



**WILLIAM
PATERSON
UNIVERSITY**

CHRISTOS M. COTSAKOS COLLEGE OF BUSINESS
DEPARTMENT OF MARKETING AND MANAGEMENT SCIENCES
1600 VALLEY ROAD • P.O. BOX 920 • WAYNE, NEW JERSEY 07474-0920
973.720.2610 FAX 973.720.2809 • WWW.WPUNJ.EDU

SYLLABUS SUBJECT TO CHANGE

COURSE SYLLABUS: MKT 2100 Principles of Marketing

Winter 2018 Online

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

Text: Marketing, 6th edition with Connect by Druv Grewal and Michael Levy, McGraw-Hill Irwin (**e-book with Connect access**)

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 business markets and understand the value of the marketing mix in the marketing planning process.
3. To understand how 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.
5. Develop and write up a marketing plan for an organization

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

Course Geography: The course is divided into 20 study days including 4 days reserved for submission of different components of your marketing plan. Each study day you are expected to

1. Read one chapter from the text and review key chapter concepts at the end of the chapter (**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 all 20 chapters (**required**)
5. Conduct research for and write up your marketing plan (**required**)

You should read the textbook section first and review the key concepts at the end of the chapter. 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 **Online quizzes (not for credit)** in this section. These will help you prepare for your daily quiz. The **Quizzes** section will contain the quiz for the chapter/s of the day. 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.

Please purchase the Connect edition of the text and follow the instructions:

Student Registration for Connect through Blackboard

Sign into Blackboard.

Go to MKT 2100-80.

Go to the "Tools" menu.

Click on the "McGraw-Hill Education" link.

Below "My Connect Section", click **Go to My Connect Section**.

Follow the on-screen instructions to register

Online Quizzes: You are required to take ANY 10 OUT OF 20 online 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 week. **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 the course schedule at the end of this syllabus. **Each quiz can only be taken once.** Please ensure that you take an online quiz starting June 20 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 OF THE LAST ELIGIBLE DAY OF THE WEEK AS THE SCHEDULED 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:

- a. 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
- b. 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.
- c. Submit your bonus answers by using one of the options available in the folder marked **Bonus Answers Submissions (see illustration below). THIS APPLIES TO ALL**

ASSIGNMENT SUBMISSIONS – DO NOT SUBMIT BY TYPING YOUR TEXT INTO THE COMMENTS BOX. SUCH TEXT WILL NOT BE EVALUTED FOR CREDIT

The screenshot shows a submission interface with four main sections: 1. Assignment Information, 2. Assignment Submission, 3. Add Comments, and 4. Submit. At the top right, there are buttons for 'Cancel', 'Save as Draft', and 'Submit'. In section 1, there is a note: 'Submit your bonus answers to obtain credit for quiz questions that you answered incorrectly.' In section 2, there are two options: 'Text Submission' with a 'Write Submission' button, and 'Attach File' with 'Browse My Computer' and 'Browse Content Collection' buttons. A red arrow points to the 'Write Submission' button with the text 'Directly type your text using this option'. Another red arrow points to the 'Browse My Computer' button with the text 'Upload a MS Word file that you have created using this option'. Between these two options is the word 'OR'. A large red arrow points from the 'Add Comments' section to the 'Submit' button with the text 'DO NOT TYPE TEXT INTO THIS BOX - THIS IS ONLY FOR COMMENTS'. In the 'Add Comments' section, there is a text area and a character count 'Character count: 0'. A red arrow points to the 'Submit' button with the text 'Make sure you hit Submit when you are done'. At the bottom right, there are buttons for 'Cancel', 'Save as Draft', and 'Submit'.

The following example demonstrates these guidelines.

Customer value is:

- A. the cost of your product divided by the cost of the best competitor.
- B. the difference between all the benefits derived from a total product and all the costs of securing those benefits.
- C. the current cost of a product relative to its normal or average cost.
- D. all the benefits a customer receives from a product.
- E. 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: You must complete ONLY THREE Interactive Exercises for 10 out of 20 chapters in the text according to the course schedule at the end of this syllabus. Often, you will find more than three IEs in any given chapter. YOU DON'T NEED TO COMPLETE ALL OF THEM. These exercises are very helpful in testing your understanding of key concepts and takeaways from the chapters. Note that you have **UNLIMITED ATTEMPTS AVAILABLE – the goal is to help you understand the concepts and learn by doing.** Also note that each set of interactive exercises must be submitted on the day that the chapter is scheduled.

