



## **Syllabus for “Marketing Essentials” 6.0**

Course: 52:630:101:01

**Term: Fall 2023**

**ROOM 132 – T/Th 9:35-10:55am**

**Professor:** James Partner

**Mobile Phone:** (610) 213.9569

**Email:** [james.j.partner@gmail.com](mailto:james.j.partner@gmail.com)

**Office Hours: Fridays, 9:35-10:30am or by Appointment**  
**(Our THANKS to Ms. Helen Redmond for her assistance this semester!)**

### **COURSE DESCRIPTION.**

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This course will introduce you to the essential concepts and the many different aspects of the world of marketing. You'll explore the fundamental issues involved in the marketing discipline. 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.**

- Understand the four basic principles of the marketing function: **Product, Price, Place** and **Promotion**
- Gain a basic knowledge of how various external factors affect the marketing process (e.g. the **economy**, the **regulatory environment**, **social** and **demographic factors**, etc.)
- Gain insight into how consumers make **purchase decisions**
- Know the role of **research** in uncovering consumer insights and applying them to marketing decisions
- Explore the factors involved in **product development** and understand how firms manage products throughout the product life cycle
- Secure a basic understanding of **market segmentation** and the current approaches for executing it
- Learn about **pricing strategies** and **tactics**
- Develop a basic understanding of **distribution channels** and **strategies for revising them**
- Understand the importance of **BRANDING** in marketing today
- Gain an understanding of how **digital** and **social media** affect consumers and how marketers use these techniques today
- Bring these concepts together in a group project to **create a new product and a build a plan to bring it to market!**

## **COURSE MATERIAL.**

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### **Textbook**

**Marketing. Because Everyone Is A Marketer**, by Hunt, Mello, Deitz, Third Edition,  
McGraw-Hill Education  
ISBN 978-1-259-89912-6

## **COMMUNICATION.**

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### **Canvas**

You will find the following posted on Canvas: Your Syllabus, Resources, Slides shared in-class, Announcements, etc. To access this system, go to <http://canvas.rutgers.edu> log in, and click on the course from the dashboard.

### **Rutgers email**

#### **PLEASE 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.**

### **Class Materials**

All class materials can be obtained via Canvas. Note that the PowerPoint slides for each class will be emailed shortly following presentation in class. **You are strongly encouraged to pay attention in-class and review the slides ahead of the next class.**

### **Professor Communication**

Please note that I will always reply to your emails within 4 hours. Please do not expect an immediate response. If you do not hear from me within 4 hours, please re-send it.

**After speaking with Ms. Redmond, I will be on Zoom for your Friday meetings, from 9:35-10:30am.**

**If you need to talk to me privately, we will do so on Fridays from 10:30-11:00am – this will be by appointment only.**

## **GENERAL POLICIES.**

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### **General/Administrative.**

#### **Key Fall 2023 Dates:**

Fall 2023 classes begin	Tuesday, September 5th
Last day to drop classes w/o "W"	Tuesday, September 14th
Last day to add classes	Tuesday, January 14th
Last day to withdraw from an individual class with a "W"	Monday, November 13th
Change in designation of class day (observe Thursday schedule)	Tuesday, November 21
<b>Thanksgiving recess</b>	<b>Thursday, Nov. 23rd – Sunday, Nov. 26th</b>
Regular classes end	Wednesday, December 13th
Reading day	Thursday, December 14th
<b>Final exam period</b>	<b>Friday, December 15th – Thursday, December 21st</b>

### **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.**

### **Student Code of Conduct.**

The University's Student Code of Conduct can be found at <http://studentconduct.rutgers.edu/university-code-of-student-conduct>

Violations of the Student Code of Conduct are considered serious infractions of student behavior and students who violate the code are subject to penalties relative to the level of the matter. In general, students may not disturb normal classroom procedures by distracting or disruptive behavior, this includes online as well as in-person.

