

**UNIVERSITY OF NORTH TEXAS**  
 College of Business  
 Department of Marketing, Logistics and Operations Management

**MKT 3650-001**  
**Foundations of Marketing**

**Summer II 2018 Course Syllabus**

**Instructor**

Instructor	E-mail	Room	Telephones	Office Hours
Dr. Charles Blankson	Charles.Blankson@unt.edu  Course Info: see Canvass	BLB 365A	(940) 565-3136  (940) 565-3130 (Department Administrators' office)	Tuesdays & Wednesdays: 1:00pm-5:00pm  Fridays: 2:00pm-4:00pm  All other times by appointment. Appointments preferred for all meetings.

Starting week commencing Monday July 9, and finishing Friday August 10, 2018

**Class meeting times**

Monday, Tuesday, Wednesday, and Thursday: 10:00am-11:50am -- Room BLB 080

Welcome to Foundations of Marketing MKTG 3650.

Please read the syllabus very closely. Procedures, policies for course work, assignments and case submission as well as reading and written requirements are included. The excuse that *“I did not know that it (whatever it may be) was in the syllabus”* will not be accepted for any reason. To that end, reading and understanding the syllabus now is your responsibility.

The UNT COB complies with the Americans with Disabilities Act. Reasonable accommodations are made for qualified students with disability. If you have an established disability as defined in the Americans with Disabilities Act and would like to request accommodation, please see me as soon as possible.

## **Acceptable Student Behavior**

Student behavior that interferes with an instructor's ability to conduct the online class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to meet with the Chair of the Department and myself here in Denton, Texas. We may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The university's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [www.unt.edu/csrr](http://www.unt.edu/csrr)

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## **Course Description**

Marketing is a discipline that embraces changes and facilitates the development of new products/services/ideas (Kerin *et al.*, 2011). The first half of the 21<sup>st</sup> century will be characterized by significant shifts in the manufacturing, positioning, distribution and consumption of offerings. Significant sources of threats and opportunities, along with internal resources of a firm necessary for coping with opportunities and threats and positioning the firm in the marketplace will form the core material of the course.

## **Course Aim**

This course deals with basic and foundations of marketing and with particular emphasis on the marketing concept, consumer/customer behavior, marketing mix, political, economic, social, technological, legal and environmental (i.e., PESTLE) and SWOT analysis, segmentation, targeting and positioning (STP marketing), products/services components, new product development (NPD), product life cycle (PLC), services and B2B marketing, strategic marketing, marketing research, and international marketing. The intention is to acquaint students with the dynamic skills and abilities needed to understand, appreciate and make basic marketing decisions about the changing and complex (and at times dysfunctional) marketing management/practices in the local and national (i.e., Texas, USA, respectively) and international marketplace (e.g., UN, EU, NAFTA, Central and South America, Africa, BRICS, MENA, MINT).

This course is *fast-paced*, relatively challenging, and will stretch you to your limits. However, with the right attitude, and hard work coupled with diligence, you can make the

experience intrinsically rewarding and fulfilling. The course requires considerable time for group work, reading, analyzing articles, analyzing cases, and reflecting on your own experiences (academic and work experience) and writing. I hope you are prepared to make such a commitment.

## **Course Objectives**

By the end of the course, it is hoped that students will:

- Understand how marketing decisions are made.
- Comprehend how marketing strategies and tactics are employed.
- Appreciate how micro and macro environmental analysis of the marketplace affect marketing decisions.
- Understand marketing strategy (STP marketing- segmentation, targeting and positioning, the marketing mix, the marketing concept, market orientation, relationship marketing, product life cycle, and other competitive marketing strategies and tactics).
- Be able to apply the above in decision making in market environment.
- Through the academic articles and class discussion, students will understand the key reasons behind the employment of marketing strategies and the challenges confronting marketing managers in the United States and in the international marketplace.

In this course, ethical issues is explicitly highlighted and covered, as will political, economic, social, technological, and global ramifications of marketing decisions.

## **Learning Methods**

This course is wrapped around a combination of didactic lectures (typical lectures using power-point discussion), case study analysis and discussion, review and discussion/presentation of academic and/or practitioner research work, classroom discussion, video presentation and discussion, students' presentations and input from outside speakers (i.e., marketing practitioners) and/or visits to local firms' premises whenever possible.

