

RUTGERS UNIVERSITY
RUTGERS SCHOOL OF BUSINESS - CAMDEN
PRINCIPLES OF MARKETING
52:630:201 Fall 2017
ON-LINE ONLY CLASS

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Most emails answered in 24-36 hours. If an email is not answered in 36 hours,
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Course Objective/Overview

This course examines marketing from a consumer's and a manager's perspective. The course is organized around the marketing process to clearly delineate the relationship among marketing decision variables. The overall objective of the course is to help the student understand the marketing process as it relates to strategic and tactical decisions made by business managers, and to develop and improve analytic and decision making skills.

This introduction to marketing will consist of both learning key concepts and applying these concepts through various exercises (threaded discussions, video cases, *Marketplace* game, etc.) to ensure a true working knowledge of them and an appreciation of the challenges faced by managers in competitive business environments.

Topics will include market segmentation, product positioning, analysis of the marketing environment, and how to design effective marketing strategies that address the key issues of product, price, place, promotion and positioning.

- Each chapter module will contain: PowerPoint slides, video case(s) and discussion threads.

- **Required Materials**

Marketing: The Core 6th Edition, by Kerin, Hartley, & Rudelius, New York: McGraw Hill Irwin. Publication date: 2015. ISBN 978-0077729035. **Purchasing the text is essential to be successful in this class.**

Subscription to the Intro to Marketing *Marketplace* Simulation Game.
Game ID: **01381-00030-46683** <http://gm.marketplace-live.com>

Prerequisites/software needed for this class

This course assumes that you have a basic knowledge of computers and a basic understanding of web navigation skills. Most of this class will take place on the Canvas site as well as the *Marketplace* web site.

Prerequisites/software needed for this class - Canvas

Please visit <https://onlinelearning.rutgers.edu/canvas> (Links to an external site.)Links to an external site. for an overview on how to use the Canvas platform. If you have any issues with the Canvas site, email help@canvas.rutgers.edu.

Prerequisites/software needed for this class - Proctortrack

In order to remain compliant with the federal requirement of student authentication in online courses, you will take your quizzes/exams in this course using Proctortrack software, a remote proctoring service. You will need a web camera and a desktop or laptop computer. Mobile devices cannot be used.

Detailed instructions on how to use Proctortrack are provided in the Student User Manual located in the Course Home section of the class on canvas. You will be asked in Module 3 to set up your account profile by taking an ungraded "onboarding" quiz. This quiz is intended to identify any potential software problems. Questions and requests for tech support should be addressed by calling(888) 326-5219 x3 or by going to www.proctortrack.com (Links to an external site.)Links to an external site.

Online Learning – Keys to Success

In addition to the basics like buying the book and logging in, the online learning process requires **commitment** on the student's part. Staying up with the class and completing all work on time is vital. Once a student gets behind, it is almost impossible to catch up. These 10 tips for successful online learning were taken from the University of Illinois web site. (<http://www.ion.uillinois.edu/resources/tutorials/pedagogy/StudentProfile.asp> (Links to an external site.)Links to an external site.)

1. **Be open minded about sharing life, work, and educational experiences as part of the learning process.**Introverts as well as extroverts find that the online process requires them to utilize their experiences. This forum for communication eliminates the visual barriers that hinder some individuals in expressing themselves. In addition, the student is given time to reflect on the information before responding. The online environment should be open and friendly.
2. **Be able to communicate through writing.** In the Virtual Classroom, nearly all communication is written, so it is critical that students feel comfortable in expressing themselves in writing.
3. **Be Self-motivated and self-disciplined.** With the freedom and flexibility of the online environment comes responsibility. The online process takes a real commitment and discipline to keep up with the flow of the process.
4. **Be willing to "speak up" if problems arise.** Many of the non-verbal communication mechanisms that instructors use in determining whether students are having problems (confusion, frustration, boredom, absence, etc.) are not possible in the online paradigm. If a student is experiencing difficulty on any level (either with the technology or with the course content), he or she must communicate this immediately. Otherwise the instructor will never know what is wrong.
5. **Be willing and able to commit to 4 to 15 hours per week per course.** Online is not easier than the traditional educational process. In fact, many students will say it requires much more time and commitment.
6. **Be able to meet the minimum requirements for the program.** The requirements for online are no less than that of any other quality educational program. The successful student will view online as a convenient way to receive their education – not an easier way.
7. **Accept critical thinking and decision making as part of the learning process.** The learning process requires the student to make decisions based on facts as well as experience. Assimilating information and executing the right decisions requires critical thought.
8. **Have practically unlimited access to a computer and Internet Service.** The course content and interaction are engaged by computer through the Internet. The student must have access to the necessary equipment.
9. **Be able to think ideas through before responding.** Meaningful and quality input into the virtual classroom is an essential part of the learning process. Time is given in the process to allow for the careful

