

# Everything is Marketing

## **BMKT 325.002 – Principles of Marketing**

TTh 12:15-1:30 p.m.

Reid Hall #104

Prerequisite: Junior standing and ECNS 202

### **Instructor: Dr. Eric Van Steenburg**

Jake Jabs College of Business & Entrepreneurship

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### **Office Hours**

TTh 9:30-11:30 a.m.

MW 1-3 p.m.

or by Appointment

### **Required Materials**

- ✓ Pride, William M. and Ferrell, O.C., *Marketing* (19<sup>th</sup> edition), Mason, OH: South-Western, 2016. ISBN 978-1-133-93925-2
- ✓ Materials & discussions on D2L

### **Course Description**

- Principles of Marketing is an examination of the role of marketing as part of an integrated business strategy and in society at large. Topics include consumer-oriented marketing, consumer behavior, segmentation, new product development, distribution, retailing, pricing strategies, and promotions.
- This is the first comprehensive marketing class in the JJCBE curriculum. Marketing is a broad field, and this course is designed to familiarize students with the fundamental concepts of the subject. Students taking this course will develop an understanding of the key role marketing plays in business success.

### **Course Objectives**

Following successful completion of this course, students will be able to:

- display knowledge of basic marketing concepts
- understand marketing orientations, strategies, and tactics
- consider all ethical aspects of the implications of marketing strategies and their practical applications
- recognize the components of the consumer decision making process and their role in marketing strategy
- understand the role of marketing research in the marketing process
- apply consumer behavior, global marketing, and digital marketing theories and strategies
- make product, distribution and promotion decisions
- discuss business issues in a professional, collaborative setting

Additionally, the following JJCBE Learning Goals will be incorporated into assignments and discussions:

- **Critical Thinking** – Assimilate and evaluate information to solve business problems.
- **Quantitative Reasoning** – Use sound quantitative reasoning to analyze business problems.
- **Effective Written Communication** – Develop and organize ideas; adopt an appropriate tone; employ correct grammar, sentence structure and mechanics; use appropriate vocabulary; and correctly cite sources for facts, quotations, and ideas.
- **Effective Oral Communication** – Develop and organize ideas; speak extemporaneously with minimal hesitations; adopt an appropriate tone; use appropriate vocabulary; employ correct grammar and sentence structure; and manage presentation pacing and timing.
- **Ethical Decision Making and Social Responsibility** – Recognize the ethical and societal implications of proposed actions; employ decision-making tools to evaluate the ethical and societal effects of a variety of options; and make sound decisions based on analysis and evaluation of options.

## Course Format

- Students are expected to read/listen to/watch all assigned materials **prior to** class, and be prepared to demonstrate their knowledge of the assigned information in a variety of ways. I will call on you and ask questions about assignments, so come prepared.
- Discussions, homework, and quizzes focus on the understanding, evaluation and application of concepts and strategies found in the assigned materials.
- Students will engage in discussion and critical thinking in-class on most days. Other in-class activities may include writing, videos, and guest speakers.

## Teaching Philosophy

My responsibility is to create an educational experience where you can develop your marketing and business knowledge. Your responsibility is to come to class with a desire to learn about marketing, and to actively participate in class discussions and activities. I assure you that if you are interested in this material and apply yourself fully, you will find the experience valuable and rewarding.

## Course Expectations

This course will be a combination of lecture, class discussion, guest speakers, and in-class assignments. **You are expected to read the assigned chapters prior to class and be prepared to participate in discussion and team exercises.** All additional materials, changes to assignments or schedule, and general communications will be via Desire to Learn (D2L). It is the student's responsibility to check D2L regularly.

- You should expect to budget approximately 3-4 hours/week for homework for this class (on average).
- When I review and grade assignments, I expect that you have done all the assigned reading.
- I will not accept late assignments. Time management is an essential life skill. Deadlines are our friends.
- There is a strong statistical correlation between your effort and your grades.
- If you're having trouble, please let me know. If you don't, I assume everything is going well.