The Code of Student Conduct is more than a collection of University regulations to be abided by – it seeks to promote the University's values and educate. The Code of Student Conduct encourages students to be their authentic selves as they find their place on campus, while also encouraging students to embrace inclusion through discovery, dialogue, and development as they celebrate diverse backgrounds.

The spirit of the Code of Student Conduct promotes student engagement both on and off campus, global citizenship, and leadership. It encourages students to uphold the highest tenets of trust, honesty, and integrity, understanding at all times that our actions significantly impact our personal journeys, our communities, and our larger society.

Rutgers–Camden, Rutgers–Newark, and Rutgers–New Brunswick students originate from all corners of the world and travel between many campuses and cities. As our students strive to achieve their goals, they are expected to conduct themselves in accordance with University policies and procedures, but more importantly, the values and spirit that these policies and procedures are founded upon.

Violations of the Student Code of Conduct should be reported to the Dean of Students office [deanofstudents@camden.rutgers.edu](mailto:deanofstudents@camden.rutgers.edu) or 856-225-6050.

If the violation is immediate and a potential threat is a concern, call the Rutgers-Camden police at 856-225-6111

### **Etiquette expectations students.**

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.)***

Even though many of you are already aware of these protocols, they are explicitly stated here so that everyone is cognizant of the same protocols. These protocols should be followed by all students taking this course to help ensure the online experiences for everyone involved are pleasant.

They are as follows...

- If you send an email to the professor, please address the person appropriately such as “Dr. ....” or “Mr./Ms. ....” ,not ‘Hey’.
- When sending an email, please consider the following guidelines:
  - use descriptive subject lines (we all get spam. Don’t let your email appear to be a junk message)
  - please be as brief as possible by going straight to the point

**Never send offensive and insulting messages\*** (this is a violation of the Student Code of Conduct). If you disagree, say so and state your reasons. Social media is a very powerful tool for communication. However, it can be misused if it is not used correctly or professionally. For example, you may have personal and legitimate concerns with this course. However, other students, who do not have similar feelings, can be negatively influenced by your concerns. This will unnecessarily and negatively affect their overall experience of the course. Therefore, to minimize such an occurrence, please feel free to directly contact me first to resolve concerns that you may have to help ensure that everyone's experience in this course is beneficial.

- Always guard against inciting others when it comes to content, opinions, etc. That is, avoid blaming or accusing others of wrong doing.
- Do not start a volley of back and forth emails, with copies distributed to every student in the class.
- Copy the minimum number of people. That is, send emails to only the people you think should receive and will benefit from it.
- Treat all emails and postings as permanent forms of written record and do not expect that any your email communications to be private, unless stated otherwise. Instead, assume that all email communications are public.
- Do not publicize your own or others' personal information (such as email, phone numbers, last names, etc.)

### **Disability Services/Accommodations.**

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Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>.

If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructor and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the [Registration form](https://webapps.rutgers.edu/student-ods/forms/registration) (<https://webapps.rutgers.edu/student-ods/forms/registration>).

Erin G. Leuthold, MS Ed

(856) 225-2717

Rutgers-Camden Disability Services:

311 North Fifth Street, Camden, NJ 08102-1405

Web page: <https://ods.rutgers.edu/contact-ods/rutgers-university-camden>

Email: [disability-services@camden.rutgers.edu](mailto:disability-services@camden.rutgers.edu)

### **Exam Make-up Policy/Late Policy.**

If, for a university approved reason, you cannot take an exam at the scheduled time you must give the professor written notice at least one week in advance so that other arrangements can be made. If the situation does not allow for advance notification (for example, emergency hospitalization), contact the professor as soon as possible after a missed exam. **Make-up exams for non-university approved reasons are not guaranteed.** The professor reserves the right to request written documentation to support your absence (such as a doctor's note, an obituary, or military orders).

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### **Individual Written Assignments.**

There will be no tests during in this course. Instead, you will be evaluated on four individual written assignments worth 100 points each. These will ask for your thoughts on current events chosen from the news.

