# **MKT 337H – PRINCIPLES OF MARKETING HONORS** (#05830 & #05835)

# SPRING SEMESTER 2021

# M/W 12:30 PM – 1:45 PM or <https://utexas.zoom.us/j/92467458542>

# M/W 2:00 PM – 3:15 PM or <https://utexas.zoom.us/j/91719190863>

# In Class @ UTC 3.124

**Instructor**

Alex Gabbi

Office: Zoom Only at <https://utexas.zoom.us/j/3641517004>

Office hours: MW 11:00-12:00 or by appointment

UT email: [alex.gabbi@mccombs.utexas.edu](mailto:alex.gabbi@mccombs.utexas.edu)

**Teaching Assistant**

Name: Andrea Lloyd

UT E-Mail: [aclloyd@utexas.edu](mailto:aclloyd@utexas.edu)

**CONTACT**

Office hours, by appointment, e-mail, phone or text message (512-633-1193)

**COURSE DESCRIPTION**

The primary objective of Marketing 337H will be to introduce you to the basic concepts, practices and tools of marketing. The course has a broad scope, is contemporary in outlook, and managerial in orientation. Regardless of the field you ultimately choose to pursue, this course should give you a strong grounding in the marketing discipline.

For marketing majors, you will find that this course provides a strong foundation for your future studies and work opportunities. As we will quickly learn in class however, “marketing” is not just for marketing majors. It is not simply a function or a department. Instead, marketing is a process which allows an organization to create and deliver value for customers – hopefully more value than competitors offer – and therefore provides the ***engine for organic growth*** of an organization. No matter what field you study in college and what career you eventually pursue, your success in business will be largely determined by your ability to deliver more value to customers than your competitors.

More specifically, in this class you will have the opportunity to…:

1. …understand that “marketing” is the discipline that studies how organizations can achieve superior organic growth
2. …explain and apply the marketing process (i.e., developing promising configurations of insights, strategies, and execution) that gears the organization for growth
3. …analyze and apply the marketing mix instruments (i.e., key tools and concepts pertaining to product management, price management, communication management, and sales management)

**COURSE DESIGN AND PHILOSOPHY:**

To start with, it is important for you to understand marketing-specific terminology, concepts, & activities.

* The first step in accomplishing this will be for you to read the assigned chapters by the dates outlined in the schedule.
* In addition, our class discussions will reinforce key concepts.

Reading text chapters and attending class is, however, only the first step. To really understand this material, you must also learn to apply it. To accomplish this, we will also have:

* Assigned readings from “popular press” sources (e.g., *The Wall Street Journal)*
* Class discussions & activities
* Several assignments intended to give you an opportunity to apply what you have learned

**READING MATERIALS**

MKTG-13 *(use a different edition only at your own risk)*

Lamb, Hair, & McDaniel – Cengage [Note - extra online access/modules are **completely optional**]

(available at the UT Co-op or at online book retailers)

Course Articles

(available on Canvas in the Files section at the latest by Friday of each week for the following week)

Lecture Slides & Course Assignments

(available on Canvas in the Files section at the latest by Friday of each week for the following week)

**EVALUATION & GRADING**

Grades will follow plus/minus system with these cut-offs. A: 94-100, A-: 90-93.99, B+: 87-89.99, B: 84-86.99, B-: 80-83.99, C+: 77-79.99, C: 74-76.99, C-: 70-73.99, D+: 67-69.99, D: 64-66.99, D-: 60.99-62.99, F: 61 or lower. Decimals will be **not** be rounded up – an 89.7 average will earn a B+, not an A-.

*Exam #1 20%*

*Exam #2 20%*

*Final Scenario Analysis 15%*

*Marketing Plan Assignment 1 15%*

*Marketing Plan Assignment 2 15%*

*Class Participation / Attendance 15% every day, excluding exam days*

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***Total 100%***

*Exams & Final Scenario Analysis*

There will be two exams and, collectively, they account for to 40% of your grade. The exams will only be given on the assigned exam dates during class time. Exams end promptly at the designated time on the course schedule regardless of when you begin, so be sure to begin on time, and no students will be allowed to begin their exam after the first student finishes. See exam details below.

