once I caught any violation, you will have to directly communicate with the ACC, not your professor nor department.

STUDENTS WITH DISABILITIES

Please contact me during the first week of classes regarding any special needs that may require some modification of the seating, testing, or other class requirements. Students with disabilities should also request appropriate academic accommodations from the Disability Support Services (DSS) from the University. DSS arranges reasonable and appropriate academic accommodations for students with disabilities. Please visit <https://oakland.edu/dss> for more information on student accommodations.

STUDENT WELL-BEING

I and others at the SBA strongly believe it is important to support the physical and emotional well-being of our students. If you have a physical and mental health issue that is affecting your performance or participation in any course, and/or if you need help connecting with University services, please contact me or the well-being collaborative at <http://wwwp.oakland.edu/recwell/well-being/student-well-being/>.

SCHEDULE OF CLASS SESSIONS

(The schedule below is subject to change)

Week	Date	Contents	Activity	Exam/Quiz
1	1/4	Intro to Marketing & Strategic Planning for Competitive Advantage (Ch. 1 & 2)		
2	1/11	Marketing Environment (Ch. 4) Consumer Decision Making (Ch. 6)	Group Formation	Quiz 1
	1/17	Last day to add a class		
3	1/18	Exam 1 Business Marketing (Ch. 7) Segmentation and Targeting Markets (Ch. 8)		Exam 1 Quiz 2
4	1/25	Marketing Research (Ch. 9) Product / Developing and Managing Products (Ch. 10 & 11) Services (Ch. 12)		Quiz 3
5	2/1	Exam 2 Pricing (Ch. 19) Place (Ch. 13 & 14)		Exam 2 Quiz 4
6	2/8	Promotion (Ch. 15, 16, 17 & 18)		Quiz 5
	2/9	Due: Final Term Project Report & PowerPoint Slide	Peer Evaluation	
7	2/15	Exam 3	Final Group Presentation	Exam 3
	2/17	First Half 8-week Session Ends		

NOTES

1. Chapter numbers are based on the textbook, MKTG 11 by Lamb et al. We will not follow the exact sequence of topics in the textbook.
2. Students are required to turn in the electronic copy of final term project on Moodle by 2/9 (Friday).
3. **ALL descriptions and timelines in this syllabus are subject to change at the discretion of the instructor.**