



Course: 52:630:201:03: 16952  
Principles of Marketing  
Spring 2023

Professor Chuck McLeester  
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Armitage 113 Tu/Th 11:10 am 12:30pm  
Office hours by appointment

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## Course Description

This course explores the many different aspects to the world of marketing and explores the key concepts and fundamental issues involved in the marketing discipline. At its core, marketing is about identifying and satisfying consumer needs. To fulfill that mission, the marketing function encompasses market research, product development and management, pricing strategies, distribution channel management and promotional activities. The course will explore each of these topics.

## Learning Goals/Objectives

- Learn the steps of strategic market planning
- Know the role of research in uncovering customer insights and applying them to marketing decisions
- Understand Big Data, data mining, and how marketers use these techniques
- Identify how organizations use marketing metrics to measure and improve performance
- Explore consumer behavior and the purchase decision process
- Comprehend the need for market segmentation and the available approaches to it
- Understand how firms manage products throughout the product life cycle
- Learn about pricing strategies and tactics
- Develop a basic understanding of distribution channels and strategies

## Course Materials

**Textbook – *Marketing: Real People, Real Choices 11<sup>th</sup> Edition*, Solomon, Marshall, Stuart**  
ISBN-13: 978-0-13-681038-4

Additional Resources to be provided by the instructor

## Communication

### Canvas

The syllabus, resources (articles and examples), PowerPoint slides, announcements, guides, etc. will be posted on Canvas. To access this system, go to <http://canvas.rutgers.edu> log in, and click on the course on the dashboard.

### Rutgers email

#### USE YOUR RUTGERS EMAIL ADDRESS

All communications to students will be done using the Rutgers email address provided to you. Please forward your Rutgers email to your personal email if necessary. **Not checking your Rutgers email is not an excuse for missing any communications.**

## Diversity Statement

This class strives to be an inclusive community, learning from the many perspectives that come from having differing backgrounds and beliefs. As a community, we aim to be respectful to all. We reject all forms of prejudice and discrimination, including but not limited to those based on age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, and veteran status. Faculty and students are expected to commit to creating an environment that facilitates inquiry and self-expression, while also demonstrating diligence in understanding how others' viewpoints may be different from their own.

Our goal as a learning community is to create a safe environment that fosters open and honest dialogue. We are all expected to contribute to creating a respectful, welcoming, and inclusive environment. To this end, classroom discussions should always be conducted in a way that shows honor, respect, and dignity to all members of the class. Moreover, disagreements should be pursued without personal attack and aggression, and instead, should be handled with grace and care. This will allow for rigorous intellectual engagement and a deeper learning experience for all.

## Key Spring 2023 Dates

Spring 2023 classes begin	Tuesday, January 17
Last day to drop classes w/o "W"	Thursday, January 26
Last day to add classes	Thursday, January 26
Last day to withdraw from an individual class with a "W"	Monday, April 3
Spring recess	Saturday, March 11 – Sunday, March 19
Regular classes end	Monday, May 1
Reading days	Tuesday, May 2 and Wednesday, May 3
Final exam period	Thursday, May 4 – Wednesday, May 10

## Disability Services/Accommodations

The University is committed to supporting the learning of all students and faculty will provide accommodations as indicated in a Letter of Accommodation issued by the Office of Disability Services (ODS). If you have already registered with ODS and have your letter of accommodations, please share

this with me early in the course. If you have or think you have a disability (learning, sensory, physical, chronic health, mental health or attentional), please contact

<https://success.camden.rutgers.edu/disability-services>.

Accommodations will be provided only for students with a letter of accommodation from ODS. Their services are free and confidential. Letters only provide information about the accommodation, not about the disability or diagnosis.

## Academic Integrity

The Academic Integrity policy can be found at <http://studentconduct.rutgers.edu/student-conduct-processes/academic-integrity/>

***Students are responsible for understanding the principles of academic integrity and abiding by them in all aspects of their work at the University.*** Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

Academic Integrity means that you (the student) must

- 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 your own in a course activity is your own and not from someone else
- obtain all data or results by ethical means and report them accurately
- treat all other students fairly with no encouragement of academic dishonesty

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 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. Violations are taken seriously and will be handled according to University policy.

