



Course Syllabus
MGMT 105 - Introduction to Marketing
Section A
Tuesday & Thursday, 5:00 PM - 7:50 PM
4 Units
Room: [Humanities Hall](#) - HH 262
Summer 1, 2015

Instructor:

Matthew A. Hawkins

Office Location: 330 Paul Merage Business School

Email: mhawkin1@uci.edu or matthewallen.hawkins@esade.edu

Office Hours:

From 2:30 to 4:40pm on Tuesdays. You may also send me an email to schedule a meeting at any time, I intend on being on campus nearly everyday.

Instructor: Matthew A. Hawkins, PhD.

Mr. Hawkins recently graduated from ESADE Business School with his PhD in Marketing. Before returning to school, he worked for a technical consulting firm located outside Washington, DC. He has taught at UC-Irvine before as well as U. of Arkansas and NOVA in Lisbon. He is interested in qualitative research and exploring the meaning making process.

Graduate Assistant: Sylvia Xiaoyi Gao

Ms. Gao was born and raised in Harbin, a beautiful but cold city located in Northeastern China. She earned bachelor degrees in Economics and Mathematics. Additionally, she holds a master degree of Quantitative Economics, all are from Xiamen University. Currently, she is a first-year PhD student in Quantitative Marketing in the Paul Merage School of Business. Her favorite things are delicious food and mathematics.

Course Description:

In this course, we will be introduced to terminology related to marketing strategy and the elements of a marketing plan. The class is intended to provide a high-level view on the basic problems and issues involved in marketing goods, ideas and services. Additionally, we will practice developing differing approaches to the market.

Course Materials:

Needed: Regular access to a computing device and the Internet.

All readings will be posted on the class module. You can read them online or print them out.

You can use your computer/tablet during the reading discussions if that helps you.

Readings:

Brown, S., & Patterson, A. (2010). Selling stories: Harry Potter and the marketing plot. *Psychology & Marketing*, 27(6), 541-556.

Cayla, J., & Arnould, E. J. (2008). A cultural approach to branding in the global marketplace. *Journal of International Marketing*, 16(4), 86-112.

Diamond, N., Sherry Jr, J. F., Muñiz Jr, A. M., McGrath, M. A., Kozinets, R. V., & Borghini, S. (2009). American Girl and the brand gestalt: Closing the loop on sociocultural branding research. *Journal of Marketing*, 73(3), 118-134.

Giesler, M. (2012). How doppelgänger brand images influence the market creation process: Longitudinal insights from the rise of Botox cosmetic. *Journal of Marketing*, 76(6), 55-68.

Holt, D. B. (2003). What becomes an icon most?. *Harvard Business Review*, 81(3), 43-49.

Levitt, Theodore (1983). The Globalization of Markets. *Harvard Business Review*, 61(3), p. 92-102.

Schau, Hope Jensen, Muñiz, Albert & Arnould, Eric (2009). How Brand Community Practices Create Value. *Journal of Marketing*, 73(5), p. 30-51.

Sherry Jr, John. F. (1990). A sociocultural analysis of a Midwestern American flea market. *Journal of Consumer Research*, 13-30.

Wenger, Etienne (2000). Communities of Practice and Social Learning Systems. *Organization*, 7(2), p. 225-246.

Course Objectives and Learning Outcomes:

The primary objective of this course is to provide you with an understanding of basic marketing concepts. This knowledge could be extremely helpful to you because of the importance marketing plays in our society. Marketing touches your life each day: every time you log on to Facebook or visit a supermarket, you are exposed to some element of a marketing mix. So it is in your best interest to gain at least some understanding about how marketing functions in today's business environment.

- To gain a basic understanding of the functions of marketing.
- To develop a working vocabulary of marketing terminology and become familiar with marketing concepts.
- To define the role of marketing in a firm and how it can add value to a firm.