The screenshot displays a Blackboard course interface. On the left, a navigation menu for course '201750-MKT2100-80' lists various items, with 'Interactive Exercises' selected. The main area, titled 'Interactive Exercises', shows a list of five practice exercises. Each entry consists of a pencil icon, a chapter title (e.g., 'IE Chapter 1'), the word 'practice', and a due date of 'January 14, 2018 11:59:00 PM EST'. A red arrow originates from the 'Interactive Exercises' menu item and points to the first exercise entry.

LATE SUBMISSIONS WILL NOT RECEIVE ANY CREDIT

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.** Please refer the **detailed marketing guidelines in the Marketing Plan folder.** You may choose a B2C product from the gallery of new innovative products that have received a best design award - see the IDSA gallery at

http://www.idsa.org/awards/idea/gallery?combine=&term_node_tid_depth=All&field_year_value=2018&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 Dec 26 2018. The submission must be made in Bb in the Marketing Plan folder to the assignment titled Product and Umbrella brand (see screen 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 detailed guidelines posted in the course website folder titled **Marketing Plan**. Note the following due dates for submission of sections:

1. Choice of Product	Dec 26 2018
2. Market Analysis	Dec 31 2018
3. Market Product Focus	Jan 5 2018
4. Marketing Program Strategy and Tactics	Jan 10 2019
5. Complete Marketing Plan including Executive Summary, supporting tables and figures	Jan 14 2019

You need to identify an umbrella brand as the owner / marketer of the product you have chosen. For instance, if you were marketing a new product such as Posse Chair (2018 gold IDSA award winner), you might consider Fisher Price as the umbrella brand. **You must designate an existing brand as the umbrella 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 @ 3% each)	30%
Online Quizzes (10 @ 3% each)	30%
Marketing Plan	40%
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 study 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.
 - 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** and complete three Interactive Exercises.
 - **Click on the Multiple Choice Quiz and take the quiz to help you. 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 THAT 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 guide, *you should aim to write about a half 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 week to work on the course and stick to it (3 to 4 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 <i>Interactive Exercises</i> Quiz Chapter 1	Chapter 1
Dec 27	Developing Marketing Strategies and a Marketing Plan <i>Interactive Exercises</i> Quiz Chapter 2	Chapter 2
Dec 28	Social and Mobile Marketing <i>Interactive Exercises</i> Quiz Chapter 3	Chapter 3
Dec 29	Marketing Ethics <i>Interactive Exercises</i> Quiz Chapter 4	Chapter 4
Dec 30	Analyzing the Marketing Environment <i>Interactive Exercises</i> Quiz Chapter 5	Chapter 5
Dec 31	Consumer Behavior <i>Interactive Exercises</i> Quiz Chapter 6 Marketing Plan: Market Analysis Section due by 11:59 pm	Chapter 6
Jan 1	Business to Business Marketing <i>Interactive Exercises</i> Quiz Chapter 7	Chapter 7
Jan 2	Global Marketing <i>Interactive Exercises</i> Quiz Chapter 8	Chapter 8
Jan 3	Segmentation, Targeting Positioning <i>Interactive Exercises</i> Quiz Chapter 9	Chapter 9
Jan 4	Marketing Research <i>Interactive Exercises</i> Quiz Chapter 10	Chapter 10
Jan 5	Product Branding, and Packaging Decisions <i>Interactive Exercises</i> Quiz Chapter 11 Marketing Plan: Market-Product Focus Section 11:59 pm	Chapter 11

COURSE SCHEDULE

Date	Topic / Activity	Quiz
Jan 6	Developing New Products <i>Interactive Exercises</i> Quiz Chapter 12	Chapter 12
Jan 7	Services: The Intangible Product <i>Interactive Exercises</i> Quiz Chapter 13	Chapter 13
Jan 8	Pricing Concepts for Establishing Value <i>Interactive Exercises</i> Quiz Chapter 14	Chapter 14
Jan 9	Strategic Pricing Methods <i>Interactive Exercises</i> Quiz Chapter 15	Chapter 15
Jan 10	Supply Chain Management <i>Interactive Exercises</i> Quiz Chapter 16 <i>Research and write up Marketing Plan: Marketing Plan: Marketing Program Strategy and Tactics Section due by 11:59 pm</i>	Chapter 16
Jan 11	Retailing and Multichannel Management <i>Interactive Exercises</i> Quiz Chapter 17	Chapter 17
Jan 12	Integrated Marketing Communications <i>Interactive Exercises</i> Quiz Chapter 18	Chapter 18
Jan 13	Advertising, Public Relations, and Sales Promotions Quiz Chapter 19 <i>Interactive Exercises</i>	Chapter 19
Jan 14	Personal Selling and Sales Management <i>Interactive Exercises</i> Quiz Chapter 20 Marketing Plan: Complete Marketing plan including Executive Summary, supporting tables, and figures due 11:55 pm	Chapter 20