## Code of Student Conduct

Rutgers University-Camden seeks a community that is free from violence, threats, and intimidation; is respectful of the rights, opportunities, and welfare of students, faculty, staff, and guests of the University; and does not threaten the physical or mental health or safety of members of the University community, including in classroom space.

As a student at the University you are expected adhere to the Code of Student Conduct.

To review the code, go to: <https://deanofstudents.camden.rutgers.edu/student-conduct>

Note that the conduct code specifically addresses disruptive classroom conduct, which means "engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities."

## Expectations of Classroom Civility

(source: the Assoc of College and University Educators)

The following protocols on the codes of behavior reflect professional business norms on manners, courtesy, and respect. **(In general, you should treat others as you would like others to treat yourself. Be mindful that what is acceptable in a text or chatroom with friends may not be appropriate in a classroom or in an online conversation with an instructor.)**

This could also include a statement regarding what your students can expect from you (example: *I will be prepared and on time for class; I will respect you and your opinions*).

- Classroom attendance is a necessary part of this course; therefore, (include specific requirements and any impact on grades).
- You are expected to do your own work. Cheating, plagiarism, and any other form of academic dishonesty will not be tolerated and will result in (include consequences).
- Meaningful and constructive dialogue is encouraged in this class and requires a willingness to listen, tolerance for different points of view, and mutual respect from all participants. All course members will be expected to show respect for individual differences and viewpoints at all times.
- The use of electronic devices can be disruptive to those around you. As a result, the use of such devices should be limited to class-related tasks.

## Assessments

### Written Assignments

One- to two-page written assignments will be distributed throughout the course. They are due the following week and make up the bulk of your grade. These assignments are designed to make you think about the course concepts and apply them to real life business situations reported in the trade and general media. All Assignments must be uploaded to Canvas as Word documents or Google Docs documents, not email or Google docs links.

### Attendance

Attendance counts for 15% of your grade. A sign-in sheet will be passed around in each class. Be sure to sign it. If you don't sign in, you weren't there.

### Class Participation

You are expected to (1) attend class regularly and arrive on time, (2) listen attentively in class, and (3) contribute often to class discussions. Your in-class comments should be thoughtful and should reflect your careful reading of the assigned course material.

### Incompletes and Problems

If you find that you are having trouble completing course work or need further explanation of class topics, please schedule an appointment with me immediately. If you need this class for graduation, you should be sure that your performance is up to standard throughout the course. It is too late to wait

until the last week of classes to ask for help. I'm available to meet throughout the entire semester if you need help. "Incompletes" will only be given through prior consultation, under extreme circumstances. Incomplete grades must be made up prior to the start of the next semester.

## GRADING

Written Assignments	850 points
Attendance	150 points
<b>Total</b>	<b>1000 points</b>

## Grade Ranges

A	90-100 pts
B+	85-89.9 pts
B	80-84.9 pts
C+	75-79.9 pts
C	70-74.9 pts
D	60-69.9 pts
F	under 60 pts

