



**WILLIAM
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COURSE SYLLABUS: MKT 2100 Principles of Marketing

Winter 2015-16, Online

Instructor: **Rajiv Kashyap, Ph. D.** email: kashyapr@wpunj.edu (email)

Text: Marketing, 5th edition by Druv Grewal and Michael Levy, McGraw-Hill Irwin.

Course Objectives: The basic objectives of this course are to provide you with a broad introduction to marketing concepts, help you understand the factors that influence marketing decisions, and focus attention on the vital role of marketing in today's global economy. The specific objectives for student learning under this broad goal are:

1. To understand how organizations identify customers and their wants/needs.
2. To comprehend marketing decisions, based upon the combination of product, price, promotion, and distribution elements. In this course, you will study consumer and industrial markets and understand the value of the marketing mix in the marketing planning process.
3. To understand marketing is carried out by an organization to meet the requirements of domestic and international buyers, both households and businesses, within the bounds of ethics and the legal environment.
4. To apply key frameworks and methods, and develop analytical skills to solve marketing problems.
5. To provide you with a firm foundation in marketing theory and marketing lexicon.
6. Another course objective is to relate the impact of marketing and its integration with your own major or field of interest.

Student Learning Outcomes

Upon completion of this course, students will be able to:

1. Use a vocabulary of marketing terms correctly.
2. Demonstrate the ability to critically evaluate a marketing program from consumer and marketing practitioner viewpoints, including consideration of ethical implications.
3. Communicate clearly, in an organized fashion, the concepts of marketing in both oral and written work.
4. Demonstrate an understanding of how marketing fits with the other business disciplines within an organization.

Course Description: The course will be taught online. We will use Blackboard as the primary vehicle for course delivery. We will utilize readings, interactive exercises, discussion boards, online quizzes, exams, and a marketing plan project.

Course Geography: The course is divided into 17 study days including 4 exam days and 4 days reserved for submission of different components of your marketing plan. Each study day (on which you are not required to take an exam or submit a section of your marketing plan), you are expected to

1. Read one chapter from the text and prepare a chapter summary (critical)
2. Take a Quiz (**required**)
3. Post bonus answers to questions that you missed on the quiz (desirable)
4. Complete a set of Interactive Exercises for 9 out of 20 chapters (**required**)
5. Conduct research for and write up your marketing plan (**required**)
6. **Take an exam when scheduled (required)**

You should read the textbook section first and prepare a chapter summary of the key concepts. Next, review the materials contained under **Course Documents**. There are learning objectives, enhanced PowerPoint presentations, Interactive Exercises (to help you understand and apply concepts), and multiple choice practice quizzes (not for credit) in this section. These will help you prepare for your daily quiz. The **Quizzes** section will contain the daily quiz for the chapter of the day. Each Exam (total of four exams) will be available beginning at 12:00 am and ending 11:59 pm of the designated day in the Exam folder. The Communications menu under Tools in the left pane of the BB screen provides you with the ability to send email using BB. **Note that I will only send emails and reply to emails sent from your WP email account.**

Technology Standards: A broadband connection is highly recommended. This will alleviate problems that you may encounter due to slower dial-up connections such as timing out of quizzes, longer loading times for documents and media files, and so forth. Note that all the quizzes are set for a completion time of twenty minutes. Therefore, please try and ensure that you utilize a broadband connection for quizzes if you don't have one by using one of the labs on campus. For all technology related problems please contact the University support staff for BB. Please see bb.wpunj.edu and follow the instructions

Quizzes: You are required to take all twenty quizzes.

To take a quiz, you must go to the Quizzes section of BB. There you will find a hyperlink to the quiz for the day. **Please click on the link only when you are ready to take the quiz.** Times and dates when quizzes will be available are described in a schedule at the end of this syllabus. **Each quiz can only be taken once.** Please ensure that you take one online quiz every day starting Dec 26 throughout the semester. Note that there will be **a time limit of twenty minutes to answer 25 questions** on each quiz. No credit will be awarded for any quizzes that have timed out. Please note that:

1. questions will be presented one at a time on the quiz.
2. each question is worth ten points.
3. you will need to enter an answer before attempting the next question.
4. if you do not enter an answer, you will receive zero points for the question
5. you cannot backtrack to an unanswered question on the quiz – the system will lock you out (or rate it with an exclamation mark) and you'll receive zero points for the quiz.