## Grading

Your final grade will be determined based on the following six (6) criteria:

1. **In-class Papers** (28 points) – Throughout the semester you will be asked to turn in a summary of the day's topic at the end of class. The summary consists of a paragraph highlighting what you believe to be the key concepts, ideas, and takeaways from the day's discussion. This will happen randomly 14 times throughout the semester, which each in-class paper worth two (2) points.
2. **Marketing on the Street** (63 points) – You will start each chapter engagement in MindTap with a "Marketing on the Street" question. Do this prior to reading the chapter and you will earn three (3) points just for answering one question. Do it after reading the chapter, and you won't earn anything. Marketing on the Street questions ask your opinion about current topics related to marketing.
3. **You Make the Decision** (80 points) – You will end each chapter engagement in MindTap with a short (~10 min.) exercise designed to allow you to apply what you've just learned. Short videos presenting a situation will be followed by questions for you to answer. Based on your answers, additional short videos and questions will follow, until MindTap has reached a conclusion on the results of your marketing recommendations. There are eight (8) of these, found in the "Activities" portion of your MindTap material, worth 10 points each.
4. **Online Quizzes** (100 points) – There are 10 quizzes over the textbook assignments, worth 10 points each, that will be available on D2L throughout the semester. Quizzes are multiple-choice, must be completed in 45 minutes, and are designed to ensure that you are comprehending the reading material. **Quizzes open at NOON on Tuesdays of the week specified in the course calendar and close one week later at NOON on the following Tuesday. Quizzes will not be reopened after the closing times**, so it is up to you to complete the quizzes in a timely fashion.
5. **Exams** (200 points) – Two (2) exams in this course, one halfway through the semester and the other at the semester's end, will evaluate your mastery of marketing principles and disciplines taught throughout the semester. Material on the exams is taken from lectures, presentations, and class discussion. Exams are worth 100 points each and may consist of multiple choice, definition, and essay questions allowing you to demonstrate your comprehension of the material. **The first exam takes place a week prior to spring break, and the second exam takes place during finals week. There are no exceptions to this schedule, so plan your travel accordingly.** Here is a link to the university schedule for final exam week:  
<http://www.montana.edu/registrar/exams/Spring%202017%20Finals%20Week%20Schedule.pdf>

**6. Public Service Announcement (30 points)** – PSAs are advertisements designed to educate the general public about issues of concern. You will work with an assigned group to create a PSA about the ethical issues from the ethics video we watched in class. Integrating content from class this semester as well as our discussion of ethics and the video, you want to create a PSA that provides information and support for business practitioners that may find themselves in a similar ethical dilemmas. The top PSAs from each class will be submitted to Montana PBS, who will select one to produce and air on PBS as well as other regional and national stations. *That means your PSA may reach a national audience.*

Your final grade will be determined based on the following criteria:

In-class Papers – 14 @ 2 points each	28
PSA	30
Marketing on the Street – 21 @ 2 points each	63
You Make the Decision – 8 @ 10 points each	80
Online Quizzes – 10 @ 10 points each	100
Exams – 2 @ 100 points each	200
<b>Total</b>	<b>501</b>

Grades will be earned based on the following:

91%-100% (455-500 points)	A
90% (450-454 points)	A-
89% (445-449 points)	B+
81%-88% (405-444 points)	B
80% (400-404 points)	B-
79% (395-399 points)	C+
71%-78% (355-394 points)	C
70% (350-354 points)	C-
69% (345-349 points)	D+
61%-68% (305-344 points)	D
60% (300-304 points)	D-
Less than 60% (fewer than 300 points)	F

**PLEASE NOTE:**

**Feb. 1** is the last day to drop a course without a grade

**April 13** is the last day to drop a course with a “W.” After this date students can drop a course only for an extraordinary reason such as illness or a death in the family

**All final grades are just that – FINAL.** Please don't wait until the end of the semester to see me if you are having trouble. If you need help, or cannot complete work due to personal difficulties, please see me right away.

**Grade Appeals, Withdrawals, and Incompletes**

Please refer to the university's Academic Policies for information governing these actions. If you have any questions, please contact your academic advisor for clarification.

**Makeups & Absences**

Makeups after the deadline has passed will only be granted for excused absences in which the student contacts me *in advance*. Likewise, students must contact me in advance of missing any class or they will be counted absent, which will lower their participation grade appropriately. **Contacting me prior to missing a class or exam constitutes a reason, contacting me after missing a class or exam constitutes an excuse.**

**Contacting Me**

Please **use my MSU email** to contact me ([eric.vansteenburgh@montana.edu](mailto:eric.vansteenburgh@montana.edu)). I will typically respond within 24 hours and always within 48 hours. However, do not be surprised if there is a delay should you email me between 3 p.m. Friday and 8 a.m. Monday. When you do contact me via email, you must write in complete, coherent sentences with proper salutation as well as correct grammar, spelling and punctuation. Emails that are not written professionally, contain GSP errors, are written in text language, or do not contain complete sentences will be ignored. **NO LOL! DO NOT contact me via D2L mail. It goes into an inbox that I never check (and doesn't even have my name correct), and therefore your email will never be seen.**

**Desire2Learn**

The Desire2Learn System is used to support the class administratively as well as deliver some course content.

