



School of Business | Camden

Introduction to Marketing Essentials

52:630:101:01: 19664, Fall 2017

Class Meetings: Tuesdays and Thursdays – 9:35 – 10:55 a.m.

Location: BSB132

Professor: Professor Richmond
E-mail: krichmon@camden.rutgers.edu
Office Hours: A meeting can be arranged at any mutually convenient time.

Course Overview

Marketing takes place all around us. This is an interactive course designed to give students practical knowledge about Marketing concepts and how to apply them. Students will learn the following key concepts:

- Define Marketing and discuss what it entails
- Understand how to apply design thinking concepts in Marketing
- Describe the factors involved in consumer decision making
- Segment markets and develop the profile of a target market
- Understand how to use market research to develop a persona of a target market
- Explore product development, pricing and distribution strategies
- Explain the role and importance of all of the elements of the Promotion Mix – Advertising, Public Relations, Sales Promotion, Direct Marketing and Personal Selling
- Apply all of these concepts in a hands-on application project

Required Materials

- Access to a computer with Word, PowerPoint and Excel and working knowledge of these software platforms
- Access to Sakai
- Access to Rutgers University library (online)
- A binder for the textbook
- Basic school supplies – for class, all students need pen/pencil and paper/notebook – no electronic devices are allowed; for prototyping of the product – paper, construction paper, glue, etc.

Required Textbook:

Marketing, 2nd edition (loose leaf)

Shane Hunt, John Mello, George Deitz

McGraw-Hill ISBN10: 1259598993 | ISBN13: 9781259598999

Nature of the Course

Course activities include interactive lectures and discussions, in-class activities, individual Marketing Journals, a team project, and three exams. It is the student's responsibility to do the assigned reading before class. Each student is expected to come to class ready, willing and able to discuss the materials assigned for each day and participate in class activities. Student participation in class discussions is essential and attendance at all class meetings is required.

Grading

Final grades will be determined based on the following components. Each is described in more detail below.

Exam #1	20%
Exam #2	20%
Exam #3	20%
Marketing Journals	5%
Rock Star Marketing Challenge Team Project	23%
Rock Star Marketing Challenge Team Assignments	7%
Class Participation	<u>5%</u>
Total	100%

Grading Scale

Grades will be assigned based on the following scale:

To achieve this grade:	You must earn a minimum of this:
A	90
B+	85
B	80
C+	75
C	70
D	60
F	any grade less than 60

All grades are final. Remember, the time to discuss any problems you are having with the course and/or the grades you've received is during the semester, not at the end of the semester.

Exams

Three exams, consisting of a combination of multiple-choice, short answer and essay will be administered as noted in the course schedule. **There will be no make-ups for exams and exams must be taken in the classroom. If an exam is missed, the student will receive a zero as the grade for the exam.**

It is expected that students will arrive on time for each exam. **Any student that is late for an exam will be docked 5 points on his/her exam grade.**

Marketing Journals

Marketing Journals are individual reflective assignments designed to provide a method to record observations and insights about marketing and how it applies in the real world. There are four Marketing Journals that must be submitted throughout the semester on specific due dates using the topics below. Each Marketing Journal entry should be approximately 500 words.

Marketing Journal Entry	Topic
#1	How is Marketing different than you thought?
#2	How do you think market research impacts the development of new products?
#3	What do you think the retail store of the future will look like?
#4	Questions will be posted in Sakai on the day of the final presentation; Marketing Journal is due one day after presentations.