*Format*: The exams will include multiple-choice and short answer questions. Each exam will cover only the material from that portion of the syllabus. The material will be drawn from the textbook, assigned readings, and the lectures/discussions, including guest speakers, but **not** current event articles that we use as the foundation for discussion. All exams will be “open note” and “open book” and be completed via Zoom. However, exams must be completed independently.

The Final Scenario Analysis is an open-book, open-note take home project that will give you an opportunity to broadly apply the concepts that you have learned over the course of the semester. It will consist of one essay question.

*Appeals:* After taking an exam, you may submit an appeal on any question for which you believe there is some cause for review. Each appeal must be made by the end of the second class session following the posting of exam grades and must include the specific reason for the appeal, including the explanation for the reason why you believe the answer you provided is the best choice, along with documentation or a citation as backup for your exam response (e.g., passage from the textbook, lecture slide, etc.).

*Marketing Plan Assignments*

These assignments will give you some practice creating specific and important sections of a typical marketing plan for a current, real business venture. I will provide you with at least one choice for you to select from, but you are encouraged to select a topic that is of personal interest. You will be able to work independently or with one other student as a team on this project. For the first assignment, you will create a Situation Analysis, including an overall SWOT analysis along with an industry and customer analysis. For the second assignment, you will describe the Market-Product Focus for the product, product line, or brand. Additional details on these assignments will follow separately.

***Class Participation & Attendance***

Each class session, you will receive a participation score from 0-3, based on the quality (not quantity) of your participation during that class. One point will be awarded for attending the class session. The second and third point will be awarded based on your quality of contribution that session. Answer questions, pose questions, participate in class exercises and provide insightful observations. Keep in mind that quality is an important component of this - simply giving one-word responses to questions I pose to the class will not result in 1 point each. Periodic cold calls also count here. Note that comments in the Zoom chat will not count toward participation.

Note that if you arrive more than 10 minutes late to a class session or leave more than 10 minutes early, you will not receive the one point for attendance. Additionally, if tardiness becomes a chronic problem (e.g., consistently showing up 3-5 minutes late for class), then I will consider more penalties because of the disruption.

At the end of the semester, the participation scores will be summed and then averaged across the entire class. If your total score is equal to or greater than the class average, then you will receive 100 points on this assignment on Canvas (or 15% of your total class grade). If your total score is below the class average, then you will receive between 0-15 points, based on the distribution of points across the class participation scores below the average. Your current participation status is available upon request from the TA at any time during the semester, so please do not allow yourself to be surprised by your score at the end of the semester when it is too late to do something about it.

*Optional Participation Assignments:* You may **optionally** elect to complete **up to 3** different practice exercises over the course of the semester. Each practice exercise you complete will be graded on a three point scale - 1 = completion; 2 = average; 3 = exceptional. At the end of the semester, any points earned through optional assignments will be added to a student’s participation score after the class average is calculated.

Classroom Environment

My goal is to provide tools and create an environment for learning. I believe my responsibility as an instructor is to ensure that this class contributes to the overall return on your college investment by providing a worthwhile set of tools and resources and doing my best to demonstrate how interesting and important this topic can be to you and the world-at-large.

Since you all learn in different ways, your responsibility is to take advantage of all the resources provided in all the ways that are best for you. I expect you to be very active in your learning, rather than sitting on the sidelines as a passive observer. I have created a fairly specific structure to this course but will maintain flexibility so that we can adapt to the needs and desires of those participating.

Throughout this course I am trying to encourage you to read the material from the resources provided, critically think about how they apply to a variety of marketing circumstances, make connections to concepts larger than marketing, and consider how you will make the world a better place through your work**.**

You are all bright people who learn in different ways. Because you all come from a variety of experiences and backgrounds, I am hoping that each of you will contribute greatly to the knowledge built in this class by sharing your thoughts. Come prepared to engage in the discussions, whether you actually speak out loud or not, by not just reading the required cases and chapters, but by also forming opinions and questions about the material presented. I will call upon you from time to time, but these will not be attempts to harass or embarrass you, I promise. I simply want to give everyone more experience in being prepared to speak on the spot about various topics.