Bonus Answers: *The purpose of these quizzes is to help you learn the material. Therefore, you will have the opportunity to earn up to fifty bonus points for up to 5 questions incorrectly answered on each quiz.* Note that your quiz + bonus answers score can never exceed 250 points for any quiz.

BONUS ANSWERS MUST BE SUBMITTED BY 11:59 PM ON THE DAY AS THE QUIZ IN ORDER TO RECEIVE CREDIT

In order to earn bonus answer points you must prepare a descriptive answer for each incorrect question and follow these guidelines:

- Describe the concept/s referred to in the question in your own words. If you use the text description, no credit will be awarded. Your answer must be no less than 100 words in length
- Describe a business situation in which the concept might be applied – again if you use an example from the text, no credit will be awarded.
- Submit your bonus answers by using one of the options available in the folder marked **Bonus Answers Submissions (see illustration below)**

The screenshot shows the Canvas LMS submission interface for Bonus Answers. It is divided into four sections: 1. Assignment Information, 2. Assignment Submission, 3. Add Comments, and 4. Submit. Section 1 shows the assignment name 'Bonus Answers Chapter 1 Quiz', due date, and points possible (50). Section 2 has two options: 'Text Submission' with a 'Write Submission' button, and 'Attach File' with 'Browse My Computer' and 'Browse Content Collection' buttons. Red arrows point to these buttons with text: 'Directly type your text using this option' for 'Write Submission' and 'Upload a MS Word file that you have created using this option' for 'Browse My Computer'. A red note says 'OR' between the two options. Another red note says 'Use this option only if you intend to come back and work on it later - this is the equivalent of "Save File"' pointing to the 'Save as Draft' button. Section 3 is for adding comments. Section 4 is the 'Submit' section, with a red note saying 'Make sure you hit Submit when you are done' pointing to the 'Submit' button. At the bottom, there is a warning: 'When finished, make sure to click Submit. Optionally, click Save as Draft to save changes and continue working later, or click Cancel to quit without saving changes. You are precluding the assignment - your submission will not be saved.'

The following example demonstrates these guidelines.

Customer value is:

- the cost of your product divided by the cost of the best competitor.
- the difference between all the benefits derived from a total product and all the costs of securing those benefits.
- the current cost of a product relative to its normal or average cost.
- all the benefits a customer receives from a product.
- all of the above

Say you incorrectly answered this multiple choice question about customer value and instead of choosing option B, you chose another option. To earn bonus points, you could turn in an answer as follows:

Customer value is defined from the perspective of the consumer as the benefits received for costs given up

to obtain those benefits. For example, consider an iPod. Benefits to consumers include relief from boredom during a commute or at the gym, pleasure of listening to one's favorite artists, enhancing one's self image, and the ability to listen to a favorite professor's podcasts. Costs to obtain these benefits would include the price paid for the iPod, the cost of any accessories that you may need including cases, chargers, and USB connectors, and other hassle costs such as the time and effort associated with shopping for and physically obtaining the product.

Note in the above description **value is described in my own words**. In addition, I have **used an example from my own experience** to illustrate the concept and help understand how a customer infers the perceived value of an iPod.

Note that the Multiple Choice quizzes contained in each Chapter folder under Course Documents ARE NOT ELIGIBLE FOR CREDIT.

Interactive Exercises: There are a total of 27 Interactive exercises that relate to nine chapters of the text. These exercises are very helpful in testing your understanding of key concepts and takeaways from the chapters. Please complete these exercises and submit them to the appropriate assignment in the folder marked Interactive Exercises Submissions. Note that when you complete each exercise, you will be given the option to **print, save or email** the results of your exercise. Please save your results as a text file on your local computer and then cut and paste, or upload the file. Note that **results for each set of interactive exercises must be submitted on the day that the chapter is scheduled**.