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<b>Week</b>	<b>Date</b>	<b>Instruction</b>	<b>Activities</b>	<b>Readings/Assignments</b>
1	1/17/2023-1/23/2023 Online	Introduction to the Course	View Content Video View Assignment Video	Reading: Solomon Chapter 1 <i>Welcome to the World of Marketing</i> Written Assignment #1 distributed Answer Discussion Question 1
2	1/24/2023-1/30/2023 Online	The World of Marketing	View Content Video View Assignment Video	Reading: Solomon Chapter 2 <i>Global, Ethical and Sustainable Marketing</i> Written Assignment #1 due (50 pts) Written Assignment #2 distributed Answer Discussion Question 2
3	1/30/2023-2/6/2023 Online	Global, Ethical and Sustainable Marketing	View Content Video View Assignment Video	Reading: Solomon Chapter 3 <i>Strategic Market Planning</i> Written Assignment #2 due (50 pts) Written Assignment #3 distributed Answer Discussion Question 3
4	2/7/2023	Strategic Market Planning	Content lecture and discussion	Written Assignment #3 due (50 pts) Written Assignment #4 distributed
	2/9/2023	Strategic Market Planning (cont'd)	Discuss P&G Case p.106	Reading for next week: Solomon Chapter 4 <i>Market Research</i>
5	2/14/2023	Market Research	Class discussion – Options for Cindy Bean of Campbell Soup p.110	Written Assignment #4 due (100 Pts) Written Assignment #5 distributed
	2/16/2023	Market Research (cont'd)	Discuss LEGO case p. 143	Reading for next week: Solomon Chapter 5 <i>Marketing Analytics: Welcome to the Era of Data-Driven Insights</i>
6	2/21/2023	Marketing Analytics: Welcome to the Era of Data-Driven Insights	Discuss your experiences with Big Data Discuss Spotify case	Written Assignment #5 due (100 Pts) Written Assignment #6 distributed
	2/23/2023	Marketing Analytics: Welcome to the Era of Data-Driven Insights (cont'd)	Class discussion – Options for Josh Barbieri of the Philadelphia Phillies p.146-147	Reading for next week: Solomon Chapter 6 <i>Understand Consumer and Business Markets</i>
7	2/27/2023	Consumer and Business Markets	Discuss your own consumer decision making in habitual, limited problem solving and extended problem solving	Written Assignment #6 due (100 pts) Written Assignment #7 distributed

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	3/2/2023	Consumer and Business Markets (cont'd)	Discuss the differences between B2C and B2B marketing	Reading for next week: Solomon Chapter 7 <i>Segmentation, Target Marketing and Positioning</i>
8	3/7/2023	Segmentation, Targeting and Positioning	Class discussion – Options for Jean Sey of Levi Strauss p.242	Written Assignment #7 due (100 pts)
	3/9/2023	Segmentation, Targeting and Positioning (cont'd)	Class discussion	Reading for next class: Solomon Chapter 8 <i>Product I: Innovation and New Product Development</i>
Spring Break				
9	3/21/2023	Innovation and New Product Development	Content lecture	Written Assignment #8 distributed
	3/23/2023	Innovation and New Product Development (cont'd)	Class discussion – Options for Sheryl Adkins-Green of Mary Kay p.262	Reading for next week: Solomon Chapter 9: <i>Product Strategy, Branding and Product Management</i>
10	3/28/2023	Product Strategy, Branding and Product Management	Content lecture	Assignment #8 due (100 pts) Written Assignment #9 distributed
	3/30/2023	Product Strategy, Branding and Product Management (cont'd)	Discuss Helen of Troy Hydro Flask Case p. 337	Reading for next class: Solomon Chapter 10: <i>Price: What is the Value Proposition Worth?</i>
11	4/4/2023	Price: What is the Value Proposition Worth?	Content lecture Class discussion	Assignment #9 due (100 pts) Written Assignment #10 distributed
	4/6/2023	Price: What is the Value Proposition Worth? (cont'd)	Discuss United Airlines case p. 384-385	Reading for next class: Solomon Chapter 11 <i>Deliver the Goods: Determine the Distribution Strategy</i>
12	4/11/2023	Deliver the Goods: Determine the Distribution Strategy	Discuss Rent the Runway case p. 432	Written Assignment #10 due (100 pts)
	4/13/2023	Customer Experience	Content lecture Class discussion	Reading for next week: Solomon Chapter 12 <i>Deliver the Customer Experience: Goods and Services via Bricks and Clicks</i>
13	4/18/2023	Customer Experience (cont'd)	Class discussion – Options for Stan Clark of Eskimo Joe's (on Canvas)	

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	4/20/2023	Planning and Advertising	Class discussion – Options for Sara Bamossy of Pitch Agency p.480	Reading for next week: Solomon Chapter 13 <i>Promotion I: Planning and Advertising</i>
	4/22/2023	Planning and Advertising (cont'd)	Case discussion TBD	Reading for next week: Solomon Chapter 14 <i>Promotion II: Social Media Platforms and Other Promotion Elements</i>
14	4/27/2023	Social Media Platforms and Other Promotion Elements	Content lecture Discuss Brud case p. 578-579	
	4/29/2021	Social Media Platforms and Other Promotion Elements (cont'd)	Discuss Facebook Custom Audiences Collegiate ECHO case	