**Check D2L regularly, particularly before a class.** Some specific functions include:

- Syllabus or Calendar updates/changes
- Online quizzes
- Announcements
- Grade posting

## How to Succeed

1. Read the required chapters and additional readings *before* coming to class.
2. Attend all class sessions, come to class prepared, and participate fully in classroom discussions.
3. Ask questions in class, particularly when you don't understand something just discussed.
4. Take notes in class. Research shows that students who take notes earn better grades.
5. Form study groups to exchange ideas, lecture notes, understand key topics, and help prepare for exams.
6. Complete all work on time and by announced deadlines.
7. Complete all quizzes.
8. Take advantage of non-graded points. Extra credit opportunities *may* present themselves.

## Classroom Etiquette

**Regular class attendance is required by the university and necessary to keep up with assigned readings, lectures and projects. Excessive class absences, tardiness and/or failure to keep up with assigned readings will inevitably result in lower grades.** I'm quite accommodating, but habitual or extensive tardiness is disruptive to the entire class. If you are late for class, see me immediately at the end of that class to explain why you did not arrive on time. If you do not, you will be counted as absent.

**The use of mobile phones, tablets, laptops or lab computers for non-course related purposes is prohibited during class.** If your phone rings or buzzes, I will be happy to speak with the party attempting to contact you and let them know that you are unavailable Tuesdays and Thursdays at this time. If you are using your mobile phone, tablet, or laptop for social networking, I will be happy to join in the conversation at a moment's notice. Classes **may not** be tape-recorded or videotaped without permission of the instructor.

## Academic Honesty

The integrity of the academic process requires that credit be given where credit is due. Accordingly, it is academic misconduct to present the ideas or works of another as one's own work, or to permit another to present one's work without customary and proper acknowledgment of authorship. Students may collaborate with other students only as expressly permitted by the instructor. Students are responsible for the honest completion and representation of their work, the appropriate citation of sources and the respect and recognition of others' academic endeavors.

(Source: Montana State University, Conduct Code, Section 340.00)

Students writing in an academic setting are responsible for approaching all assignments with rigor, integrity, and in compliance with the University Code of Student Conduct. This responsibility includes:

- consulting and analyzing sources that are relevant to the topic of inquiry;
- clearly acknowledging when they draw from the ideas or the phrasing of those sources in their own writing;
- learning and using appropriate citation conventions within the field in which they are studying; and
- asking their instructor for guidance when they are uncertain of how to acknowledge the contributions of others in their thinking and writing.

### PLAGERISM

The term plagiarism includes, but is not limited to, the use, by paragraph or direct quotation, of the published or unpublished work of another person without full and clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency, and engaging in the distribution of exams, term papers or other materials.

**When students fail to adhere to these responsibilities, they may intentionally or unintentionally “use someone else’s language, ideas, or other original (not common-knowledge) material without properly acknowledging its source.” When the act is intentional, the student has engaged in *plagiarism*.**

Plagiarism is an act of academic misconduct, which carries with it consequences including but not limited to receiving a course grade of “F” and a report to the Office of the Dean of Students. Unfortunately, it is not always clear if the misuse of sources is intentional or unintentional, which means that you may be accused of plagiarism even if you do not intentionally plagiarize.

**If you have any questions regarding use and citation of sources in your academic writing, you are responsible for consulting with your instructor *before* the assignment due date. In addition, you can work with an MSU Writing Center tutor at any point in your writing process, including when you are integrating or citing sources. You can make an appointment and find citation resources at [www.montana.edu/writingcenter](http://www.montana.edu/writingcenter).**

Academic dishonesty is not limited to plagiarism. Other examples of academic dishonesty include cheating on tests or homework, taking an exam or writing a paper for someone else, and selling or uploading unauthorized documents from a class.

The term “cheating” includes, but is not limited to (1) use of any unauthorized assistance in taking quizzes, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition, without permission, of tests or other academic material belonging to a faculty or staff of the university.

### **Student PRIDE Code of Excellence**

We, the students of the MSU Jake Jabs College of Business & Entrepreneurship (JJCBE), understand that in choosing to enroll at MSU we are investing in our professional futures. Therefore, we proudly commit to the following Code of Excellence:

#### ***Performance***

I am accountable for and take pride in my own learning and conduct.

#### ***Respect***

I treat with respect all members of my community, including peers, staff, and faculty.

#### ***Integrity***

I am ethical in all that I do.

#### ***Diligence***

I do my best work at all times.

#### ***Engagement***

I challenge myself to invest proactively in my academic, professional, and personal development.

