

Principles of Marketing

52:630:201

M/W 9:35 am – 10:55 am	Professor: Dr. Yuliya Strizhakova
Office Hours: M/W 11:00 -12:00	Phone: (856) 225-6920
Email: ystrizha@camden.rutgers.edu	Room: 252 Science & Business

Required Course Material

1. **Textbook:** Armstrong, G. and Kotler, P. (2015). *Marketing: An Introduction. Student Value Edition. 12th Edition.* Upper Saddle River, NJ: Pearson Prentice Hall.

2. **MarketShare Simulation** by Interpretive Software (www.interpretive.com). The day after our first class, MarketShare will send an ID and password to your Rutgers email address. With that information, you should register and pay for participation (\$29.95/ each student) at www.interpretive.com. After purchase, go to MarketShare's website to access the simulation and all materials including the Case Simulation, Student Manual PDFs, and other documents that explain the situation the firm is facing and simulation procedures. You can either print these materials or read them online.

3. **Access to Sakai** (<http://sakai.rutgers.edu>) with your Rutgers NetID and password.

- The syllabus, assignments, lecture notes and other course-relevant information will be posted on Sakai.
- Announcements or course changes will be posted on Sakai.
- Threaded discussion on exam preparations and other issues will be posted on Sakai.

Suggested Readings

Wood, M. (2014). *The Marketing Plan Handbook.* 5th ed. Upper Saddle River, NJ: Pearson.

The Wall Street Journal, Business Week, Fortune, Harvard Business Review

Course Overview

"Marketing is not the art of finding clever ways to dispose of what you make. Marketing is the art of creating genuine customer value and ... helping your customers become better off." (Phillip Kotler)

This course is designed to provide with you an introduction to the marketing system. You will be exposed to the major concepts of marketing known as the **marketing mix** or **4 P's** (product, place, price, and promotion). The course presumes no prior understanding of marketing, provides a complete overview of the marketing process, and touches on a variety of topics. By the end of the

semester, you will gain a sound understanding of the core concepts in marketing and its role in business and consumers' lives.

Course Objectives

- To gain an understanding of the major terms, concepts, and principles of marketing.
- To develop critical and analytical skills by working on case studies.
- To encourage active participation in analyses of marketing principles through classroom presentations, exercises, and discussions.
- To learn research, teamwork, public speaking, and practical marketing skills by working on a simulation.

Major Assignments

MarketShare Simulation (35%) – Working in teams of **3-4 students**, you will be in charge of Allround, an over-the-counter cold medicine. Your team will be responsible for managing the brand and its product line for **six** (simulated) years. You will be assigned into teams by the simulation and one person will be designated as the “leader”. The leader will subsequently need to submit all simulation-related assignments; however, all decisions and assignments should be performed jointly by the team.

- Prior to beginning the simulation, you will read and analyze the background material about your company, product, category, competition, etc. Also:
 - Each team will develop a SWOT analysis that is due no later than **March 7** (upload the assignment to Sakai in the Assignment folder). An acceptable SWOT will earn two extra credit points that will be added to your class participation grade.
- During the simulation, your team will make marketing decisions for your brand(s).
- After completing the simulation, your team will prepare a report and make a presentation to management (class) regarding the six-year performance of your brands and recommendations for the future.

Your final simulation grade will be based on: (a) team performance in the simulation (20% of the final grade) and (b) post-simulation team report and presentation (15% of the final grade). In addition, you will evaluate your contributions to the team as well as the contributions of your teammates. Peer evaluations and instructor assessment of contributions will be factored into grades for the simulation.

Midterm Exam (25%) - This will be your first chance to show your comprehension of the course material. Midterm will include multiple choice, true/false questions, fill-in blanks, and questions based on a brief case study. The content of the exam will be based on the covered chapters and additional material presented in class.

Final Exam (25%) – The structure of the final exam will be identical to that of the midterm. The final exam will be based on the chapters and material covered after the Midterm.

Simulation Assignments (5%) – there will be **5 assignments** based on your simulation case and data. These assignments should be completed in teams, one submission per team on Sakai under Assignments. One of this Assignments is your SWOT analysis.

Class Participation and Exercises (10%) - Your attendance of classes does not directly translate into class participation. You will have to come prepared to each class with your readings and participate in classroom discussions. There will be some in-class exercises that will be counted toward this portion of your final grade.

Midterm and Final Exam Review Preparation (4 points extra credit maximum) – You will have a chance to earn extra credit by preparing a summary review posting on the Forums for the class. You can only do one posting for the Midterm and one for the Final exam (**2 points maximum** for each posting). Each posting should be between 100 and 250 words and provide key conceptual definitions and examples for the studied concepts.