## **Optional Textbooks**

Strutton, H. David and Kenneth N. Thompson (2015) *Marketing from Scratch* (Kendall Hunt; ISBN 978146527638) available at the Campus Bookstore, Voertman's, and Barnes & Noble Bookstore--Campus.

Kerin, Roger, A., Hartley, Steven, A. and Rudelius, William (2011), *Marketing* (10<sup>th</sup> Edition), McGraw-Hill Irwin: New York.

Pride, W. M. and Ferrell, O. C. (2010), *Marketing – Concepts and Strategies*, Houghton Mifflin Company, Boston, MA.

### **Please Note**

1. Students are urged to read the corresponding chapter/topics from textbooks prior to class. They are strongly encouraged to read widely on the topics in class from other related academic textbooks, Journals, Magazines/Newspapers and from the Internet (see below).
2. In addition, students are to keep abreast with the changing business environment in the local and the global marketplace as well. This may be achieved from reading current publications in Journals, Magazines, and Newspapers, watching related TV programs (e.g., C-Span, BBC etc.), and observing firms' marketing strategies/tactics.

### **Journals to be familiar with (a selection)**

It is important that students familiarize themselves with articles from several of the following marketing related journals. The library has a selection (see also references).

Harvard Business Review, Journal of Business Research, Journal of Services Marketing, Marketing Intelligence & Planning, Thunderbird International Business Review, Journal of Product and Brand Management, Journal of Business and Industrial Marketing, Industrial Marketing Management, Journal of Brand Management etc.

### **Magazines and Newspapers**

Marketing News (AMA), Marketing Research (AMA), The Marketer (CIM; [www.cim.co.uk](http://www.cim.co.uk)), Marketing Health Services (AMA: see [www.ama.org](http://www.ama.org)), The Wall Street Journal, The New York Times, The Financial Times (see [www.ft.com](http://www.ft.com)), The Economist; (see [www.economist.com](http://www.economist.com)).

### **Other useful Internet addresses**

For world advertising resources [www.warc.com/jmh](http://www.warc.com/jmh)

For corporate information [www.corporateinformation.com](http://www.corporateinformation.com)

For world business news and reports [www.worldbank.org](http://www.worldbank.org)

[www.imf.org](http://www.imf.org)

[www.doinbusiness.org](http://www.doinbusiness.org)

[www.bbc.co.uk](http://www.bbc.co.uk)

For live full TV world news [www.France24.com](http://www.France24.com) Please do visit this television site for latest world news. Enjoy!

## Course Policies and Procedures

Attendance and class participation:

Class attendance is mandatory and so all students are expected to attend classes and participate actively in classroom discussion. Attendance and participation is also important indicator of attitude. Sporadic attendance often signals to the instructor that the student places low priority on the course.

Thus, by enrolling in this course, you are, in effect, agreeing to do your best to attend and contribute to the group learning experience. Excused absences are those due to incapacitating illness, a death in the family, official participation in University-sponsored events, or absences that in the opinion of the instructor are beyond the control of the student. Satisfactory and checkable documentation must be provided for any excused absence. Work-related absences will not be excused.

This is a *business* course and the expectation is that you will conform to appropriate *business behavior*. Behavior detrimental to class discussion and progress (e.g., talking, making noise, sleeping, reading newspaper, checking e-mails or reading information on your I-phone, lap-top computer, using the Cell/mobile-phone, texting, etc.) will be heavily considered in this component of your grade.

Failure to be prepared for class/exams/presentations, regularly attend class, and actively participate in class discussion will always affect your final grade in the course.

Late work: No work will be accepted after the due or cut-off date.

Time requirements:

To complete the course successfully, students are expected to devote approximately 1 hour of preparation for every hour spent in class.

Academic Integrity:

Student dishonesty, including cheating or plagiarism, will result in an automatic F in the course and immediate reporting of the student's actions to the Office of the Dean of Students and to the Office of the Dean of the College of Business Administration. Please see the University of North Texas Student Guidebook and on UNT's web page ([www.unt.edu](http://www.unt.edu)). Cheating includes, but is not limited to: (1) use of any unauthorized assistance in taking exams; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, or carrying out other assignments; or (3) the use of unauthorized notes for use in exams, looking at another student's exam answers, allowing another student to look at your own exam answers, or requesting or passing of information during the exam. Please be certain to cite any reference. Materials copied verbatim must be in quotation marks with a correct citation documented within the text. This applies to any or all materials taken from Internet sites.