# **TECHNOLOGY TOOLS**

# Canvas

One tool you may find particularly helpful to your group work is in Canvas. If you sign on to Canvas (canvas.utexas.edu) you will find a listing of your courses for this semester. If you click on our course, you will see a number of tools available for your use. The primary tools that you will find helpful in terms of groups will be the E-mail\* feature (you can send e-mails to your group as a whole), and the Groups feature. Just click on the Communication button. You will see links for E-Mail and for Groups. Your Groups pages will allow you to have, for your group members only, threaded discussions, a chat room, and a way to post documents that you can all see to review. All course materials that I reference during class will also be posted in the “Files” section of Canvas.

Note that the e-mail address that Canvas has for you is the address that you provided to UT when you registered. If you would like to double-check or change it, go to <https://utdirect.utexas.edu/utdirect/index.cgi>. Then click “My Addresses” on the bottom left side of the page. That will show you what UT has as your official e-mail address. That is the address that Canvas will use.

Note that Canvas provides a roster of all students in the class. Therefore, please read the University policy listed below.

*Beginning Fall 2001, web-based, password-protected class sites will be available for all accredited courses taught at The University. Syllabi, handouts, assignments and other resources are types of information that may be available within these sites.  Site activities could include exchanging e-mail, engaging in class discussions and chats, and exchanging files.  In addition, class e-mail rosters will be a component of the sites. Students who do not want their names included in these electronic class rosters must restrict their directory information in the Office of the Registrar, Main Building, Room 1.  For information on restricting directory information see:* [*http://www.utexas.edu/student/registrar/catalogs/gi00-01/app/appc09.html*](http://www.utexas.edu/student/registrar/catalogs/gi00-01/app/appc09.html)

Virtual Office Hours: All office hours will be exclusively be offered virtually. To join virtual office hours, just come to the appropriate Zoom meeting room (<https://utexas.zoom.us/j/3641517004>) during regular office hour times. You will be admitted from the waiting room in the order in which you arrive. Of course, as always, you can also text or e-mail me at any time with questions you might have.

Other Technology Tools

Other tools may be periodically used but you will be given instructions for those tools on a case-by-case basis.

**Important Notifications**

# Students with Disabilities

Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259, <http://diversity.utexas.edu/disability/>.

# Diversity and Inclusion

It is my intent that students from all diverse backgrounds and perspectives be well served by this course, that students’ learning needs be addressed and that the diversity that students bring to this class can be comfortably expressed and be viewed as a resource, strength and benefit to all students. Please come to me at any time with any concerns.

Religious Holy Days

By UT Austin policy, you must notify me of your pending absence at least fourteen days prior to the date of observance of a religious holy day. If you must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, you will be given an opportunity to complete the missed work within a reasonable time after the absence.

# Policy on Scholastic Dishonesty

The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the BBA Program’s Statement on Scholastic Dishonesty at <http://my.mccombs.utexas.edu/BBA/Code-of-Ethics>. By teaching this course, I have agreed to observe all faculty responsibilities described there. By enrolling in this class, you have agreed to observe all student responsibilities described there. If the application of the Statement on Scholastic Dishonesty to this class or its assignments is unclear in any way, it is your responsibility to ask me for clarification. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since dishonesty harms the individual, all students, the integrity of the University, and the value of our academic brand, policies on scholastic dishonesty will be strictly enforced. You should refer to the Student Conduct and Academic Integrity website at <http://deanofstudents.utexas.edu/conduct/>to access the official University policies and procedures on scholastic dishonesty as well as further elaboration on what constitutes scholastic dishonesty.

Sharing of Course Materials

No materials used in this class, including, but not limited to, lecture hand-outs, videos, assessments (quizzes, exams, papers, projects, homework assignments), in-class materials, review sheets, and additional problem sets, may be shared online or with anyone outside of the class unless you have my explicit, written permission. Unauthorized sharing of materials promotes cheating. It is a violation of the University’s Student Honor Code and an act of academic dishonesty. I am well aware of the sites used for sharing materials, and any materials found online that are associated with you, or any suspected unauthorized sharing of materials, will be reported to Student Conduct and Academic Integrity in the Office of the Dean of Students. These reports can result in sanctions, including failure in the course.