- To provide knowledge on marketing strategy so that we can become better informed consumers.
- To develop an understanding of the processes that companies go through to develop: marketing strategies, new products, pricing models, promotion & advertising strategies.
- To develop an understanding how markets are segmented and how target markets are selected.
- Understand reality as a nexus of social systems in which marketing strategies can be used to influence consumer behavior and the objects we interact with.

Attendance & Late Work:

Although attendance is not required, research confirms that regular class attendance is positively correlated to course performance. In addition to the expectation of regular class attendance, you are expected to read any assigned readings ahead of lectures. A large portion of your final grade is based on class participation so merely participating in class should enable you to earn a respectable grade....but you have to be there.

Unless changed by me, deadlines noted in the course schedule and subsequent handouts are firm. Be sure to allow adequate time to resolve unanticipated or anticipated (e.g., student athlete travel) problems with respect to course deadlines. Late assignments will not be accepted. Late is considered any time after the class period starts. Any exceptions to this will be given only in circumstances deemed extraordinary by the instructor.

Class Format:

For this class we will use the Pomodoro technique. Basically, we will work for 25 minutes and then have a 5 minute break. This will allow us to focus on a specific task. I am planning on making the class active with lots going on. So, I expect your help and attention.

Classroom Professionalism:

Classroom professionalism is to be maintained at all times. My goal is to create a positive, courteous, and respectful environment that is conducive to learning. Any person engaged in disruptive or distracting behavior (this includes excessive interruptions by cell phones or pagers, consistently arriving late or leaving early, not contributing to the class discussion, etc...) can lower your course grade by as much as one-letter grade. I will provide verbal notice of concern in advance of the grade reduction.

- Only positive words, be conscious of the negative undertones and hints of violence in our daily discourse.
- Avoid whispering and laughing with the person sitting next to you.
- Listen attentively, probably take notes, and manage your face and posture to convey interest and competence.
- Turn off your mobile, beeper or watch to avoid disturbing the class.
- Do not read a newspaper or work on tasks unrelated to the class.
- Avoid interrupting people or being rude in any way.

- Wait until after class to discuss special accommodations for your personal situation.

As a member of this class, you are invited to think, talk, question, disagree, and offer alternatives. However, my expectation is that you will participate in a courteous manner. Failure to do so may result in disenrollment from the class.

Email Professionalism:

I expect all emails regarding this class to follow proper email etiquette. This is also what will be expected of you in the business world. Some necessities for writing a professional American email include: staying concise, not writing in all lower case or capitals, using a meaningful subject line, making the email personally addressed, avoiding the words ‘urgent’ and ‘important’ and using proper spelling, grammar and punctuation. Emails that have been written to me in an unprofessional manner will be returned to the student with corrections to be made before a response is warranted.

Grading:

My goal is to make my classroom as fair as possible. Therefore, pleading for a better grade will not be tolerated. I try to use grading rubrics so that we are all aware of what is expected. Remember: **grades are earned and not given.** Course letter grades will be assigned on a percentage basis of total points possible. Absolutely no rounding will occur. Note: an 89.999% will be a B.

Assessment Method	Points
VMC	40
Readings (20pts * 9 sessions)	180
Tank Runway (40 * 9 sessions)	360
Exams (2 * 100)	200
Optional: Personal Tank Runway on Exam Day	*40*
Total	780

Vocabulary Memory Chain (VMC)

Each person is responsible for memorizing 5 vocabulary words. You will stand up and state the word and its definition. Each person will do this once during the course.

There are 40 points available in the VMC.

Readings

The second assessment method will be the quality and depth of your short essay. You will be assigned a reading for each session. Prior to the discussion you will be instructed to write a short essay addressing a question posed by the instructor.

I suspect you will have around 10 minutes to prepare the short essay.

The short essay is worth **20 points**. Thus, I will not make the questions highly specific as I need some room to spread out grades. Potential questions will be something similar to: What is the main argument of this article and what do you think about their argument and/or conclusion.

