



Principles of Marketing

52:630:201:02: 08483

Spring 2025

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Tu/Thu 9:30 – 10:55 ATG123
Office hours by appointment

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

School of Business-Camden Program Learning Goals

- Apply the basic functions and measurement of direct marketing
- Analyze, interpret and solve business problems using quantitative approaches
- Learn to work well in teams and relate interpersonally with others
- Demonstrate strong written language skills
- Identify ethical issues related to the marketing of products and services

Course Materials

Textbook – *Marketing: Real People, Real Choices 11th Edition*, Solomon, Marshall, Stuart

ISBN-13: 978-0-13-681038-4

Additional Resources to be provided by the instructor

Communication

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.**

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.

Classroom Policies

Assignment Submittal Policy

I expect assignments to be uploaded to Canvas by the scheduled due date. Understanding that everyone has busy schedules that can make it difficult to complete every weekly assignment on time, I will accept late assignments without penalty as long as your lateness is not habitual **and** you inform me of when you expect to complete the assigned work. Habitual lateness that results in submitting a semester's worth of work at the end of the term is not acceptable and will affect your final grade.

Incompletes

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, and when completion of the course requirements in question would substantially improve your grade. In the rare event when an "incomplete" is given, you must submit all agreed-upon work to me by the Rutgers registrar deadline to avoid the "incomplete" converting to an "F." <https://registrar.camden.rutgers.edu/gradeinstruction#incomplete>.

Assessments

Written Assignments

There will be no tests or exams in this course. One- to two-page written assignments will be distributed throughout the semester. 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.

Grading

Written Assignments	850 points
Attendance	150 points
Total	1000 points

Grade Ranges

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

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.

Artificial Intelligence Use

Acceptable Use of AI

The use of generative AI tools (e.g. ChatGPT, Dall-e, etc.) is permitted in this course for the following activities:

- Brainstorming and refining your ideas
- Fine tuning your research questions
- Finding information on your topic
- Drafting an outline to organize your thoughts
- Checking grammar and style

Unacceptable Use of AI

The use of generative AI tools is not permitted in this course for the following activities:

- Completing group work that your group has assigned to you, unless it is mutually agreed upon that you may utilize the tool
- Writing a draft of a writing assignment
- Writing entire sentences, paragraphs or papers to complete class assignments

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contain misinformation or unethical content). Your use of AI tools must be properly documented and cited in order to stay within university policies on academic honesty. Any assignment that is found to have used generative AI tools in unauthorized ways based on guidelines in this syllabus, will be subject to report of a violation of Academic Integrity and thus the appropriate adjudication. When in doubt about permitted usage, please ask for clarification.

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."

Course Schedule
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Week	Date	Instruction	Activities	Readings/Assignments
1	1/21/2025	Introduction to the Course The World of Marketing	Introduce yourself Lecture Discussion	Reading Solomon Chapter 1 <i>Welcome to the World of Marketing</i>
	1/23/2025	The World of Marketing (cont'd)	Lecture Discussion	Written Assignment 1 distributed
2	1/28/2025	Global, Ethical and Sustainable Marketing	Lecture Discussion	Reading Solomon Chapter 2 <i>Global, Ethical and Sustainable Marketing</i>
	1/30/2025	Global, Ethical and Sustainable Marketing (cont'd)	Lecture Discussion	Written Assignment 1 due
3	2/4/2025	Strategic Market Planning	Content lecture and discussion	Reading Solomon Chapter 3 <i>Strategic Market Planning</i>
	2/6/2025	Strategic Market Planning (cont'd)	Class exercise	Written Assignment 2 distributed
4	2/11/2025	Market Research	Discuss P&G Case p.106	Reading Solomon Chapter 4 Market Research
	2/13/2025	Market Research (cont'd)	Content lecture and discussion Class discussion – Options for Cindy Bean of Campbell Soup p.110	Written Assignment 2 due Written Assignment 3 distributed
5	2/18/2025	Marketing Analytics: Welcome to the Era of Data-Driven Insights	Discuss LEGO case p. 143	Reading Solomon Chapter 5 <i>Marketing Analytics: Welcome to the Era of Data-Driven Insights</i>
	2/20/2025	Marketing Analytics: Welcome to the Era of Data-Driven Insights (cont'd)	Content lecture and discussion	Written Assignment 3 due Written Assignment 4 distributed
6	2/22/2025	Consumer and Business Markets	Discuss your experiences with Big Data Discuss Spotify case p. 181	Reading Solomon Chapter 6 <i>Understand Consumer and Business Markets</i>

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	2/27/2025	Consumer and Business Markets (cont'd)	Content lecture and discussion Discuss the differences between B2C and B2B marketing	Written Assignment 4 due Written Assignment 5 distributed
7	3/4/2025	Segmentation, Targeting and Positioning	Discuss your own consumer decision making in habitual, limited problem solving and extended problem solving	Reading Solomon Chapter 7 <i>Segmentation, Target Marketing, and Positioning</i>
	3/6/2025	Segmentation, Targeting and Positioning (cont'd)	Lecture In-class exercise	Written Assignment 5 due Written Assignment 6 distributed
8	3/11/2025	Innovation and New Product Development	Class discussion – Options for Jean Sey of Levi Strauss p.242	Reading Solomon Chapter 8 <i>Product I: Innovation and New Product Development</i>
	3/13/2025	Innovation and New Product Development (cont'd)	Content lecture	Assignment 6 due
Spring Break				
9	3/25/2025	Product Strategy, Branding and Product Management	Content lecture Class discussion – Options for Sheryl Adkins-Green of Mary Kay p.274	Reading Solomon Chapter 9: <i>Product Strategy, Branding and Product Management</i> Written Assignment 7 distributed
	3/27/2025	Product Strategy, Branding and Product Management (cont'd)	Content lecture	
10	4/1/2025	Price: What is the Value Proposition Worth?	Discuss Helen of Troy Hydro Flask Case p. 337	Reading Solomon Chapter 10: <i>Price: What is the Value Proposition Worth?</i> Written Assignment 7 due Written Assignment 8 distributed
	4/3/2025	Price: What is the Value Proposition Worth? (cont'd)	Content lecture Class discussion	

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11	4/8/2025	Deliver the Goods: Determine the Distribution Strategy	Discuss United Airlines case p. 384-385	Reading Solomon Chapter 11 <i>Deliver the Goods: Determine the Distribution Strategy</i> Written Assignment 8 due Written Assignment 9 distributed
	4/10/2025	Deliver the Goods: Determine the Distribution Strategy (cont'd)	Content lecture Class discussion	
12	4/15/2025	Customer Experience	Discuss Rent the Runway case p. 432	Reading Solomon Chapter 12 <i>Deliver the Customer Experience: Goods and Services via Bricks and Clicks</i> Written Assignment 9 due Written Assignment 10 distributed
		Customer Experience (cont'd)	Content lecture Class discussion – Options for Stan Clark of Eskimo Joe's (on Canvas)	
13	4/22/2025	Planning and Advertising	Content lecture Class discussion	Reading Solomon Chapter 13 <i>Promotion I: Planning and Advertising</i>
	4/24/2025	Planning and Advertising (cont'd)	Class discussion – Options for Sara Bamossy of Pitch Agency p.480	
14	5/1/2025	Social Media Platforms and Other Promotion Elements	Content lecture	Reading Solomon Chapter 14 <i>Promotion II: Social Media Platforms and Other Promotion Elements</i>
	5/3/2025	Social Media Platforms and Other Promotion Elements (cont'd)	Discuss Brud case p. 578-579	
Final	TBD			