



**Principles of Marketing**  
**MRKT 330**  
**Fall 2016**

**Instructor:** Dr. Melodi Guilbault

**Office:** 4022 CAB **Phone:** 973-642-4179 (office)

**Office Hours:** Monday 12:30 -2:30, Thursday 4:00 – 5:00 pm **or** by appointment

**Email:** [guilbault@njit.edu](mailto:guilbault@njit.edu) (*the best way to contact me*)

**Class Time & Location:** Thursday 6:00 – 9:05 pm

**Location:** FMH207

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### Course Overview

Principles of Marketing introduces students to the study of marketing. This is an entry-level course designed to present – in a variety of formats – a broad range of relevant marketing concepts and theories. The class will challenge students to explore the business implications of marketing and to apply their understanding to real-world situations. In particular, the goals of this course are to introduce the role of marketing, explain the interaction of marketing with other business functions and society, study marketing mix development and issues, examine the decisions involved in creating and executing successful marketing strategies and to develop and enhance your set of critical professional skills, including analytical abilities, effective written presentation skills and team work.

### Required Course Materials

Armstrong, G. & Kotler, P. (2015). *Marketing: An introduction* 13 e Student Value Edition plus NEW MyMarketingLab with Pearson eText -- Access Card Package ISBN: 9780134421902

Course ID: **guilbault04112**

Recommended Reading: *The Wall Street Journal* – especially *Marketplace* section (Available in the Library)

### Course Website

Please go to <http://njit2.mrooms.net/>. The Moodle site is where most course materials are posted. Make sure you have an NJIT UCID and password so that you are able to access Moodle. I will use Moodle to post announcements and supplemental materials throughout the semester. **So, please be sure to check the site (moodle.njit.edu) frequently. Please contact helpdesk (973-596-2900) for problems associated with Moodle.**

## Course Deliverables/ Final Grade Components

Your grade for this course will be based on the following components:

<u>Component</u>	<u>Effort</u>	<u>Weight</u>	<u>Total</u>
Tests	Individual	3 @ 100	300
MyMarketingLab Assignments	Individual	10 pts/chapter	160
Article Review	Individual		50
Marketing Research Assignment	Individual		100
Social Media Marketing Plan	Group		50
Part 1			50
Part 2			50
Part 3			50
Part 4			50
In-class Activities/ Participation/Contribution	Individual		<u>150</u>
<b>TOTAL</b>			= 960

### Tests

- **Test 1:** will be given on Oct 13 and will cover Chapters 1 – 5;
- **Test 2:** will be given on Nov 10 and will cover Chapters 6 – 11;
- **Test 3:** will be given on December 22 and will cover Chapters 12 -16

The tests will cover the assigned reading materials from the textbook, cases studies, any presentations, as well as any other classroom discussion topics.

Severe illness or an emergency situation are the only legitimate reasons for not taking a scheduled test. Legitimate documentation of the emergency must be presented and approved by the office of the Dean of Students before a makeup test will be considered. All makeup tests will be administered at the convenience of the instructor.

### MyMarketingLab Assignments

You will complete a variety of assignments in MyMarketingLab. These assignments must be completed by the due date. Please check MyMarketingLab for the due dates. **Late assignments will not be accepted.**

### Article Review

The details of this assignment are posted in a separate file in moodle. The assignment is due by September 22.

### Marketing Research Assignment

The details of this assignment are posted in a separate file in moodle. The assignment is due by December 8.

## Social Media Marketing Plan

In groups of 5-6 you will develop a social media marketing plan. These groups will be formed by the end of the first night of class. Your social media marketing plan will be completed throughout the course. Each group member must participate. If you do not participate you will receive a 0 on the assignment. The details of the assignment will be provided by September 22.

## In-class Activities

Students are expected to read the assigned chapters/materials before class and come prepared to meaningfully participate in class discussions and exercises.

There will be activities in class throughout the semester. All activities **are not scheduled** in advance and there will be **no makeup activities**. **YOU MUST BE PRESENT IN CLASS ON THE DAY OF THE ACTIVITY TO EARN YOUR POINTS.**

## Final Grades

Grades are a reflection of the level of understanding of course content. Therefore, to achieve the grade of A or B in this class expect to:

- Attend 100% of the classes. During class new content is introduced, explained and then applied for better understanding.
- Come to class prepared 100% of the time. This means actively participating in class discussions, exercises, and activities to further understanding.
- Turn in all course deliverables in a timely and professional manner.
- Bring any and all questions to class.