All Marketing Journals must be typewritten and submitted on time in hard copy AND in Sakai using proper grammar and correct spelling. The hard copy is due at the start of class. The copy in Sakai must be submitted no later than 9:35 a.m. on the due date. Deductions will be made for errors and late submissions. **There will be a 3-point deduction if the hard copy or Sakai copy are submitted late. Late assignments (neither copy submitted on time) are not accepted.**

Rock Star Marketing Challenge Team Project

- Project Overview.** Students will work in teams throughout the semester to apply the concepts covered and use the Marketing Mix to develop a new product and a promotional plan to launch it. Teams will present their plans in a presentation to a panel of Faculty Executive Judges during the final exam period. Each team will have 12 minutes to present and an additional 3 minutes for questions from the Faculty Judges. The Rock Star Marketing Challenge Team that earns the highest score from the Faculty Judges will receive a 5-point bonus on its grade for the project. The winning team will be inducted into the Rutgers University Marketing Hall of Fame.
- Team Assignments.** The Rock Star Marketing Challenge project includes seven elements as noted on the Course Schedule on the following pages. The Team elements are designed to provide feedback to the teams throughout the semester so they can work toward the highest grade possible on their final Rock Star Marketing Challenge presentations. All Team assignments must be typewritten and submitted in hard copy at the beginning of class on the due date (one hard copy per team). Each member of the team must submit a copy of the team's assignment in Sakai by 9:35 a.m. on the due date. This signifies that each student has participated in the team assignment.
- Peer Evaluation.** Each team member will complete an evaluation of himself/herself and each of his/her team members. The evaluation form is due in Sakai (in the Assignments folder) no later than **Wednesday, December 12 at 9:35 a.m.** **Any team member that does not submit a peer evaluation will be docked 5 points on his/her Team Project grade.** Peer evaluation forms will not be accepted after the due date; peer evaluation forms will not be accepted in hard copy.

Class Participation

The class includes in-class discussions and role-plays. As an important component of your educational experience, the quality of your involvement in these in-class activities will contribute to your class participation grade. Students are responsible for all material and

discussion covered in class. Class participation grades will be given based on the following scale:

- 0 Not present or detracted from discussion
- 1 Present, did not contribute
- 2 Present and contributed
- 3 Made valuable contributions (which reflect reading of the text and preparation prior to class)

Course Policies

Professional conduct is expected from all course participants. Punctuality, preparedness, and high-quality participation, papers, and presentations are expected. You are responsible for all announcements made in class including schedule changes. In addition, the following standards are in place:

Sakai and Rutgers Email: Your Rutgers email account is the official form of communication for this class. You should check this account regularly for any class announcements (e.g. changes in assignments, cancellations, etc.).

All required assignments must be handed in during class in hard copy and posted in Sakai to the appropriate place in the Assignments folder by 9:35 a.m. on the due date. Do not submit assignments to the Digital Drop box or via email. Any assignment not posted on time will incur a point deduction as described above. **No late assignments are accepted.**

Technology is not an excuse for a late assignment unless the Sakai system has a documented outage. It is your responsibility to contact the Help Desk and get the situation resolved by the due date if you are experiencing any technical problems.

All assignments must be submitted in standard file format of Word, Excel, PowerPoint or PDF. If a file format is submitted that cannot be opened, the assignment will be graded as zero.

Grades: All grades will be posted to Sakai within 7 working days of submission. Grades for each assignment, test and participation will be posted and will be reflected in the cumulative grade. **The cumulative grade shown in Sakai reflects the current grade earned for all tests, assignments, and participation to date.**

Electronic Devices: All electronic devices must be turned off before class begins. This includes mobile phones, iPods, iPads, laptops, smart phones, etc. **Students using any electronic device during class will be given a zero for class participation for that class.** When anyone leaves class, it is assumed that the reason is to use an electronic device. **Therefore, anyone that leaves class for any reason will receive a zero for the class.**

Class Disturbances: Students talking with each other during class can disturb others who wish to listen to the lecture or participate in class discussions. Students that are disrupting the class and talking during class (about subjects unrelated to the class of course) will be asked to leave.

Punctuality: Coming into class late is a disruption to the rest of the class and is unprofessional. Any student who is consistently late for class will be docked on his/her class participation grade.

Academic Integrity:

“Academic integrity requires that all academic work be wholly the product of an identified individual or individuals. Joint efforts are only legitimate when the assistance of others is explicitly acknowledged...The principles of academic integrity entail simple standards of honesty and truth. Each member of the university has a responsibility to uphold the standards of the community and to take action when others violate them...Students are responsible for knowing what the standards are and for adhering to them. Students should also bring any violations of which they are aware to the attention of their instructors.”ⁱ Students are expected to be familiar with and abide by the University policies found at http://deanofstudents.camden.rutgers.edu/academic_integrity.