Class Recordings

Class recordings are reserved only for students in this class for educational purposes and are protected under FERPA. The recordings should not be shared outside the class in any form. Violation of this restriction by a student could lead to Student Misconduct proceedings.

# Campus Safety

Please note the following key recommendations regarding emergency evacuation, provided by the Office of Campus Safety and Security, 512-471-5767, More info at: <https://preparedness.utexas.edu/>.

* Occupants of buildings on The University of Texas at Austin campus are required to evacuate buildings and assemble outside when a fire alarm is activated.
* Familiarize yourself with all exit doors of each classroom and building you may occupy.
* If you need evacuation assistance, inform the instructor in writing asap.
* In the event of an evacuation, follow the instruction of faculty or class instructors.
* Do not re-enter a building unless given instructions by Austin or UT police or fire authorities.
* Behavior Concerns Advice Line (BCAL): 512-232-5050 or [on-line.](https://besafe.utexas.edu/behavior-concerns-advice-line)
* In case of emergency, further information will be available at: <http://www.utexas.edu/emergency>.

Title IX Reporting

Title IX is a federal law that protects against sex and gender-based discrimination, sexual harassment, sexual assault, sexual misconduct, dating/domestic violence and stalking at federally funded educational institutions. UT Austin is committed to fostering a learning and working environment free from discrimination in all its forms. When sexual misconduct occurs in our community, the university can:

1. Intervene to prevent harmful behavior from continuing or escalating.
2. Provide support and remedies to students and employees who have experienced harm or have become involved in a Title IX investigation.
3. Investigate and discipline violations of the university’s [relevant policies](https://titleix.utexas.edu/policies).

Beginning January 1, 2020, Texas Senate Bill 212 requires all employees of Texas universities, including faculty, report any information to the Title IX Office regarding sexual harassment, sexual assault, dating violence and stalking that is disclosed to them. Texas law requires that all employees who witness or receive any information of this type (including, but not limited to, writing assignments, class discussions, or one-on-one conversations) must be reported. **I am a Responsible Employee and** **must report any Title IX related incidents** that are disclosed in writing, discussion, or one-on-one. Before talking with me, or with any faculty or staff member about a Title IX related incident, be sure to ask whether they are a responsible employee. If you would like to speak with someone who can provide support or remedies without making an official report to the university, please email [advocate@austin.utexas.edu](mailto:advocate@austin.utexas.edu). For more information about reporting options and resources, visit <http://www.titleix.utexas.edu/>, contact the Title IX Office via email at [titleix@austin.utexas.edu](mailto:titleix@austin.utexas.edu), or call 512-471-0419.

Although graduate teaching and research assistants are not subject to Texas Senate Bill 212, they are still mandatory reporters under Federal Title IX laws and are required to report a wide range of behaviors we refer to as sexual misconduct, including the types of sexual misconduct covered under Texas Senate Bill 212. The Title IX office has developed supportive ways to respond to a survivor and compiled campus resources to support survivors.

McCombs Classroom Professionalism Policy

The highest professional standards are expected of members of the McCombs community. The collective class reputation and the value of the McCombs experience hinges on this. Please let me know right away if this ever is not the case.

Faculty are expected to be professional and prepared to deliver value for each and every class session. Students are expected to be professional in all respects. Classroom expectations of students include:

* Students will arrive on time and be fully prepared for each class.
* Students will attend the class section to which they are registered.
* Students will respect the views and opinions of their colleagues. Disagreement and debate are encouraged. Intolerance for the views of others is unacceptable.

Phones and wireless devices are turned off unless otherwise instructed by the professor.