With less preparation and participation expect the grade of C or lower.

I have had students be very casual in taking a class for the first part of a term. Then, as the class nears the end, the student realizes a bad grade may be in the future and asks for an extra-credit opportunity or extensions to due dates. This is usually done with a **sad face, a soft voice, and a remorseful heart**. Please know now that such opportunities are not fair to the other students. So, the grading system established in this syllabus is final and no other opportunities exist. This means that each student should take this class seriously from the first class.

**Final course grades will be based on the following scale (there will be NO curve):**

### Grading Scale

A	B+	B	C+	C	D	F
90%	87%	80%	77%	70%	60%	<60%

## Course Objectives

Upon successful completion of this course, the student will be able to:

- Define marketing
- Identify and describe each of the major elements of the marketing mix
- Explain market segmentation and positioning
- Demonstrate an understanding of the concept of target marketing
- Describe the forces impacting the marketing environment

## Expected Learning Outcomes

In addition to content specific course objectives, the course intends to help students develop a wide range of analytical, communication, interpersonal, and technology skills, namely:

<b>Learning Goal 1 – Develop an Understanding of Business Concepts and Problem Solving</b>	<b>Learning Outcome 1.1.</b> You will demonstrate knowledge of business. <b>Learning Outcome 1.2.</b> You will demonstrate an ability to analyze concepts, to apply these concepts to solve business problems and use quantitative methodologies as tools to solve business problems.
<b>Learning Goal 2 - Develop Effective Communication and Information Literacy Skills</b>	<b>Learning Outcome 2.1.</b> Oral communication - You will demonstrate the ability to deliver effective presentations enhanced by technology. <b>Learning Outcome 2.2.</b> Written Communication- You will demonstrate the ability to write clear and concise reports. <b>Learning Outcome 2.3:</b> You will demonstrate the ability to search databases, locate, use, and properly cite relevant information.
<b>Learning Goal 3 – Interact Effectively in Teams</b>	<b>Learning Outcome 3.1:</b> You will demonstrate the ability to understand and use team building behaviors to accomplish group tasks.
<b>Learning Goal 4 - Develop Ethical Reasoning Skills</b>	<b>Learning Outcome 4.1.</b> You will demonstrate the ability to identify ethical dilemmas and make decisions grounded in ethical principles.
<b>Learning Goal 5 - Acquire Technological Skills</b>	<b>Learning Outcome 5.1.</b> You will demonstrate the ability to use technology for effective project management.
<b>Learning Goal 6 - Understand the Global Context of Business</b>	<b>Learning Outcome 6.1.</b> You will demonstrate understanding of the global context in which business is conducted.

## Classroom Policies

Success in business depends on the combined performance of the professional team, not the self-centered interests of one individual. Similarly, a good learning environment is collectively created and requires the contribution of ALL students within the class. To maximize classroom learning:

- **Engage in learning.** Being attentive during class. Giving class your undivided attention and actively contributing to discussion, exercises, and projects.
- **Show respect.** Listening attentively to others' thoughts and ideas.

## Disruptive behavior includes:

- Using any device that is distracting to others (including me).
- Engaging in side-conversations.
- Disrespecting others.

- Using language inappropriate to a professional work environment.
- Arriving late and departing before class is dismissed. (Being on time is an expectation. In the business arena, being late to a meeting or appointment is a cardinal sin. It can result in the loss of business, the loss of trust, and sometimes the loss of a job. For this reason, it is important for a student to model the conduct expected **in the NJIT after-life (your future job))**).

**Non-compliance:**

- Exhibiting behavior that disrupts the class learning environment will result in a deduction of participation points. Students may also be asked to leave class.
- After continued non-compliance a student may be permanently removed from the class.

**Email Etiquette**

This is a business course and the expectation is that you will conform to appropriate business letter writing practice in all of your email to me. The following are the basics.