Plagiarism: This includes copying work from another student and using words or ideas from another author without acknowledging the source. While it is acceptable and even encouraged to discuss your work with other students, professionals, or friends, your writing must be your own. If you use words or ideas, published or unpublished, of another author, you must clearly acknowledge that source. This includes both direct quotes and paraphrasing ideas not commonly held by typical students. For example, you do not need to use a citation when talking about the types of programs available on network television but you would need to use a citation if you give exact numbers of network television viewers that you found in an Internet or magazine article.

Cheating on Exams: Cheating in any form is totally unacceptable. Students found to be giving or receiving help on exams will automatically receive a grade of “F” for the course and the offense may result in the student being expelled from the University.

Students with Disabilities:

Students who are seeking an accommodation because of a disability are directed to the website <http://learn.camden.rutgers.edu/disability/disabilities.html> or they can contact the Office of Disability Services at 856-225-6442, Armitage Hall Room 240. The email address is disabilityservices@camden.rutgers.edu. All contact will be considered confidential.

Course Schedule

Dates	Reading/Topic	Homework	Tests
9/5, 9/7	Syllabus and course expectations Chapter 1 – Why Marketing Matters to You The Rock Star Marketing Challenge	INDIVIDUAL: Complete pre-class questionnaire by September 7, read syllabus	
9/12, 9/14	Chapter 3 – The Global Environment Chapter 15 – Branding + Test #1 prep	INDIVIDUAL: Marketing Journal Entry #1 due 9/14 TEAM: Team choices due – 9/14 (no written assignment required)	
9/19, 9/21	Chapter 4 – Consumer Behavior Test #1	TEAM: Team names due 9/19 (no written assignment required)	Test #1 – 9/21
9/26, 9/28	Review Test #1 Chapter 5 - Marketing Research Chapter 7 – Segmenting, Targeting and Positioning		
10/3, 10/5	Personas and Customer Journey Mapping	INDIVIDUAL: Marketing Journal Entry #2 due 10/5	
10/10, 10/12	Chapter 6 – Product Development Introduction to Design Thinking + Test #2 prep		
10/17, 10/19	Chapter 11 – Retailing Test #2	TEAM: Teams choose product, product name, problem it will address and target market due 10/17	Test #2 – 10/19
10/24, 10/26	Review Test #2 Chapter 10 – Pricing Chapter 8 – Promotional Strategies – Advertising	INDIVIDUAL: Marketing Journal Entry #3 due 10/26	
10/31, 11/2	Chapter 8 – Promotional Strategies – Sales Promotion and Public Relations	TEAM: Persona due 11/2	
11/7, 11/9	Chapter 13 – Digital and Social Media Marketing Digital Marketing	TEAM: Market Research due 11/9	
11/14, 11/16	Chapter 12 – Personal Selling Brand You – Elevator Pitch and Portfolio Plan + Test #3 prep		
11/21	Brand You – Elevator Pitch and Portfolio Plan	INDIVIDUAL EXTRA CREDIT: Elevator Pitch and Portfolio Plan Assignment due 11/21	
11/28, 11/30	Test #3 Review Test #3 + Presentation Prep		Test #3 – 11/28
12/5, 12/7	Presentation Skills Rehearsals (4 teams) – 12/7		
12/12	Rehearsals (3 teams) – 12/5	INDIVIDUAL: Peer Evaluations due 12/12	
12/21 @ 8:00 – 11:00 a.m.	Final presentations to Faculty Executive Judges	TEAM: Presentation + all team members must submit presentation in Sakai INDIVIDUAL: Marketing Journal Entry #4 due one day after final presentation	

ⁱ Academic Integrity Policy is found at: <http://academicintegrity.rutgers.edu/academic-integrity-at-rutgers/>