The term plagiarism includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full and clear acknowledgment. It also includes the use of papers and materials prepared by students in previous semesters or unacknowledged use of materials prepared by another person or agency engaged in the selling of papers or other academic materials.

Source: UNT Code of Student Conduct and Discipline and COB Guidelines.

### Grading Scale

Grade	Numeric Range (%)	Grade Points
A	90 to 100	4.0
B	80 to 89	3.0
C	70 to 79	2.0
D	60 to 69	1.0
F	Below 60	0.0

**Grading** Homework (20%); Comprehensive examination (40%), Group project (marketing practices of firms) (30%); Attendance and full class participation (10%).

Expectations:

Like all other university courses, this course is not easy at all. It is relatively challenging and will stretch you to your limits. However, with the right attitude, and hard work coupled with diligence, you can make the experience intrinsically rewarding and fulfilling. You can even make the experience fun for yourself. Remember, only you can do it.

Student Responsibilities:

Examination consist of short or long essay questions while home work are typically short summaries of marketing related articles or research papers from academic journals. Examination will be comprehensive and will cover all topics treated prior to the exams.

Students with special needs must please communicate with the instructor prior to the scheduled exams. Make up tests/exams are never given except under the most extreme and compelling circumstances. In the latter case, you should **ALWAYS PRODUCE VERIFIABLE (i.e., CHECKABLE) DOCUMENTS**. Students should be on time for the exams, as no extra time will be given.

**You are expected to stay for the entire class. Leaving the class in the middle is not allowed. You are responsible for all announcements made in class. Changes may be made in the syllabus and assignments during the semester.**

***Please do TURN OFF all wireless phones during class and do not read newspapers or***

*read e-mail messages on your I-phones, lap tops, other wireless phones, or engage in texting on your cell phones etc. etc.*

**Examination:** There will be one main examination. It will be a short essay type. It will require you to integrate course lectures, readings and other supplemental materials from journals and textbooks to address multiple discussion platforms. The exam is intended to evaluate your understanding of basic marketing strategies, theory and practices, as well as your ability to apply your knowledge to real-company decision scenarios. There will be no “true/false” and “multiple choice” questions in this class. All exams will be essay-type questions.

**Homework:** You are to (a) read the article carefully, (b) summarize and then critique the paper, (c) identify the main/key issues being discussed in the article, and (d) discuss the implications of the key issues for marketing practice. A 2-3 page summary and critique of the article is required.

**Group project (marketing practices of firms in Denton or North Texas).** This project is a comprehensive, semester-long assignment. It requires continuous commitment and focus throughout the semester; the final project should demonstrate your ability to critically assess the fit between a firm’s actual marketing practices and what is discussed in class. The choice of each firm should be based on convenience. You must defend your choices and research methodology. Further guidelines and outline will be discussed in class on an on-going basis. To that end, attendance in class is very, very important.

**Course Schedule**

<b>Date</b>	<b>Topics</b>
July 9	• Introduction to marketing; definitions of marketing; role of marketing, the marketing concept.
July 10	• Market orientation and customer orientation, relationship marketing, production, product, selling, customer orientations.
July 11	• Environmental analysis – SWOT, PESTLE analysis, Porter’s five environmental forces, and implications in the marketplace.
July 12	• Marketing mix – 4Ps & 7 Ps. Class discussion ( <b>1<sup>st</sup> homework due</b> ).
July 16	• Introduction to consumer behavior I; B2C, B2B.
July 17	• Consumer behavior II and attitude towards offerings.
July 18	• Marketing research I.
July 19	• Marketing research II. Class discussion ( <b>2<sup>nd</sup> homework due</b> ).
July 23	• Products & services marketing.
July 24	• New product development, product life cycle, branding and brand management.
July 25	• STP marketing – segmentation, targeting & positioning, branding II.
July 26	• Strategic planning and marketing strategy – BCG matrix, Ansoff’s matrix.
July 30	• <b>Comprehensive examination</b>
July 31	• Marketing communications; distribution – supply chain.
August 1	• Price and pricing strategies and tactics.
August 2	• Introduction to international marketing and importance to the North Texas

	region.
August 6	• NAFTA, UN, WB, IMF and relationship with international marketing.
August 7	• Small business marketing, Semester wrap up.
August 8	• <b>Group presentations.</b>
August 9	• <b>Group presentations.</b>
August 10	END OF SUMMER SESSION II

Grading criteria for examination, written reports and summary of articles, and group projects

#### Grade A

Excellent level of understanding of the chosen area/work/concepts.