LATE SUBMISSIONS WILL NOT RECEIVE ANY CREDIT

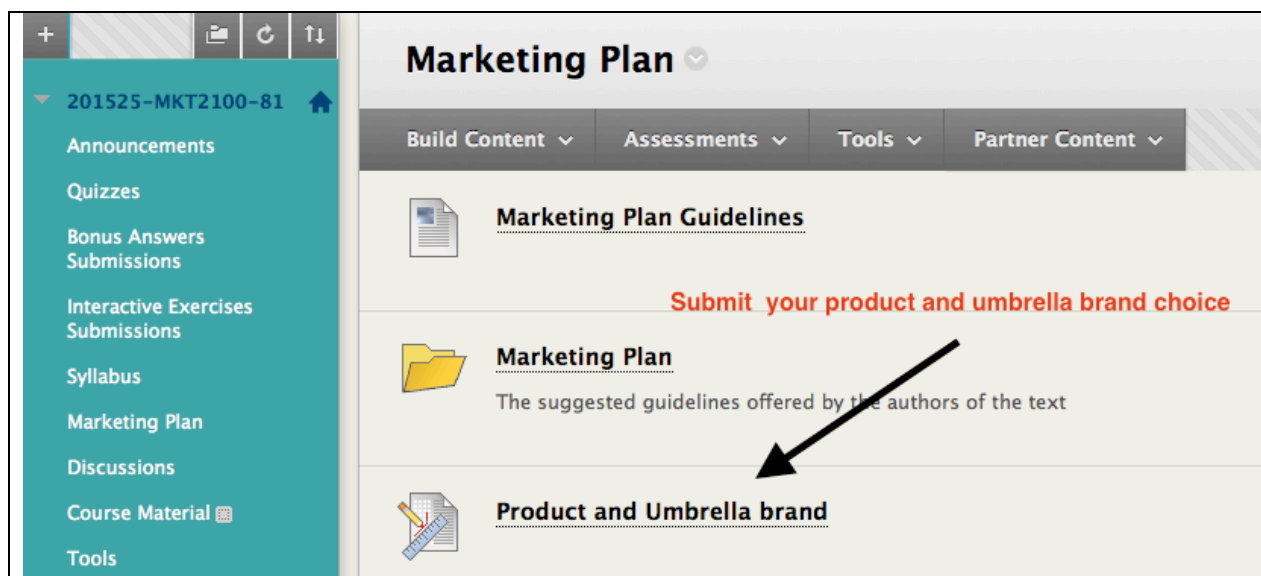
Exams

Each exam will consist of a combination of multiple choice and short essay questions. There is a time limit of 30 minutes for each exam. Exams will be made available at 12:00 am on the date marked in the syllabus and will end at 11:59 pm of that day.

NO EXCUSES OR EXCEPTIONS

Marketing Plan: Marketing Plan: You are required to prepare a marketing plan for a new product / service (hypothetical or existing) **to be launched by an existing brand / company**. You may choose a new product that has not yet been launched nationally (see <http://www.buzzfeed.com/peggy/products-you-cant-believe-dont-exist-yet#.teVbjA3OM> or a new innovative product that has received a best design award - see the IDSA gallery at http://www.idsa.org/awards/idea/gallery?field_idea_category_tid=All&field_year_value=2014&field_idea_award_level_value=All

You need to submit your choice of product and umbrella brand for approval on or before 11:59 pm May 21. The submission must be made in Bb in the Marketing Plan folder to the assignment titled Product and Umbrella brand (see sscreen snapshot below)



If your project is not approved, you will receive an email from me asking you to revise your choice. Once approved, you may begin work on your Marketing Plan.

You will need to write up a Marketing Plan in four sections according to the guidelines provided below. Note the following due dates for submission of sections:

1. Choice of Product	Dec 27 2015
2. Market Analysis	Dec 30 2015
3. Market Product Focus	Jan 3 2016
4. Marketing Program Strategy and Tactics	Jan 7 2016
5. Complete Marketing Plan including Executive Summary, supporting tables and figures	Jan 11 2016

You need to identify an umbrella brand as the owner / marketer. For this purpose, you will choose an existing brand and analyze its current marketing situation. Such analysis will include current consumer and industry brand perceptions, the competitive marketing environment, demand characteristics, and the potential target market. Next, you will develop a description of the innovation, assess its target market characteristics, formulate a positioning strategy, and develop a budget for the launch of your product. Your Marketing Plan should cover all elements of the marketing mix including the allocation of resources and an implementation and campaign evaluation plan. Your plan will be evaluated on the basis of content, reasoning, organization, and style.