**Tentative Course Schedule**

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| Date | Modality | Topics | Readings |
| **1/20** | **Online Only** | Overview of Marketing | Chapter 1  “Fortnite Success Factors” |
| **1/25** | **Online Only** | Strategic Planning / Marketing Plans | Chapter 2  “The Inside Story of How the iPhone Crippled Blackberry” |
| **1/27** | **Online Only** | Marketing Environment | Chapter 4  “As Middle Class Shrinks, P&G Marketing Aims High” |
| **2/1** | Hybrid | Marketing Environment | Amazon Pillpack Articles (2) |
| **2/3** | Hybrid | Marketing Environment | “Are we one Step Closer to Pilotless Commercial Jets?”  “Summary of Homo Deus” |
| **2/8** | Hybrid | Marketing Research / DSS | Chapter 9  “Tracking Technology Sheds Light on Shopper Habits”  “How AI Will Reinvent Market Research” |
| **2/10** | Hybrid | Consumer Decision Making | Chapter 6  “BMW Seeks Idea Class” |
| **2/15** | Hybrid | Business Marketing | Chapter 7  “The Most Destructive, Unpredictable Force in Tech”  “Popular Selling Methodologies” |
| **2/17** | **Online Only** | *GUEST: B2B in B2C World (Michael Knight, SVP)* | “Four M’s of Influencer Marketing” |
| **2/22** | Hybrid | Segmentation, Targeting & Positioning (STP) | Chapter 8  “How to Create Detailed Buyer Personas for Your Business”  “Tesla’s New Rival”  “Lego Sets Its Sights on a Growing Market: Stressed-Out Adults” |
| **2/24** | Hybrid | Product Development | Chapter 10  “Costco’s Kirkland and Other Store Brands are Having a Moment” |
| **3/1** | Hybrid | Product Management | Chapter 11  “Brandless the Online Store that Sells Everything” |
| **3/3** | **Online Only** | **EXAM #1** | **Chapters 1, 2, 4, 6-11** |
| **3/8** | Hybrid | Non-Profits | Chapter 12  “Why Can’t We Sell Charity Like We Sell Perfume?” |
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|  |  |  |  |
| Date | Modality | Topics | Readings |
| **3/10** | Hybrid | **MARKETING PLAN 1**  Ethics & Sustainability  Diversity & Inclusion | Chapter 3  “Adidas is Making a Recyclable Shoe” |
| **3/22** | Hybrid | Marketing Channels | Chapter 14  “Amazon is Opening a Supermarket with No Cashiers. Is Whole Foods Next?”  “The Future of Retail” |
| **3/24** | Hybrid | Supply Chain Management | Chapter 13  “Five Things to Know about Costco’s $4.99 Rotisserie Chicken” |
| **3/29** | **Online Only** | Supply Chain Game | None. |
| **3/31** | Hybrid | Metrics | “Marketing Performance Metrics” |
| **4/5** | Hybrid | Promotion Strategy  Global Marketing | Chapters 3, 15  “These Brands Spend Nearly $100 Billion on Ads. They want Facebook and Google to Raise their Game” |
| **4/7** | **Online Only / TBD** | *GUEST: Social Media*  *(Sarah Moore, CMO)* | None. |
| **4/12** | Hybrid | Advertising | Chapters 16-18  “Businesses Using Pokemon Go Lures to Attract More Customers” |
| **4/14** | Hybrid | Public Relations / Personal Selling / Sales Promotions | Chapters 16-18  “Blue Bell Agrees to $19 Million Fine Over Ice Cream Linked to 2015 Listeria Outbreak” |
| **4/19** | **Asynchronous Online Only** | Pricing | Chapter 19  “Now Prices Can Change Minute to Minute” |
| **4/21** | **Online Only/TBD** | *GUEST: Dynamic Pricing (Ben Blaney, VP-Services)* | None. |
| **4/26** | Hybrid | Pricing | None. |
| **4/28** | Hybrid | **MARKETING PLAN 2**  The Future of Marketing | “Next Generation Retail Technology: How IoT, AI, and 5G will Impact the Shopping Experience.” |
| **5/3** | **Online Only** | **Exam #2** | **Chapters 3,5, 13-19** |
| **5/5** | **Online Only** | *GUEST: Art of the Pivot*  Bringing it All Together | **Final Scenario Analysis Assigned** |

The content for each date presented on the schedule is subject to change. Students are responsible for monitoring announcements made in class and on Canvas for changes that may arise based on speaker availability, current events, or other things out of my control. Exam/assignment dates will **NOT** change.