Excellent analysis of the problem/case/concepts.

Excellent and well thought-out discussion commensurate with the level of class.

Excellent explanation of rationale and conclusion and/or proposed solution.

No major errors of principle or interpretation.

Overall, well argued and well thought-out response to the assignment.

Good quality written presentation and neat work.

Clearly written style, with a consistently high degree of effective communication. Evidence of diligence in tackling the assignment.

#### Grade B

Sound understanding of the problem/assignment.

Sound use of critical analysis.

Some minor errors of interpretation and/or fact.

Some "fog" or "wooly" analysis, but only to a minor extent.

Sound written presentation but some poorer parts evident.

Variable standard in written style, with some inconsistency in effective communication.

#### Grade C

Adequate understanding of the problem/assignment.

Analysis is rather basic with a tendency to be uncritical and too descriptive.

Thinking and argument show "a good deal of fog" with rather muddled approach. Overall, adequate conclusions but work requires major revisions before being accepted by say, a manager or for outside circulation.

Work needs further revision and correction.

#### Grade D

Work demonstrates a very basic understanding of the problem/assignment. Very basic written communication and at times lacks coherence.

Very basic to poor written presentation.

Overall, work can be described as weak.

Oral presentation

This will be 15 minutes maximum (including Q & A) group presentation so plan carefully.

The oral presentation is a summary of the written work. This should involve all students in the group. All must speak on a part of their work. The grading criteria for the oral include: (a) preparedness/amount of work put in, (b) quality of the work, (c) actual delivery in front of the class, (d) responses to questions, and (e) recommendations, critiques put forward etc.

## Summer II, 2018 MKTG 3650-001 Group Project (30%)

**Have firms in Denton or the North Texas region of the state of Texas adopted the market orientation concept? The case of .....*name of firm* here.....**

This project will be examined by a written report (15%) and oral presentation (15%).

### Tasks:

1. In groups of 4-5, embark upon face-to-face qualitative long interviews with a manager or marketing manager of a local firm or an owner of a SME in the Denton area. Questions should originate from Kohli and Jaworski (1990) or Narver and Slater (1990) and should be open-ended type, as appropriate for qualitative study. Typical interviews last between 45 minutes and 1.5 hours. In addition, covert, overt, and participant observations can take between 30 minutes and 1 hour on the firm's premises and on-line.
2. Find out from the manager the day-to-day marketing tactics and strategies his/her firm is pursuing in the marketplace.
3. Find out the firm's target audience (why the firm targets the particular segment of the market), segmentation, positioning, and branding tactics. In addition, probe the firm's marketing mix and why they undertake the tactics.
4. Note down all statements and comments associated with marketing practices of the firm – bear in mind Kohli and Jaworski & Narver and Slater, the marketing concept, marketing mix, production, product, selling, customer and market orientation – are these evident?
5. Then using content analysis, identify the key themes emanating from the respondent's comments that describe the marketing practices of the firm you have studied. Discuss the themes and analyze your findings. Do refer to your notes in class as you write your report.

Note: Two assessments are required. 1. Oral presentation of the findings, 2. Written report should be a minimum of 10 pages and a maximum of 12 pages double spacing.

The report should be written for the attention of Dr. Charles Blankson

- Grading will be based on good understanding/appreciation of the market orientation theory, the concept of marketing, the marketing mix and good discussion of the methodology (systematic data collection process), and overall discussion and critique of the work. See course outline for grading criteria.
  - In addition ensure that your work is diligently presented, i.e., excellent and neat presentation throughout.

- Provide a copy of the power point presentation via e-mail attachment prior to the presentation.
- Use only the power point for the presentation.
- Hand in the written report on the day of presentation.

*Finally, attach the attendance record of group meetings (5 points will be deducted if no record is provided) to the written report. Report any member of your team/group who underperforms.*