consideration of responses. The testing and challenging of ideas is encouraged; you will not always be right, just be prepared to accept a challenge.

10. **Feel that high quality learning can take place without going to a traditional classroom.** If the student feels that a traditional classroom is a prerequisite to learning, they may be more comfortable in the traditional classroom. Online is not for everybody. A student that wants to be on a traditional campus attending a traditional classroom is probably not going to be happy online. While the level of social interaction can be very high in the virtual classroom given that many barriers come down in the online format, it is not the same as living in a dorm on a campus.

Online Learning – Top 5 Ways not to Succeed in this Course

1. **Not buying the book or not reading the material until the day before the exam.** The book needs to be read in order for you to learn the material.
2. **Don't log in frequently.** You need to log in frequently to participate in the class.
3. **Wait until the last day to participate in the online discussion.** The discussion guidelines require that you make comments at multiple times during each week.
4. **Not being a full participant in your Marketplace** If you are not an active participant, your team will be able to fire you for lack of participation.
5. **Forget about deadlines.** If you miss an exam or a *Marketplace* decision, your grade will adversely impacted.

Reading all assigned material, doing all other assigned homework on-time, consulting with the professor immediately when you need help, actively working with your *Marketplace* team and class participation are strongly recommended actions for the student to excel in this course.

Netiquette

Interactions in a virtual community can feel different from face to face communications. The following guidelines should be followed in the threaded discussions and your email communications in order to facilitate a positive and productive learning experience and build a respectful community of learners.

1. In all of your interactions, remember there is a person behind the written post.
2. Pause and reflect on a post that is uncomfortable before responding. Consider the root of your emotional reaction.
3. Remember, we are discussing ideas and disagreements that are not personal in nature. Take care in crafting your response to demonstrate your disagreement with the idea, not the person.
4. Do not participate in "flaming." Flaming refers to inflammatory comments that are hostile and insulting and do not contribute to the learning process. Choose not to respond to "flames" to support a better learning experience for everyone.
5. Be careful with humor and sarcasm. Because the visual cues are absent, many people cannot tell if your comments are meant seriously or facetiously.
6. Contribute to a meaningful discussion by presenting your "best self" in the course environment
7. Take the time to explain your ideas respectfully and completely. However, also keep brevity in mind. You want to make your point clearly, but also make it concisely.
8. If a peer misinterprets your meaning, acknowledge this without being rude or defensive. It can be challenging to communicate some ideas in writing. This is your opportunity to practice clarifying your ideas to others.
9. Do not post in all caps. This is the equivalent of SHOUTING at someone and is not acceptable.

Syllabus updates and other course communication

All changes, announcements and handouts will be posted on canvas and emailed to the class.

Assignments

The course will include four assignment categories: Syllabus Quiz; Participation; Exams, and a group Marketplace Live Simulation Activity. See the Course Schedule (under Course Home) for the exact due dates of each assignment, and note that all assignments are to be submitted no later than 11:30 p.m. E.T. on the date due.

Syllabus Quiz (1%)

A multiple-choice Syllabus Quiz will be given during the first week of class to ensure that all students understand the course requirements and expectations.

Participation (14%)

Success in business depends on being able to communicate effectively and persuade others to see your point of view. In addition, learning is enhanced when students work together and do not rely completely on the instructor for answers and direction. Everyone has something to add and it is hoped that all students will try to help each other.

Discussion

Each module will contain at least one instructor-initiated topic of discussion for each chapter of text covered in the module. All students will be required to respond to all topics in all chapter-related Discussions. In most cases, a module requires a minimum of four (4) Discussion posts, two initial posts and two replies to classmates.