- Put the course name (e.g. Marketing 330) in the subject line
- Identify the subject of the e-mail with a brief but descriptive summary of the topic: include a proper salutation (e.g. Dr. Guilbault), and the assignment details such as the title, homework, or test.
- Proofread your e-mail for proper sentence structure, capitalization, spelling and punctuation.
- Conclude the e-mail message with a proper closing (e.g. Regards, Sincerely) and your full name.

(Note: Do not e-mail requests for additional grade points unless there is an error in the grading. Please note that any grade discrepancies must be addressed within 2 weeks of the assignment due date. Grades are not ‘given out’ by the professor; they are ‘earned’ by the student. So make sure that you ‘earn’ a grade that you can live with.)

**Late Assignments**

Late assignments will not be accepted for grading unless there is a severe illness or an emergency situation. In these cases legitimate documentation of the emergency must be presented and approved by the office of the Dean of Students before extensions will be granted.

**Academic Integrity**

Learning is both an individual and a cooperative experience. Asking for and giving help freely in appropriate settings helps you learn. However, you should present only YOUR work as your own. University rules and standards define and prohibit “academic misconduct” by all members of the academic community including students. You are asked and expected to be familiar with these standards and abide by them. A link to the NJIT academic integrity policy can be found at:

<https://www5.njit.edu/doss/policies/conductcode/article5.php>

I will submit your assignments to Turnitin to check for plagiarism.

**Final Comments**

**I reserve the right to change any aspect of this syllabus or the course schedule at any time**, as the need arises. Students registered for this course assume full responsibility for reading and understanding the course policies as stated above.

#	Week of:	Classroom Activities	Due
1	Sept 5	Introduction to Course & Syllabus <b>Chapter 1:</b> Marketing – Creating and Capturing Marketing Value Form Groups	MyMarketingLab assignments

		Explain Research Assignment for next week	
2	Sept 12	<b>Research – No Class</b>	
3	Sept 19	<b>Chapter 2:</b> Company and Marketing Strategy <b>Chapter 3:</b> Analyzing the Marketing Environment	MyMarketingLab assignments <b>Article Review</b>
4	Sept 26	Research – Research Librarian In Class Assignment (we will meet in CAB 1 <sup>st</sup> floor computer lab) <b>Chapter 4:</b> Managing Marketing Information	MyMarketingLab assignments
5	Oct 3	<b>Chapter 5:</b> Understanding Consumer and Business Buyer Behavior <b>Work on Marketing Plan</b>	MyMarketingLab assignments
6	Oct 10	<b>Thursday Oct 13 → Test 1: Chapters 1 – 5</b>	<b>Test 1</b>
7	Oct 17	<b>Chapter 6:</b> Customer-driven Marketing Strategy <b>Chapter 7:</b> Product, Services, and Brands <b>Work on Marketing Plan</b>	MyMarketingLab assignments
8	Oct 24	<b>Chapter 8:</b> NPD and PLC Strategies <b>Chapter 9:</b> Pricing <b>Work on Marketing Plan</b>	MyMarketingLab assignments Marketing Plan Assignment Part 1 due Oct 30
9	Oct 31	<b>Chapter 10:</b> Marketing Channels <b>Chapter 11:</b> Retailing and Wholesaling <b>Work on Marketing Plan</b>	MyMarketingLab assignments
10	Nov 7	<b>Thursday November 10→ Test 2: Chapters 6 – 11</b>	<b>Test 2</b> Marketing Plan Assignment Part 2 due November 13
11	Nov 14	<b>Chapter 12:</b> Advertising and Public Relations <b>Chapter 13:</b> Personal Selling and Sales Promotion	MyMarketingLab assignments

12	Nov 21 We meet on Tuesday Night	<b>Chapter 14:</b> Direct, Online, Social Media, and Mobile Marketing  <b>Work on Marketing Plan</b>	MyMarketingLab assignments  Marketing Plan Assignment Part 3 due Nov 27
13	Nov 28	Work on Marketing Research Assignment and Marketing Plans	
14	Dec 5	<b>Chapter 15:</b> The Global Marketplace  <b>Chapter 16:</b> Sustainable Marketing	MyMarketingLab assignments  <b>Marketing Research Assignment</b>  Final Marketing Plan Assignment due Dec 11
15	Dec 12	<u>Social Media Marketing Plan Presentations</u>	
		Thursday, Dec 22 → Test 3: Chapters 12 – 16	<b>Test 3</b>