Communication

Please ensure that you check your student mailboxes (lastnamefirstinitial@student.wpunj.edu) for any special instructions or notices every day. You may email me at kashyapr@wpunj.edu if you need clarifications or have questions about the course. Please do not expect an immediate response to an email. I will normally reply within 24 hours, but may take longer sometimes when I am traveling.

Academic Integrity

In my experience, I have encountered two types of problems with respect to academic integrity: plagiarism and collusion. Reproduced below are excerpts from the official student handbook.

Plagiarism is the copying from a book, article, notebook, video or other source, material whether published or unpublished, without proper credit through the use of quotation marks, footnotes and other customary means of identifying sources, or passing off as one's own, the ideas, words, writings, programs and experiments of another, whether or not such actions are intentional or unintentional. Plagiarism also includes submitting, without the consent of the professor, an assignment already tendered for academic credit in another course.

Collusion is working together in preparing separate course assignments in ways not authorized by the instructor. Academic work produced through a cooperative (collaborative effort) of two or more students is permissible only upon the explicit consent of the professor. The collaboration must also be acknowledged in stating the authorship of the report.

Grades

Interactive Exercises	10%
Online Quizzes 20 @ 1% each	20%
Exams 4 @10% each	40%
Marketing Plan	30%
Total	100%

STUDY TIPS AND TECHNIQUES

- The primary requirement for success in this course is the **ABILITY TO READ, COMPREHEND, AND EXPRESS YOURSELF THROUGH YOUR WRITING**. An online course is different from a traditional course in that there is no visual communication with the instructor or your peers. Hence, you must be prepared to devote extra time to comprehension via reading and analysis. If you are a first time online course taker, you will be surprised by the amount of extra time and effort that you will need to devote to the course. So please be prepared.
- **Get Organized!** You will need to set up a **DAILY ROUTINE** to work on course assignments. I would suggest the following sequence for each day:
 - **PASTE a copy of the course schedule (pages 10 and 11) on your desk, board, etc.** This will serve to remind you each day about what is due and by when.
 - *Log onto* the course website on Bb and check for any special **Announcements**.
 - *Read the assigned chapter* and prepare a chapter summary. In this summary, describe the concepts from the chapter in your own words and try and connect them to experiences that you have had, or heard, or read about. This helps to anchor the concepts in your memory. Save your chapter summaries as a word document and name it as yourfirstname-chapter#.doc. You can use this to study for your exam.
 - Log onto the course website on BB and *post your chapter summaries to the Discussion Board*. There is a huge benefit to sharing your work and learning from your peers. Download chapter summaries that have been posted by others and read them.
 - Go to **Course Documents**. *Review the enhanced PowerPoint slides* for the chapter assigned for that day.
 - Next, visit the **Interactive Exercises** page under **Course Documents** (if one exists for that chapter) and complete the Interactive Exercises. *Save and upload the results to the Interactive Exercises Folder on Bb*.
 - Click on the **Multiple Choice Quiz** and take the quiz to help you practice. **Note that this is NOT FOR CREDIT.**
 - **Visit the Quizzes section of the Course** by clicking on the appropriate dialog box in the leftmost panel of the website. Note that you have exactly twenty minutes to take the quiz. Answer each question in sequence. You do not have the opportunity to backtrack – if you start to refer your text to find an answer to a question, you will likely time out and receive a poor score for the quiz. You will receive immediate feedback and be informed as to which questions were incorrectly answered. You now have the opportunity to prepare and submit up to five bonus score answers for the questions that were marked incorrect on the quiz.
 - **GIVE YOURSELF SUFFICIENT TIME TO COMPLETE THE QUIZ – ELSE YOU WILL NOT HAVE TIME TO SUBMIT ANY BONUS ANSWERS TO THE QUESTIONS YOU WERE MARKED INCORRECT ON YOUR QUIZ**
 - Prepare your Bonus Answers, and upload it to the appropriate assignment under the Bonus Answers Submissions folder.

