

Course Syllabus
MGMT 105 – Introductions to Marketing
Course Code: 38130
Humanities Hall 262
Tuesday and Thursday: 5pm – 7:50pm



Instructor:

Matthew A. Hawkins

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Office Hours:

By appointment – the best way to reach me is via email and then we can schedule meeting.

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 of the basic problems and issues involved in marketing goods and services.

Course Materials:

Required Text: Grewal and Levy, *Marketing*. McGraw-Hill Irwin, Boston, MA. Fourth Edition. 2014. ISBN: 978-0-07-802900-4

You need the connect code in order to access the chapter quizzes.

Needed: Regular access to a PC and the Internet.

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.

Attendance & Late Work:

Although attendance is not required, participation points will be given. 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. It is your responsibility to get notes from a classmate if you miss class.

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.

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. Laptops are not allowed to be used in class.

- 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 cell phone, beeper or pager 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 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. 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.

Grade Inputs

<u>Assignment</u>	<u>Points Possible</u>
Chapter Quizzes	20x15 = 300
Final Exam	150
Project 1	150
Project 2	50
Participation	9 x 5 = 45
Class Projects	6 x 10 = 60
Total	755

Grade Scale

	<u>Percentage</u>	<u>Points Needed</u>
A	90.00 – 100	680 points
B	80.00 – 89.99	604 points
C	70.00 – 79.99	529 points
D	60.00 – 69.99	453 points
F	< 60.00	

Chapter Quizzes 20 @ 15 points each for 300 points

Each quiz will be a series of multiple choice questions based on your textbook and study materials. To take the quiz you must be on the Connect Marketing website. These assignments are TIMED and you may take them ONCE. Make sure that you are PREPARED BEFORE YOU BEGIN. You will have 20 MINUTES to take the quiz. The score will be one point per question. However, you can take a quiz at any time prior to the due date; therefore you may work ahead if you like.

Chapter quizzes cannot be made-up if you miss the due date.
Note the differing due dates for the first week's reading assignments.

Comprehensive Final Exam for 150 points

There will be a comprehensive in-class final exam given at the end of the term made up of 50 questions over the 20 chapters in the textbook. The test may consist of multiple-choice, true/false, or matching questions, case studies or essays. All test material will be taken from the text and class discussions. It is recommended that you read all chapters thoroughly since some of the test material may not be covered in class discussions.

Attendance 9 days @ 5 points

Attendance will be taken each day through various methods.

Class Projects 6 @ 10 points

Throughout the course various projects will be given. The projects will be completed in class or could be conducted outside of class.

Project 1 @ 150 points

This project has four (4) graded parts. All parts should be submitted prior the beginning of class on July 11th, 2013. But, prior to starting the project you need to identify and select one of your favorite activities to study. You will then video record yourself engaging in this activity, from start to finish (part 1). A diagram will be developed that depicts the sequence brands, products and actions are use in order to complete this activity (part 2). Besides the diagram, a short narrative will be developed that verbally expresses the steps and objectives in completing the activity (part 3). Lastly, either during the activity selection process or during the diagram development phase, you should select one brand to focus on in order to briefly comment on the impact each of the four P's (product, place, price & promotion) has on your brand usage within this activity context (part 4).

A detailed assignment sheet will be provided at a later date.

Project 2 @ 50 points

Project 2 involves writing another narrative about the focal brand. The narrative will be based on the diagram submitted under Project 1. A more detailed assignment sheet will be provided at a later date.

Course Schedule

	In-Class	Chapter Quizzes due Before Class	Assignments
June 25	Syllabus Marketing Overview Marketing Strategies & Marketing Plans		
June 27	Marketing Environment Consumer Behavior	Chapters 5 & 6	Assigned: Project 1
July 2	B-2-B Marketing Global Marketing	Chapters 7 & 8 Chapters 1 & 2 (1 st Day)	
July 4	No Class	<i>Work on activity video and diagram.</i>	
July 9	No Class		
July 11	Segmenting Positioning Market Research	Chapters 9 & 10	Due: Project 1
July 16	Branding New Product Development Marketing Services	Chapters 11, 12 & 13	
July 18	Pricing Strategies	Chapters 14 & 15	
July 23	Supply Chain Management Retailing Integrated Marketing Communications	Chapters 16, 17 & 18	Assigned: Project 2
July 25	Advertising Public Relations Personal Selling	Chapters 19 & 20	Due: Project 2
July 30	Social & Mobile Marketing Marketing Ethics	Chapters 3 & 4	
August 1	Final Exam		