

Whitman

Syracuse University

MAR.255.Principles of Marketing – Course Syllabus Fall 2024

M006. MO/WE 12:45pm – 2:05pm (SOM 303)
 M007. MO/WE 3:45pm – 5:05pm (SOM 204)
 M009. MO/WE 5:15pm – 6:35pm (SOM 204)

Instructor: Minjung Kwon, mkwon02@syr.edu
 Office Hours: By appointment. Email me to set up a date/time.
 Course Webpage: Blackboard

Course Description

MAR 255 provides an introduction to Marketing as a major business function and social process. The course focuses on the analysis of market forces and marketing strategies, and the determination of price, product, distribution, promotion, and organization policies required to control and fulfill planned marketing programs.

- Prerequisite: ECN 101 and (MAS 261 OR MAT 122 OR MAT 221)
- Corequisite: FIN 256 and SCM 265
- Credits: 3

SU Shared Competencies and Course Learning Objectives

MAR 255 fosters two Shared Competencies, Syracuse University’s university-wide learning goals for undergraduate students—Critical and Creative Thinking and Communication Skills.

Shared Competency and related Core Goals	Learning Objectives
<p>#CriticalAndCreativeThinking</p> <p>Exploration and synthesis of ideas, artifacts, issues, and events to inform and evaluate arguments, develop new insights, and produce creative work. Reflection on, and application of divergent modes of inquiry, analysis, and innovation to research, knowledge, and artistic creation.</p>	<ul style="list-style-type: none"> • have a command of fundamental marketing principles and be able to give examples of how to apply them in business situations, • be able to analyze how customers make purchase decision and understand how marketing strategies and tactics influence consumer behavior, • understand how marketing managers use an integrated marketing mix (Products, Pricing, Place, and Promotions) and manage the resources of the firm to create value and serve customers, • be able to employ critical thinking skills to evaluate the impact of marketing decisions on consumers and on firm performance,
<p>#CommunicationSkills</p> <p>Effective individual, interpersonal, and collaborative presentation and development of ideas through oral, written, and other forms of expression to inform, persuade, or inspire.</p>	<ul style="list-style-type: none"> • be able to define and use common marketing terms in business discussions, • be able to communicate clearly, in an organized fashion, the concepts of marketing in both oral and written work, and • gain an appreciation for the philosophy and process of marketing, and the impact it has on business, society, and life in general.

Textbook

- Marketing: An Introduction, Gary Armstrong and Philip Kotler, Pearson. Textbook is optional.
- Lecture slides and additional required readings will be posted on Blackboard, which follow the material covered in the textbook.

Course Requirements and Grading

The course grade is determined based on the following components, weighted as indicated, for a possible score of 100 total points overall.

Course Component		Weight
Individual task	Two Examinations	50
	Individual Assignments	20
	Class Participation	10
Group task	Group Project:	20
	Project Proposal	5
	Final Report	5
	Presentation	5
	Peer evaluation	5
Total		100

The points will then be converted to *tentative* letter grades as follows.

- A/A- = 90 and above;
- B+/B/B- = 80 and above;
- C+/C/C- = 70 and above;
- D = 60 and above;
- F = Under 60.

The faculty at the Whitman School developed a uniform grading policy for the undergraduate program. The policy has three goals: (1) to ensure that grading is fair and consistent across courses, (2) to encourage students to take their coursework seriously, and (3) to ensure faculty deliver a challenging academic experience.

The policy is as follows: For all undergraduate courses taken at the Whitman School with 25 or more students enrolled, the mean grade shall be no higher than 3.3 and the maximum percentage of A/A- is 33%.

Note, the instructor reserves the rights to raise the actual thresholds above the minimum thresholds in order to abide by the Whitman's Grading Policy for Undergraduate Program.

Description of Course Components

EXAMINATIONS:

There will be two examinations, each worth the same weight in your overall course grade. These examinations will be administered during the designated class hours within the confines of the classroom. The examinations will evaluate your understanding of the materials covered in the lecture notes, assignments, and interactive in-class discussion. Not only will you be expected to know the terminologies, but also how to apply them in different business scenarios. Each examination consists of true/false, multiple-choice, and short-answer questions involving numerical computations. You are allowed to bring a one-page précis of your notes. However, external assistance from any individual is strictly prohibited.

#CriticalAndCreativeThinking

INDIVIDUAL ASSIGNMENTS:

There will be five individual assignments related to lectures, readings, current events, or discussions. You are supposed to give a class presentation for some assignments. More detailed instructions will be announced in class and on Blackboard.

