

Principles of Marketing
Marketng 311/Marketng 798
University of Wisconsin—Whitewater
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Sec.22, 22
Pre-req: 311, 60 credits and 2.5 GPA

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***Please Note:** This class is being conducted entirely online. If you need to reach me for any reason, you should use the email address given above. **Please do not attempt to call my office. Given the move to Hyland Hall, my office phone was disconnected. I do, however, check my email very regularly during the day and will respond to you in a very timely manner** – generally within a few hours, if not sooner. In fact, if you do not hear from me in a day, you should assume that your email did not get through. I am online constantly – and will post a notice on the course homepage if I will be unavailable for an extended period.

If I need to contact individuals or the entire class by email, I will be using the list serve available through D2L. That program will only send my messages to your University accounts—it does not permit me to alter your email address. So, **BOTTOM LINE**, you **MUST** check your University account daily and you should not use that account to house your spam. Do **NOT** let your box fill with junk, so that legitimate, class-related materials cannot get through. It is your responsibility to maintain the account so that I can contact you. I do send regular emails to update you on course assignments or clarify instructions on projects. Also, if I must delete a post to a discussion, or want to deal with something you've posted privately, I'll be sending the message to that address. It is essential that you receive these messages.

One last thing. Please do not link your UWW account to other email accounts like hotmail, yahoo, gmail. Students have reported that email I have sent them have been caught in those providers' spam filters. Because this class moves very quickly, it is very important that you receive my messages in a timely fashion. Using your UWW account and checking it daily will guarantee your access to my messages.

Course content: Marketing facilitates the exchanges essential to business operations and consumer well-being in today's highly interdependent societies. This class considers the nature of exchange, the social, regulatory, competitive, and global environments in which exchanges occur as well as Marketing's Four Ps – Product, Pricing, Promotion and Place. The approach taken in the course is designed both to provide an understanding of marketing practices and to develop the critical skills necessary to assess the appropriateness of such actions. Special consideration will be given to understanding the growing role of sustainability in marketing strategy, to developing the means needed to

address ethical issues, to considering the influence of culture in the dynamic global marketplace, and to becoming aware of the impact of technology on marketing practice.

You will find that the course moves very rapidly. I have purposely not filled your weekends with assignments. However, you should use some of that time to “catch up” or get ahead. If you don’t, you may find yourself falling behind. This class is definitely “doable” in the short timeframe. I’ve taught this class online many times in summer session, and I can assure you that all students who made a “good faith” effort did succeed.

Goals and Goal Assessment:

At the conclusion of this class, you should be able to:

- Identify and explain the role of the 4Ps in facilitating market exchange. This will be assessed through the three exams that are described below and through the discussions that occur in each module.
- Explain the role of sustainability in marketing strategy. This will be assessed through the online discussion related to Module 2.
- Explain the concept of market segmentation and assess the validity of some commonly used segmentation methods. This will be assessed through the second exam and through the online discussions related to Module 7.
- Discuss the meaning of culture and consider how marketers need to adjust their strategies/tactics to account for various cultural differences. This will be assessed through the second mid-term and by your contributions to the discussion associated with Module 6.
- Critically evaluate contemporary marketing practice. This will be assessed through your participation in the online discussions that are components of most class modules.
- Write more clearly and concisely. This will be assessed through the summary of an online discussion and responses to the Marketer’s Showdown exercise.

Requirements:

Text and streamed lectures: For each module, there is a text assignment and streamed video lecture. Be certain to read the text carefully. Also pay close attention to the lectures. Do not view them passively. Instead, take notes, re-play topics that you don’t understand, and then, if you still have problems, contact me for clarification. I have provided PDFs containing the PowerPoints for each of the online lectures. You are not required to print them and use them as guides as you watch and listen to the lectures, but a number of students have found this practice very helpful.