- You are now ready to work on the Marketing Plan. Use the Marketing Plan guidelines and conduct your research using the library webpage that has been created for the course at http://guides.wpunj.edu/Principles_of_Marketing
- Prepare a draft of the section of the Marketing Plan section that you are working on. Read it aloud to yourself and change words sentences depending upon how it sounds to you. Reiterate the drafting process until you are satisfied. Now run a spell check on the document and save it. As a practice, *you should aim to write between a half to three quarters of a page (single spaced) every day*. This will keep you on track to complete the Marketing Plan by the end of the course.

SUCCESS FACTORS

- Avoid distractions and interruptions. Dedicate a fixed amount of time every day to work on the course and stick to it (5 to 6 hours daily).
- Be able to use the technology properly. You must have plug-ins that will allow you to open and view Word documents, PPT files, jpg files, and watch streaming video. If you are unsure about the capabilities of your computer, please contact the Bb support center.
- Communication: Keep in contact with me. Please email me if you need assistance for any course related matters.
- Identify a person or small group in the course and set up a study group via email or the Discussion Board.
- Set interim goals for yourself and stick to them. For instance, set your own deadlines for completing your research, marketing sections drafts, interactive quizzes, and online quizzes. This will help you avoid any penalties for missing deadlines. Be aware of course deadlines and stay on track.
- Make certain you know how to turn in assignments. Visit the Bb support center – and ask a STC if you still do not understand.
- Use the resources that are available to you. If you don't know how to use them, ASK.

Note that this syllabus is a roadmap and we'll try to stick to it as far as possible. However, you are responsible for any and all changes announced on Bb.

COURSE SCHEDULE

Date	Topic / Activity	Quiz
Dec 26	Syllabus, Overview of Marketing Quiz Chapter 1	Chapter 1
Dec 27	Developing Marketing Strategies Interactive Exercises Quiz Chapter 2	Chapter 2
Dec 28	Social and Mobile Marketing Quiz Chapter 3 Marketing Ethics Quiz Chapter 4	Chapter 3 Chapter 4
Dec 29	Analyzing the Marketing Environment Quiz Chapter 5 Exam I due by 11:59 pm	Chapter 5 Chapters 1-5
Dec 30	Consumer Behavior Interactive Exercises Quiz Chapter 6 Marketing Plan: Market Analysis Section due by 11:59 pm	Chapter 6
Dec 31	Business-to-Business Marketing Interactive Exercises Quiz Chapter 7 Global Marketing Quiz Chapter 8	Chapter 7 Chapter 8
Jan 1	Segmentation, Targeting, and Positioning Interactive Exercises Quiz Chapter 9	Chapter 9
Jan 2	Marketing Research Interactive Exercises Quiz Chapter 10 Exam II due by 11:59 pm	Chapter 10 Chapters 6-10
Jan 3	Product Branding, and Packaging Decisions Quiz Chapter 11 Marketing Plan: Market-Product Focus Section due by 11:59 pm	Chapter 11
Jan 4	Developing New Products Quiz Chapter 12 Services, The Intangible Products Interactive Exercises Quiz Chapter 13	Chapter 12 Chapter 13
Jan 5	Pricing Concepts for Establishing Value Interactive Exercises Quiz Chapter 14	Chapter 14

Jan 6	Strategic Pricing Methods Quiz Chapter 15 Exam III due by 11:59 pm	Chapter 15 Chapters 11-15
Jan 7	Supply Chain Management Quiz Chapter 16 Marketing Plan: Marketing Program Strategy and Tactics Section due by 11:59 pm	Chapter 16
Jan 8	Retailing and Multichannel Management Quiz Chapter 17	Chapter 17
Jan 9	Integrated Marketing Communications Interactive Exercises Quiz Chapter 18 Advertising, Public Relations, and Sales Promotions Interactive Exercises Quiz Chapter 19	Chapter 18 Chapter 19
Jan 10	Personal Selling and Sales Management Quiz Chapter 20 Exam IV due by 11:59 pm	Chapter 20
Jan 11	Marketing Plan: Complete Marketing plan including Executive Summary, supporting tables, and figures due 11:55 pm	