- Assignment 1: Mini Presentation #CriticalAndCreativeThinking #CommunicationSkills
- Assignment 2: Exercise Problem Set 1 #CriticalAndCreativeThinking
- Assignment 3: Exercise Problem Set 2 #CriticalAndCreativeThinking
- Assignment 4: Case Analysis (Sage Business Case 1) #CriticalAndCreativeThinking
- Assignment 5: Case Analysis (Sage Business Case 2) #CriticalAndCreativeThinking

CLASS PARTICIPATION:

This portion of grade is based on your class participation. Missed classes can have a negative impact on your grade. Most of the tasks that your class participation will be graded based on require you to attend the class on a proper timely manner. To mark your attendance, you are required to submit your response posting in the Blackboard Attendance Board. To facilitate emergencies, I will allow up to two missed attendance postings for the semester without penalty. **For any more than two missed attendance postings, points will be deducted from your grade, regardless of documentation or reasons.** These two “freebies” are for those emergencies that may prevent you from making a class in a timely manner, e.g., illness, family emergency, job interview, etc. Plan ahead and make sure missed classes are for a GOOD reason. Attendance does not constitute participation. Your constructive participation in class activities and discussion is a critical component of the educational experience. You should be willing to share ideas with the other participants and also be willing to listen to them. I may occasionally cold call on students at random to open cases and assignment discussions. Students are expected to arrive on time and participate in the discussion and exercises. #CommunicationSkills

GROUP PROJECT:

You will work with a team to develop a marketing plan for a firm of your own choice. The project should be on a product or service of an existing company, or a company-wide marketing topic as well. This exercise will provide a hands-on opportunity to apply the concepts we cover during class. Ideally, your marketing plan will propose creative ideas and marketing strategies that are different – and with greater potential – than what has been attempting in the past, and those efforts will be rewarded. This group assignment mainly consists of written reports and an oral presentation. The written components will consist of two parts – Group Proposal and Final Proposal. Guidelines for written components will be provided in Blackboard in greater detail. Each team will make an in-class presentation of Group Proposal with Elevator Pitch and Final Proposal with Group Presentation, respectively. In addition, peer evaluation will be conducted in the middle and at the end of the semester and will be used to translate team scores into individual grades. **Based on peer evaluation results, your individual point will be deducted up to 5 points out of the total points that your team earned in a group.** #CriticalAndCreativeThinking #CommunicationSkills

Course Schedule (Any changes will be announced in class and on Blackboard.)

Date	Topics		Assignments Due
M 8/28	Course Introduction		
W 8/30	Marketing Framework	Ch1	
M 9/4	Labor Day (No class)		
W 9/6	Strategy and Planning	Ch2	<ul style="list-style-type: none"> ▪ Mini Presentation (demo) in class by the instructor ▪ Designation of the Mini Presentation assignment by the instructor
M 9/11	Market Environment	Ch3	
W 9/13	Consumer Buying Process	Ch5	
M 9/18	Consumer Behavior	Ch5	
W 9/20	Customer Lifetime Value	Ch6	<ul style="list-style-type: none"> ▪ Mini Presentation 1 in class (Slides Submission Due BEFORE CLASS) ▪ Individual Assignment 2 To be Assigned
M 9/25	Marketing Research	Ch4	<ul style="list-style-type: none"> ▪ Mini Presentation 2 in class (Slides Submission Due BEFORE CLASS)
W 9/27	Marketing Research	Ch4	<ul style="list-style-type: none"> ▪ Mini Presentation 3 in class (Slides Submission Due BEFORE CLASS)
M 10/2	Marketing Strategy	Ch6	<ul style="list-style-type: none"> ▪ Mini Presentation 4 in class (Slides Submission Due BEFORE CLASS)
W 10/4	Marketing Strategy	Ch6	<ul style="list-style-type: none"> ▪ Mini Presentation 5 in class (Slides Submission Due BEFORE CLASS) ▪ Assignment of group members for the Group Project by the instructor
M 10/9	Fall Break (No class)		
W 10/11	Examination 1 in class		
M 10/16	Group Work on Group Project Proposal		<ul style="list-style-type: none"> ▪ Office Hour for Groups within the classroom during the class time.
W 10/18	Product Strategy	Ch7 Ch8	<ul style="list-style-type: none"> ▪ Mini Presentation 6 in class (Slides Submission Due BEFORE CLASS)
M 10/23	5-minute Elevator Pitch in class		<ul style="list-style-type: none"> ▪ Group Project Proposal Submission Due by 11:59pm ▪ Peer mid-term evaluation Open!
W 10/25	Pricing Strategy	Ch9	<ul style="list-style-type: none"> ▪ Mini Presentation 7 in class (Slides Submission Due BEFORE CLASS)
M 10/30	Pricing Strategy	Ch9	<ul style="list-style-type: none"> ▪ Mini Presentation 8 in class (Slides Submission Due BEFORE CLASS) ▪ Individual Assignment 3 To be Assigned
W 11/1	Distribution Strategy	Ch10 Ch11	<ul style="list-style-type: none"> ▪ Mini Presentation 9 in class (Slides Submission Due BEFORE CLASS)
M 11/6	Group Work on Group Final Report		<ul style="list-style-type: none"> ▪ Office Hour for Groups within the classroom during the class time.
W 11/8	Promotion Strategy	Ch12	<ul style="list-style-type: none"> ▪ Mini Presentation 10 in class (Slides Submission Due BEFORE CLASS)
M 11/13	Promotion Strategy	Ch13	<ul style="list-style-type: none"> ▪ Mini Presentation 11 in class (Slides Submission Due BEFORE CLASS)
W 11/15	Case study		<ul style="list-style-type: none"> ▪ Individual Assignment 4 Submission Due BEFORE CLASS ▪ Mini Presentation 12 in class (Slides Submission Due BEFORE CLASS)
M 11/20 W 11/22	Thanksgiving break (No classes)		
M 11/27	Case study		<ul style="list-style-type: none"> ▪ Individual Assignment 5 Submission Due BEFORE CLASS
W 11/29	Examination 2 in class		
M 12/4	Group Work on Group Presentation		<ul style="list-style-type: none"> ▪ Office Hour for Groups within the classroom during the class time.
W 12/6	Group Presentation in class 1		<ul style="list-style-type: none"> ▪ Group Presentation Slides Due on the day of presentation by 11:59pm - a single submission per group
M 12/11	Group Presentation in class 2		
W 12/13 M 12/18	Reading days & Finals week Note: We don't have a final exam.		<ul style="list-style-type: none"> ▪ Group Final Report Due by 12/19 (Tue) 11:59pm - a single submission per group ▪ Peer evaluation Due by 12/19 (Tue) 11:59pm