### **Code of Conduct**

Montana State University expects each student to maintain acceptable standards of behavior on campus and in the community and to manifest a serious purpose by maintaining a satisfactory scholastic standing in the courses undertaken. No student who shows persistent unwillingness or inability to comply with these requirements will be permitted to continue his or her affiliation with the University. (Source: MSU Code of Conduct, Policies, Regulations & Reports)

The responsibilities of all MSU students are defined by the Student Code of Conduct. All students are expected to abide by the Student Code of Conduct and Academic Integrity guidelines available at:

<http://catalog.montana.edu/code-conduct-policies-regulations-reports/>

**If you engage in academic dishonesty related to this class, you will receive a failing grade on the test or assignment, and a failing grade in the course. In addition, the case will be referred to the Office of the Provost and Vice President for Academic Affairs for appropriate disciplinary action. This policy is intended to protect the honest student from unfair competition with unscrupulous individuals who might attempt to gain an advantage through cheating.**

### **ADA Compliance**

Montana State University is dedicated to the principles of equal educational opportunity and access for students with disabilities. The office of Disability Services and Information upholds the requirements of Section 504 of the Rehabilitation Act of 1973 and Title II of the Americans with Disabilities Act of 1990 and its amendments of 2008. If you have a documented disability for which you are or may be requesting an accommodation(s), please let me know as soon as possible. Please also contact Disability, RE-entry and Veteran Services at 406-994-2824. You can find information about disability services at [www.montana.edu/drv](http://www.montana.edu/drv).

### **Religious Accommodations**

Students should notify faculty by no later than the end of the first week of the semester of potential scheduled absences and determine with the instructor if mutually acceptable alternative methods exist for completing the missed classroom time, lab or activity. Contact the [Office of Institutional Equity](#) in Hamilton Hall, room 116, or at 406-994-2042 if you have additional questions.

**Diversity & Non-Discrimination**

MSU is committed to providing an environment that emphasizes the dignity and worth of every member of its community and that is free from harassment and discrimination based upon race, color, religion, national origin, creed, service in the uniformed services (as defined in state and federal law), veteran's status, sex, age, political ideas, marital or family status, pregnancy, physical or mental disability, genetic information, gender identity, gender expression, or sexual orientation. Should you encounter any discrimination, please report it to the Director to MSU's Office of Institutional Equity at [discrimination@montana.edu](mailto:discrimination@montana.edu).

**College & University Policies**

Please visit <http://www.montana.edu/policy/> for full details on any university policies.

### Calendar – MKTG 325.002 – Spring 2018

(NOTE: Changes may be made at the discretion of the instructor)

Date	Topic	Readings	Key Info / Deadlines
Jan 11	Course intro / Syllabus discussion	Syllabus	
Jan 16	Marketing Overview	Ch. 1	Quiz 1 Open
Jan 18	Marketing Strategy	Ch. 2	
Jan 23	Marketing Strategy		<b>Quiz 1 Close / Quiz 2 Open</b>
Jan 25	The Marketing Environment	Ch. 3	
Jan 30	Social Responsibility & Ethics	Ch. 4	<b>Quiz 2 Close</b>
Feb 1	Social Responsibility & Ethics		
Feb 6	Consumer Behavior	Ch. 7	Quiz 3 Open
Feb 8	Consumer Behavior	Ch. 8	
Feb 13	Buyer Behavior		<b>Quiz 3 Close</b>
Feb 15	Segmentation & Targeting	Ch. 6	
Feb 20	Segmentation & Targeting	Ch. 9	Quiz 4 Open
Feb 22	Marketing Research	Ch. 5	
Feb 27	Marketing Research		<b>Quiz 4 Close</b>
March 1	Managing Products	Ch. 11	
March 6	New Product Development	Ch. 12	Quiz 5 Open
March 8	<b>Exam I</b>		
March 13	<b><i>SPRING BREAK – No Classes</i></b>		<b>Quiz 5 Close</b>
March 15			
March 20	Retailing	Ch. 15	Quiz 6 Open
March 22	Distribution	Ch. 14	
March 27	Services Marketing	Ch. 13	<b>Quiz 6 Close / Quiz 7 Open</b>
March 29	Personal Selling	Ch. 18	
April 3	Pricing	Ch. 19	<b>Quiz 7 Close / Quiz 8 Open</b>
April 5	<b><i>AMA Conference – No Class</i></b>	Ch. 20	
April 10	Branding & Packaging	Ch. 16	<b>Quiz 8 Close</b>
April 12	Branding & Packaging		
April 17	Promotions	Ch. 17	Quiz 9 Open
April 19	Promotions		
April 24	Digital & electronic media	Ch. 10	<b>Quiz 9 Close / Quiz 10 Open</b>
April 26	Digital & electronic media		<b><i>PSA due – Noon</i></b>
May 1	<b>Exam II – 12-1:50 p.m.</b>		<b>Quiz 10 Close</b>