Topics become available the morning of Day 1 (Monday) of each module, and initial posts must be made by Day 4 (Thursday); replies must be made by Day 7 (Sunday). Discussion participation will be graded out of 100 points for each question per module according to the Discussion Grading Rubric (under Course Home), and discussions close at midnight Sunday. Note that initial posts will be given more weight than reply posts in the grading of the discussions.

Students can expect the instructor to access the discussion forum almost daily and post occasionally if, for instance, it appears that the students are proceeding in the wrong direction. Otherwise, these topics are for the students to help and engage each other by sharing ideas, examples, resources, and experiences, as well as to have a little fun.

Experience Exchange

A separate discussion forum, called Experience Exchange, is optional and non-graded. Topics in this forum are designed to stimulate discussion about personal development, contribute to growth a future business leader, as well as help students establish a professional network. So, participation is encouraged!

Marketplace Live Simulation Activity (10%)

The class will be divided into groups to compete in a Marketplace Live Simulation Activity throughout the term. Through participation in the competition, team members will gain tremendous business experience by making real business decisions.

Each team will be immersed in the management of business, as it starts up and runs its own division of a firm. Teams must manage brand designs, pricing, advertising, distribution, and profitability, within an accelerated product life cycle. The winning team must deliver both customer value and lots of profit.

As in the real world, not all companies win and not every team will receive an "A." The first place team will receive an "A" (90), the second place team a "B+", (85), etc. This game is designed for students to play it to

win by applying the concepts learned in class. As long as a team fulfills all requirements, each team member will receive at least a “C” (70) on the project.

A presentation and paper will also be required as part of the Marketplace Live Simulation Activity. Although these components will not receive a separate grade, they will be evaluated generally according to criteria in the Video Case Studies grading rubric. Solid performance on the presentation and paper has the capacity to raise a team's grade on the outcome of the competition, while sloppy performance has the capacity to lower it. The complete Marketplace Live Simulation Activity will be graded on a scale of 100 points, and members of each team will all receive the same grade for their work.

More information on can be found under Marketplace Live Simulation Activity under Course Home.

Exams (75%)

Three exams will be given during the course, each with 45–50 questions designed to test understanding of the facts and concepts of the course and how they can be applied to business situations. The first two exams, in Modules 5 and 10, respectively, will be timed at 65 minutes and will contain a combination of multiple-choice and short-answer questions. The final exam, in Module 15, will be timed at 50 minutes and will be multiple-choice only. Exams will contain at least one (1) question addressing each learning objective in each chapter. Each exam will cover 6 chapters of the textbook.

When the time expires on each exam, answers will be saved and the exam will be submitted automatically for grading. Each exam will be graded out of 100 points.

Exam Make-up Policy

If, for a university approved reason, a student is unable to take an exam during the scheduled week, the student must give the instructor written notice at least two weeks in advance so that other arrangements can be made. If the situation does not allow for advance notification (for example, emergency hospitalization), the instructor should be contacted as soon as possible after the missed exam. Make-up exams for non-university approved reasons are not guaranteed. The instructor reserves the right to request written documentation (e.g., a doctor's note, an obituary, or military orders) to support any student's petition to make up an exam.

Academic Integrity

As an academic community dedicated to the creation, dissemination, and application of knowledge, Rutgers University is committed to fostering an intellectual and ethical environment based on the principles of academic integrity. Academic integrity is essential to the success of the University's educational and research missions, and violations of academic integrity constitute serious offenses against the entire academic community. This academic integrity policy is designed to guide students as they prepare assignments, take examinations, and perform the work necessary to complete their degree requirements.

The principles of academic integrity require that a student:

- properly acknowledge and cite all use of the ideas, results, or words of others.
- properly acknowledge all contributors to a given piece of work.
- make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of unsanctioned materials or unsanctioned collaboration.
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions.
- treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress.

- uphold the canons of the ethical or professional code of the profession for which he or she is preparing. Adherence to these principles is necessary in order to ensure that:
- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments.
- all student work is fairly evaluated and no student has an inappropriate advantage over others.
- the academic and ethical development of all students is fostered.
- the reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld. Any violation of academic integrity is a serious offense and is therefore subject to an appropriate penalty.