The authors mention four variables that drive brand loyalty. Please describe them and how they relate.

I will not intentionally ask highly specific questions but for those that read the material in-depth should be offered an opportunity to achieve high marks. I will attempt to ask questions that strike this balance of allowing for high levels of achievement and solid performances to be rewarded with appropriate marks.

A few points can be made up in the discussion. Thus, those who don't like to speak in class: write a strong essay. For those with improving writing skills: provide quality participation in the discussion and just show improvement in your writing. The readings should be thought provoking and if you are better at writing or talking that is okay, I hope to balance these for you.

You will hand-in your short essay before the discussion and I will do my best to return them at the next session. Below is the basic grading rubric for the reading assignment. For the most part, you can expect that the short essay will be divided into even components for each part of the question. For example a question such as: *According to the authors, what was a problem and what was their solution to the problem?* Would have 8 points for each component. If it further asked: *Do you agree with this solution, why or why not?* Then, each part would be worth 5 points with a bonus 1 point for the best answer.

Criteria	Details	Points
Proper sentence structure, accurate spelling and correct grammar		4
Answers each component of the question accurately and with high precision.	<i>Will be divided out for each component (ie.4 components in answer, each is worth 4)</i>	16
Bonus: Discussion Participation	<i>Recognized others views while expressing theirs. Communicated with respect and positivity</i>	*5*
		20

Please note, if the discussions are not of high quality I will adjust the rubric to encourage quality participation.

Tank Runway

Project **Runway** and Shark **Tank** collide to produce **Tank Runway**. You will form a group of 5 people. The instructor will provide you with a scenario or issue. As a group you will develop a marketing plan or a business plan, depending upon the scenario or issue.

Ideally you will have 5 minutes (plus 5 min break) to prepare your plan. Typically, you will have 2 minutes to present your plan but times may vary with the challenge.

There is not much to it. There is no desired format, it is up to you to decide what will win.

Tank Runway is worth 40 points per day.
 85% of the grad is group and 15% of the grade is individual.

Criteria	Details	Points
Well organized and executed presentation		10
Novel approach to problem		10
Feasibility is readily apparent		10
Stay within time		4
		34
Participate in presentation	<i>Involved somehow</i>	0-6
Observed development participation	<i>Included in discussions, paying attention</i>	0-6
		40

* Rubric may be adjusted to better correspond with the scenario.

To reduce uncertainty, a standard question format would be something like this:

Ford is deciding to sell cars in the Asian market. How should they go about it?

Or

Ford is introducing a new car, who should they target and what channels should they use.

Exams

We will take two exams. Each one is worth 100 points.

July 9th will be a take-home exam and will be returned on July 14th.

July 23rd will be an in-class exam.

They are predominately multiple choice with 2 short essay questions.

Optional: Individual Tank Runway

The grades are tight, in that if you miss one class you can't earn an A. Therefore, there will be an optional **Tank Runway** to be individually completed during the final exam day. Ideally, the time to present will be around 3 minutes. However, the time will be determined by how many show up for the **Tank Runway**

It is worth 35 points and will be similar to all the other ones but only you prepare and present your marketing/business plan—Not a team endeavor.

Tentative Calendar:

Day	Tuesday	Thursday
23, June	Overview and class logistics	
25, June		Reading Due: Levitt, Theodore (1983)
30, June	Reading Due: Wenger, Etienne (2000)	
2, July		Reading Due: Sherry, John (1990)
7, July	Reading Due: Brown, S., & Patterson, A. (2010)	
9, July		Reading Due: Giesler, M. (2012) EXAM
14, July	Reading Due: Diamond et al (2009) Exam due	
16, July		Reading Due: Schau et al (2009)
21, July	Reading Due: Holt, D. B. (2003)	
23, July		Reading Due: Cayla, & Arnould, (2008) EXAM – In Class
28, July	Optional Exam: Individual Tank Runway	