Grading

Assignment	Percentage	Maximum Points	Your Points
Mid-Term	25 %	125 pts	
Final	25 %	125 pts	
Simulation Assignments	5%	25 pts	
Class Participation and Exercises	10 %	50 pts	
Marketing Profile: <i>Simulation</i> <i>performance</i> <i>Final report and presentation</i>	35 % 20 % 15 %	175 pts: 100 pts 75 pts	
Total	100%	500 pts	

General Expectations and Study Suggestions:

The keys to having a successful experience in this class include:

- 1. Read each chapter of the text prior to the class in which it will be discussed.**
- 2. Print the PowerPoint slides for each lecture posted before class.** The slides are “noteshells” to help guide you through key issues. As such, they do not contain all the information that will be presented in class. Thus, attendance is critical, as the slides will not substitute for attending and taking complete notes.

3. **Attend class.** The class discussions and activities are intended to give you a chance to apply the information discussed in the text.

4. **Ask questions and participate in class discussions and activities.**

5. **Apply the marketing principles we discuss in class in your everyday life.**

Read articles in the business press (*Wall Street Journal*, *Financial Times*, *Business Week*, etc) and think about the marketing implications for you, other consumers, the firm, the industry, the economy, and society.

I expect you to conduct yourself with the professionalism that is standard among students in the business school. This includes arriving to class on time, refraining from conducting personal conversations during class, IM-ing, text messaging, and generally being respectful to your classmates and your instructor. Coming to class and not participating does not indicate your "class participation". You will be required to relate to the studied chapters with your textbook **closed**. You are encouraged to bring in additional examples that may be relevant to the course. You are expected to follow specific guidelines for all of the assignments.

If there is any conflict among team members when working on your simulation, group members will need to notify me in advance. All members are expected to contribute equally to the group effort and participate in the presentation.

Late Assignments

I will **not** accept **any late written assignments** or **conduct any make-up exams**. In case of a valid excuse for an absence with a supporting documentation (NB: I should be informed of a possible absence ASAP and ultimately it is my decision to consider an excuse valid or not!), make up exams/ assignments will be scheduled through the Office of Student Experience at the earliest possible times.

SNOW DAY POLICIES

In case the face-to-face class is cancelled due to snow or other weather conditions, you are responsible for checking your email for updates. In most cases, I will post a lecture on Sakai and provide you with an assignment to be completed during the closure time. It is your responsibility to do the readings, listen to the lecture and complete any assignments in a timely manner.

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.” Students are expected to know, understand and adhere to the policies on academic integrity outlined above. Procedures for violation of these policies outlined in the University Code of Academic Conduct will be followed.

Academic Integrity Policy is found at:

<http://academicintegrity.rutgers.edu/academic-integrity-at-rutgers>

Day	In-Class	Home Assignment (for the day)
W, 1/17	Introduction to the course Basic requirements; expectations Introduction to Marketing	Chapter 1
M, 1/22	Introduction to Marketing	Chapter 1
W, 1/24	Company and Marketing Strategy Purchase and register for MarketShare simulation	Chapters 2, 6
M, 1/29	Company and Marketing Strategy Read MarketShare case and student manual	Chapters 2, 6
W, 1/31	Marketing Environment Marketing Plan <i>MarketShare Simulation explained</i>	Chapter 3 Appendix 2
M, 2/5	Marketing Ethics and Social Responsibility Case quiz is due on the simulation site	Chapter 16
W, 2/7	Marketing Ethics and Social Responsibility Start practice runs on simulation (you are allowed 3 runs)	Chapter 16
M, 2/12	Marketing Research	Chapter 4
W, 2/14	Target Markets: B-2-C and B-2-B Assignment 1 is due: Report Analysis	Chapters 5
M, 2/19	Target Markets: B-2-C and B-2-B	Chapters 5
W, 2/21	Catch up, exam review	
M, 2/26	MIDTERM EXAM (Chapters 1-6, 16)	
W, 2/28	Product : Branding and Product Development Assignment 2 is due: Interviews	Chapters 7, 8
M, 3/5	Product : Branding and Product Development	Chapters 7, 8
W, 3/7	Price: Value Assessment and Pricing Strategies Assignment 3 is due: MarketShare Simulation SWOT	Chapters 9
M, 3/12 and W, 3/14	SPRING BREAK - NO CLASSES	
M, 3/19	Price: Value Assessment and Pricing Strategies	Chapters 9 Appendix 3
W, 3/21	Place: Marketing Channels Assignment 4 is due: Break even calculations	Chapters 10, 11
M, 3/26	Place: Marketing Channels	Chapters 10, 11
W, 3/28	Promotion: IMC Strategy, Advertising and PR	Chapter 12

M, 4/2	Start your Simulation Promotion: IMC Strategy, Advertising and PR	Chapter 12
W, 4/4	Promotion: Direct, Online, Social and Mobile Marketing	Chapter 14
M, 4/9	Promotion: Personal Selling and Sales Promotions	Chapter 13
W, 4/11	Assignment 5 is due: Advertisement Promotion: Personal Selling and Sales Promotions	Chapter 13
M, 4/16	TEAM WORK ON SIMULATION	
W, 4/18	TEAM WORK ON SIMULATION	
M, 4/23	FINAL REPORTS AND PRESENTATIONS	
W, 4/25	FINAL REPORTS AND PRESENTATIONS	
M, 4/30	Review for the final exam	
TBD	FINAL EXAM (chapters 7 - 14)	