You are responsible for reading the full Rutgers University Academic Policy at: <http://academicintegrity.rutgers.edu/policy-on-academic-integrity> (Links to an external site.)[Links to an external site.](#)

As needed, we will use the Turnitin system to check written work for plagiarism against a vast database of previously submitted work, the entire Internet, and the full text library databases.

Grading

Your final grade will be calculated using the following weights and components:

Exam #1	25%
Exam #2	25%
Final Exam	25%
Marketplace Game	10%
Discussions	14%
Syllabus Quiz	1%
Total	100%

90-100%	A
85-89%	B+
80-84%	B
75-79%	C+
70-74%	C
65-69%	D
Less than 65%	F

Accommodations for 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> (Links to an external site.)[Links to an external site.](#) or they can contact the Camden campus Disability Coordinator, Mr. Tim Pure at 856-225-6442, Armitage Hall Room 362. The email address is disabilityservices@camden.rutgers.edu. All contact will be considered confidential.

Course Summary:

Date	Details	
Sun Sep 10, 2017	Syllabus Quiz	due by 11:30pm

Date	Details	
	Module 1, Discussion Question 1 - Pitching the "Wrong" Products	due by 11:59pm
	Module 1, Discussion Question 2 - The Five "Ps" of Marketing	due by 11:59pm
Sun Sep 17, 2017	Module 2, Discussion Question 1 - BCG's Business Portfolio Analysis	due by 11:30pm
	Module 2, Discussion Question 2 - Current Trends and Formative Forces	due by 11:30pm
Sun Sep 24, 2017	Module 3, Discussion Question 2 - The Buying Center	due by 11:30pm
	Module 3, Discussion Question 1 - The Purchase-Decision Process	due by 11:30pm
Sun Oct 1, 2017	Module 4, Discussion Question 1 - The Impact of Marketing Trends	due by 11:30pm
	Module 4, Discussion Question 2 - Strategizing Entry into the International Market	due by 11:30pm
Sun Oct 8, 2017	Exam 1	due by 11:30pm
Sun Oct 15, 2017	Module 6, Discussion Question 1 - The Pizza Challenge	due by 11:30pm
	Module 6, Discussion Question 2- Working with the Market-Product Grid	due by 11:30pm
Sun Oct 22, 2017	Module 7, Discussion Question 1 - Degrees of Newness	due by 11:30pm
	Module 7, Discussion Question 2 - Playing the Product Life-Cycle	due by 11:30pm
Sun Oct 29, 2017	Module 8, Discussion Question 1 - The Ultimate Objective of Pricing	due by 11:30pm
	Module 8, Discussion Question 2 - Weighing Approaches to Pricing	due by 11:30pm
Sun Nov 5, 2017	Module 9, Discussion Question 1 - Apple Retail Stores	due by 11:30pm
	Module 9, Discussion Question 2 - Leveraging Supply-Chain and Logistics Management	due by 11:30pm
Sun Nov 12, 2017	Module 10: Exam 2	due by 11:30pm
Sun Nov 19, 2017	Module 11, Discussion Question 1 - Franchise Matters	due by 11:30pm
	Module 11, Discussion Question 2 - Shops, Restaurants, and Cinemas: A Growing Glut?	due by 11:30pm

Date	Details	
Wed Nov 22, 2017	Module 12, Discussion Question 1 - Media Alternatives	due by 11:30pm
	Module 12, Discussion Question 2 - Selecting Promotions and Spreading the Word	due by 11:30pm
Sun Dec 3, 2017	Module 13, Discussion Question 1 - Ever-Changing Social Media	due by 11:30pm
	Module 13, Discussion Question 2 - Social Media and Small Business	due by 11:30pm
Sun Dec 10, 2017	Module 14, Discussion Question 1 - Personal Selling and the Job Search	due by 11:30pm
	Module 14, Discussion Question 2 - Assessing the Utility of Internet Retail	due by 11:30pm
Wed Dec 13, 2017	Module 14 Marketplace Memo and Presentation to the Board of Directors	due by 11:59pm
Mon Dec 18, 2017	A: Final Exam	due by 11:30pm