Discussions: All modules have an online discussion component. You **MUST** participate in these discussions. Be certain to read the “discussion assignment” and do what it requires before joining a discussion. You are required to post two times for each discussion. You must do an initial post of at least a paragraph in response to the question

with which I start the discussion or to another student's post by MIDNIGHT ON THE FIRST DAY OF THE DISCUSSION. You must subsequently post a second time – again, you may start another thread or respond to another student. THIS POST MUST BE MADE BY MIDNIGHT ON THE DAY THE DISCUSSION CLOSES. I WILL TAKE ACCOUNT OF SPECIAL CIRCUMSTANCES THAT WILL PROHIBIT YOUR ABILITY TO MEET THIS SCHEDULE, BUT YOU MUST INFORM ME IN ADVANCE IF THIS TIMING FOR ANY GIVEN MODULE WILL BE PROBLEMATIC FOR YOU.

Because this class is time compressed, most discussions will run only two days. I have scheduled the posts so that you will participate early in each discussion, and then come back a day or so later to see how the topic has developed. You must post twice in each discussion, but, of course, you may contribute more frequently. Some discussions will open on Friday and end on Monday; in such a case you may make your second post EITHER over the weekend or on Monday.

You will not be graded on the brilliance of your comments. As long as your posts are pertinent and show good faith, you'll receive full credit. I will, however, delete any posts that do not meet those criteria, and will notify you so that you may repost. (This means you probably shouldn't wait until the last minute to post.) But remember – the posts must be substantial. Also when you respond to another student, your post must extend the discussion – it cannot be simply “I agree with so and so.” If you agree, you must indicate why, and extend the thought begun by the other student.

Please keep in mind, the D2L software lists the date of your posts and also tracks whether or not you are reading the posts of your fellow classmates. I will deduct from your participation grade, if I see that you are not following the schedule of posts that I have described above, or if you are not reading a sufficient number of your fellow students' contributions. With regard to the latter requirement, you should be reading through at least 50% of your group members' contributions each week. My grad assistant will send emails to students who do not meet the first post discussion requirement, and will also inform you by email, if you have not met the second post requirement or failed to read a sufficient number of your classmates' comments. **If you do not receive an email on this topic, you should assume that you have received the full discussion credit for the module.**

Participation in the discussions counts 22% of your final grade. Here's exactly how you can lose credit:

- 1) Failure to post by midnight on the first night of the discussion - 1 point
- 2) Failure to post two times during the discussion - 2 points; 1 point for each failure to post
- 3) Failure to read 50% of the group's posts - 2 points; reading some posts but less than the 50% requirement - 1 point

Example: There are 70 possible points you may gain in the discussion. If you lost 5 points by omitting some of the activities listed above, your participation grade would be

calculated as follows:

$(70-5)= 65$; $65/70 \times 22 = 20.4$. (The maximum grade is 22.)

Discussion Summary: Each student will write a summary of a discussion.. The assignment schedule which lists the particular discussion to which each student is assigned will be posted in D2L's Content section under Module 1. The summary should indicate the major points that were discussed, whether there was or was not agreement on the issue at hand, and the major findings of the online debate. The summary should be developed as an essay. There should be no bullet points, and it should be well-written.

There are additional instructions on this assignment in the schedule list in Module 1. Please do not take this assignment lightly. It is important that you are able to summarize discussion content and write clearly and concisely. The grade for the assignment will be determined as follows:

- Identification of the discussion issue/s 3 points
- Ability to summarize discussion content 8 points
- Writing: includes grammar, spelling, punctuation, paragraphing 4 points

The Discussion Summary is due within three week days of the re-opening the discussion. (Discussions will close at midnight on the last day of the discussion to allow my grad assistant to determine whether each of you is making the required number of contributions. The discussions, however, will be re-opened as soon as this task is completed to allow you to review the discussion content before writing your summary.) **Failure to meet the due time (without specific permission) will result in a deduction of 10% of the grade for each day that the summary is late**

Please keep in mind, that the summary should be based **on the content of the group discussion; not on general textbook information or your personal opinions.** You should indicate the main points of the discussion, and consider whether the group reached a consensus. If there was disagreement, be sure to indicate why this occurred.. Be sure to offer sufficient evidence from the discussion to support those conclusions. Please be sure to read the instructions for this assignment under Module 1 in Content.