- Note: Mini presentation (or, Individual Assignment 1) is subject to distinct due dates for each individual participant. Refer to the Blackboard to ascertain your designated date of presentation.
- Note: All the assignments (Individual assignments 1 ~ 5 & Group Project Proposal & Group Final Report & Group Presentation Slides & Attendance!!!!) must be submitted to the Blackboard to be graded.

Syracuse University Policies:

Syracuse University has a variety of other policies designed to guarantee that students live and study in a community respectful of their needs and those of fellow students.

Academic Integrity Policy

Syracuse University's Academic Integrity Policy reflects the high value that we, as a university community, place on honesty in academic work. You can read what students need to know here: <https://class.syr.edu/academic-integrity/policy/> The policy holds students accountable for upholding course-specific, as well as university-wide, academic integrity expectations for all work they submit. The policy governs citation and use of sources, the integrity of work submitted in exams and assignments, and truthfulness in all academic matters, including course attendance and participation. The policy states that any work a student submits for a course must be solely their own unless the instructor explicitly allows collaboration or editing. The policy also requires students to acknowledge their use of other people's language. These expectations extend to the realm of artificial intelligence (AI) as well as to the use of websites that charge fees or require uploading of course materials to obtain exam solutions or assignments. Students are required to ask their instructors whether use of these tools is permitted—and, if so, to what extent—before using them to complete any assignment or exam. Students are also required to seek advance permission from instructors if they wish to submit any portion of the same work in more than one course. Failure to receive this permission in advance may violate the Academic Integrity Policy.

Use of Class Materials and Recordings

Original class materials (handouts, assignments, tests, etc.) and recordings of class sessions are the intellectual property of the course instructor. You may download these materials for your use in this class. However, you may not provide these materials to other parties (e.g., web sites, social media, other students) without permission. Doing so is a violation of intellectual property law and of the student code of conduct.

Accommodations:

Syracuse University values diversity and inclusion; we are committed to a climate of mutual respect and full participation. There may be aspects of the instruction or design of this course that result in barriers to your inclusion and full participation in this course. I invite any student to contact me to discuss strategies and/or accommodations (academic adjustments) that may be essential to your success and to collaborate with the Center for Disability Resources (CDR) in this process.

If you would like to discuss disability accommodations or register with CDR, please visit Center for Disability Resources (<https://disabilityservices.syr.edu/>). Please call (315) 443-4498 or email disabilityresources@syr.edu for more detailed information.

Faith Tradition Observances:

Syracuse University's Religious Observances Policy (<https://policies.syr.edu/policies/university-governance-ethics-integrity-and-legal-compliance/religious-observances-policy/>) recognizes the diversity of faiths represented in the campus community and protects the rights of students, faculty, and staff to observe religious holy days according to their traditions. Under the policy, students are given an opportunity to make up any examination, study, or work requirements that may be missed due to a religious observance, provided they notify their instructors no later than the academic drop deadline. For observances occurring before the drop deadline, notification is required at least two academic days in advance. Students may enter their observances in MySlide under Student Services/Enrollment/My Religious Observances/Add a Notification.