Your assignments will be judged on content, form, grammar and usage. These assignments are designed to make you think about the concepts of the course and apply them to your own experience as a consumer and a potential marketer.

All Individual Written Assignments will be hand-written, in-class, and turned in at the end of class.

### **The Marketing Challenge.**

This semester-long group project gives you an opportunity to create a product or service and demonstrate how you will market it -- working in Teams.

The Marketing Challenge is worth 50% of your grade and the point values for the Team Perspectives (PRESENTATIONS) are shown below.

Refer to the course schedule for due dates and presentation details.

You will work together in Teams of **FOUR** throughout the semester and use elements of this class as the basis for the project. These will “build” to a Final Presentation at the end of the semester – that combines the information presented throughout the semester.

Each Marketing Team will...

- Create a new product or service
- Name the product or service
- Identify a target market and create a consumer persona
- Describe how the product or service addresses the target consumer’s problem
- Create a Marketing Plan using all the elements of the Marketing Mix
- Include four properly formatted citations

Each Marketing Team will make a **FINAL PERSPECTIVE (Presentations)** during the designated Final Exam time to a panel of Faculty Judges from Rutgers University and LEAP Academy Charter School.

- Each team will make a 10-minute presentation
- Each team will have an additional 2 minutes for questions

**Extra credit** will be given to Marketing Teams that include the following additional elements in their FINAL presentation...

- Prototype of the product or service
- Original audio or video included in the presentation
- Additional mock-ups

**Grading for Course.**

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<b><u>Assessment</u></b>	<b><u>Points</u></b>
Individual Written Assignments (4*100)	400
In-Class Participation	100
The Marketing Challenge	
Team Assignment #1	100
Team Assignment #2	100
Team Assignment #3	100
Team Assignment #4	100
Final Presentation	100
 Total	 1,000pts.

**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.

**Performance Metrics.**

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

## Calendar for the Semester.

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W/O Sept. 4 <sup>th</sup>	Introductions/Review of Syllabus/Semester Project Defined
W/O Sept. 11 <sup>th</sup>	Ch. 1 ~ Why Marketing Matters?/Formatting Written Assignments
W/O Sept. 18 <sup>th</sup>	Ch. 4 ~ Consumer Behavior
W/O Sept. 25 <sup>th</sup>	Ch. 14 ~ Branding/Innovation/Concept Development First TEAM PERSPECTIVE – BUILDING A CONCEPT
W/O Oct. 2 <sup>nd</sup>	Ch. 5 ~ Marketing Research
W/O Oct. 9 <sup>th</sup>	Ch. 7 ~ Segmentation, Targeting, Positioning
W/O Oct. 16 <sup>th</sup>	Ch. 6 ~ Product Development Second TEAM PERSPECTIVE – DEFINING THE COMP FRAME
W/O Oct. 23 <sup>rd</sup>	Ch. 8 ~ Promotional Strategies/Marcom/Digital and Social Media
W/O Oct. 30 <sup>th</sup>	Ch. 10 ~ OPERATIONAL – Supply Chain/Logistics Third TEAM PERSPECTIVE – DEFINING THE GTM STRATEGY
W/O Nov. 6 <sup>th</sup>	Ch. 12 ~ Retailing/Channel Strategy
W/O Nov. 13 <sup>th</sup>	Ch. 16 ~ Social Responsibility/Sustainability
W/O Nov. 20 <sup>th</sup>	Ch. 11 ~ Pricing/Thanksgiving Break
W/O Nov. 27 <sup>th</sup>	Ch. 2 ~ Strategic Planning/Marketing Plan Final TEAM PERSPECTIVE – BUILDING A MARKETING PLAN
W/O Dec. 4 <sup>th</sup>	REVIEW THE SEMESTER OF MATERIAL/The Marketing Challenge
W/O Dec. 11 <sup>th</sup>	Last class – Peer Evaluations
W/O Dec. 18 <sup>th</sup>	FINAL EXAM