The summary is worth 15 percent of your final course grade, so please give adequate attention to this effort. You will be able to re-write the summary for a maximum grade of 12 out of 15 points, if you receive a low score on your first attempt. And I will provide considerable feedback when I return the paper to the Dropbox. But good writing does take effort.

Marketer's Showdown: This is a mini-simulation that has been developed by McGraw Hill for this course. It is essentially a "capstone" project for the class. You will see a number of "company" documents related to the issue, you will align yourself with one of the decision makers and watch the ensuing discussion of the issue, and you will answer a number of multiple choice and short answer-type questions in the course of the "Showdown." More specific information is provided in Content in D2L. You should not

begin the “Showdown” until you I provide you with sufficient background information.. You will receive the necessary access codes from my graduate assistant once I believe you should be ready to begin the assignment. You will be able to do the Showdown between June 25 and June 28. **Your answers to the Showdown are due in the Dropbox by 11:59 pm on June 28.**

Exams: There will be three exams. Each will consist of 50 multiple choice questions. Those questions will be based on the contents of the online lectures and the text.

Grading: Each requirement outlined above will contribute to the final grade as follows:

- Exam 1 16%
- Exam 2 16%
- Exam 3 16%
- Discussion Summary 15%
- Marketer’s Showdown 15%
- Discussion Participation 22%

Undergraduate student grades: Grades may be curved. I will be using the “plus/minus” grading scheme and any one getting grades according to the distribution below is guaranteed the alphabetic grade. However, depending on the distribution of class grades, I may lower the requirement for each grade. For this reason, to be able to assess “where you stand” in the class, you should keep track of your numeric scores and the grade distribution for the rest of the class (you may see the distribution for each assignment in Grades in D2L)

Total points:	93-100	A
	90-92	A-
	88-89	B+
	83-87	B
	80-82	B-
	78-79	C+
	73-78	C
	70-72	C-
	68-69	D+
	63-67	D
	60-62	D-
	Under 60	F

Graduate student grades: This grading scheme applies to grad students enrolled in **either** 798 or 311. Grades may be curved. Anyone obtaining a total score of 93 or better is guaranteed an “A,” 87-92 an “AB,” 81-86 a “B,” etc. Depending on the distribution of class scores, however, some totals below 92 may also receive an “A” grade. The same rationale applies to other grades. The curve can only help – never hurt -- your final grade.

Return of graded assignments: Exam grades will be available as soon as everyone in the class completes an exam. This will be generally the morning after the exam ends. You will be able to see the questions you got wrong on the exam by returning to the exam; the grade will be available both there and under “Grades.”

Discussion summaries will generally be graded within a few days of submission. The graded summaries with my comments will be available in the Dropbox; the summary grades will be posted under “Grades.”

Marketers Showdown grades will be handled the same way as the summary.

Discussion Participation: The graduate student who works with this class will notify you the day following a discussion in which you do not meet required participation standards. At the end of the class, your participation grade will be entered under “Grades.”

Text: Grewal and Levy, *Marketing*, 1st edition, McGraw-Hill/Irwin. 2008.

UWW Student Honor Code: As members of the University of Wisconsin – Whitewater College of Business & Economics community, we commit ourselves to act honestly, responsibly, and above all, with honor and integrity in all areas of campus life. We are accountable for all that we say and write. We are responsible for the academic integrity of our work. We pledge that we will not misrepresent our work nor give or receive unauthorized aid. We commit ourselves to behave in a manner that demonstrates concern for the personal dignity, rights and freedoms of all members of the community. We are respectful of college property and the property of others. We will not tolerate a lack of respect for these values.

This code originated at Wheaton College.

The University of Wisconsin—Whitewater is dedicated to a safe, supportive, and non-discriminatory learning environment. It is the responsibility of all undergraduate and graduate students to familiarize themselves with University policies regarding Special Accommodations, Academic Misconduct, Religious Beliefs Accommodation, Discrimination and Absence of University Sponsored Events. For details please refer to the Undergraduate and Graduate Timetables, the “Rights and Responsibilities” section of the Undergraduate Bulletin; the Academic Requirements and Policies and the Facilities and Services sections of the Graduate Bulletin; and the “Student Academic Disciplinary Procedures (UWS Chapter 14); and the “Student Nonacademic Disciplinary Procedures” (UWS Chapter 17.)

The following is the anticipated schedule of assignments and class activities. Every effort will be made to adhere to this schedule. Unforeseen events, however, may force some adjustment in the calendar of activities.

Please note: To do well, you must plan to keep up with class assignments and, in particular, you must participate in all class discussions (please note the dates on the schedule below; you can select the time of your contributions, but the discussions will be available on only those dates.) Once the date passes, the discussion will close and any contributions/reading of posts will not count toward your participation grade unless you have made special arrangements with me. Please keep this in mind as you make plans for the coming weeks. This class will offer you considerable flexibility, but it does require ongoing commitment.

Schedule of Assignments

May 26-27 Module 1
Introduction to Marketing
UWW and Marketing Discussion

May 28-29 Module 2
Strategic Planning and the Marketing Environment
Walmart and Sustainability Discussion

June 1-2 Module 3
Ethics and Marketing
Pharmaceutical Marketing Discussion--2 parts
(You must post at least one time in each part of the discussion, and post by June 1 at 11:59 pm in the first discussion and by June 2 at 11:59 pm in the second part. **YOU MUST READ AT LEAST 50% OF EACH PART OF THE DISCUSSION.**)

June 3-4 Module 4
Consumer Decision Making
Buying a Diamond Discussion

June 5-8 Module 5
THIS DISCUSSION RUNS THROUGH THE WEEKEND. YOU ARE NOT REQUIRED TO POST EACH DAY IT IS OPEN. YOU MUST POST ONCE BY FRIDAY AT MIDNIGHT AND ONCE AGAIN BY MONDAY AT MIDNIGHT
Business Marketing
Premier Tour Discussion

June 9 Exam 1 (will cover material in Modules 1-5)

June 9-10 Module 6
Developing a Global Vision
Culture and Global Marketing Discussion

June 11-12 Module 7
Segmenting and Target Markets

There are two discussions in this Module. You must post in the Prizm Discussion by June 11 at 11:59 pm in the Hispanic Discussion by June 12 at 11:59 pm. You must read 50% of the posts in each discussion.

June 15-16 Module 8
Marketing Research
dpreview Observational Research Discussion

June 17-18 Module 9
Product Concepts
Pepsi Branding Discussion
The integration video on the relationship of Marketing and Operations Research is included in this module.

June 19-22 Module 10
THIS DISCUSSION RUNS THROUGH THE WEEKEND. YOU ARE NOT REQUIRED TO POST EACH DAY IT IS OPEN. YOU MUST POST ONCE BY FRIDAY AT MIDNIGHT AND ONCE AGAIN BY MONDAY AT MIDNIGHT
.Developing and Managing Products
PenAgain Discussion

June 23 Exam 2 (will cover material in Modules 6-10)

June 23-24 Modules 11 and 12
Pricing
Price Setting
Price and Barbie Discussion

June 25-26 Module 13
Marketing Channels and Retailing
Wal-Mart and P&G Discussion

June 28 Marketer's Showdown Due in Dropbox by 11:59pm

June 29-30 Module 14
Integrated Marketing Communications and Advertising
Reebok Discussion
The integration video on the relationship of Business Communication and Marketing is included in this module.

July 1-2 Module 15
Personal Selling and Sales Promotions
The Internet and Personal Selling Discussion

July 3 Exam 3 (will cover material in Modules 11-15)