

NEW JERSEY INSTITUTE OF TECHNOLOGY

MARTIN TUCHMAN SCHOOL OF MANAGEMENT (MTSM)

<u>COURSE TITLE:</u>	PRINCIPLES OF MARKETING	<u>SEMESTER:</u>	SPRING 2019
<u>COURSE NUMBER:</u>	MRKT 330-452 (DISTANCE LEARNING)	<u>INSTRUCTOR:</u>	DR. RAJIV MEHTA
<u>CLASS TIMINGS:</u>	MONDAY TO FRIDAY 9:00-5:00 p.m.	<u>OFFICE:</u>	CAB 3018
<u>CLASS LOCATION:</u>	ONLINE ON MOODLE	<u>TELEPHONE:</u>	973.596.6419 (Office)
<u>OFFICE HOURS:</u>	WEDNESDAYS 2:00-4:00 p.m., EMAIL FOR APPT.	<u>E-MAIL:</u>	mehta@njit.edu

COURSE MATERIALS

TEXTBOOK: Boone, L. E. and D. L. Kurtz (2016), *Contemporary Marketing*, 17th Edition, South-Western/CENGAGE Learning. [The course assignments/exams are primarily based on readings and cases in the 17th Edition, which contains updated concepts, examples and illustrations that are quite different from the previous edition of the textbook. As there are many updates in the current edition, it is not possible to provide a complete list of differences between the current and previous editions of the text. Students who have access to or want to purchase an older edition do so at their own risk.]

TEXTBOOK FORMAT OPTIONS:

Hardcover: ISBN 978-1305075368
e-Book: ISBN 978-1305077324

COURSE OVERVIEW AND COURSE OBJECTIVES

COURSE OVERVIEW: Provides an understanding of how environmental factors (political, legal, economy, competition, socio-cultural, and technology) influence the design of product, pricing, promotion and distribution strategies. Topics discussed include strategies to satisfy target markets, market segmentation, buyer behavior, marketing ethics, and global marketing issues. Fundamentals of marketing are integrated using cases, videos, and class projects.

COURSE OBJECTIVES: Upon completing this course, students will be able to:

- Holistically understand the discipline of marketing and its role in the management of an organization
- Differentiate the role of marketing from a managerial standpoint from the other functional areas of business
- Appreciate the importance of marketing ethics and corporate social responsibility in marketing
- Evaluate how the uncontrollable environmental variables, such as economic, political-legal, socio-cultural, competitive, and technology, influence the strategic dimensions of the marketing mix that include product, pricing, promotion and distribution
- Develop strategies to identify and satisfy customer needs
- Learn how buying decisions are made by consumers and firms
- Differentiate alternative methods of market segmentation for identifying target markets
- Understand product, pricing, promotion and distribution decisions central in formulating marketing strategy
- Deliver products and services available at times and places that meet customers' needs
- Distinguish alternative approaches to devise profitable prices for products and services that reflect costs, competitive and other considerations
- Communicate information about products and services to prospective buyers, and
- Critically analyze marketing issues

PROGRAM LEARNING GOALS (PLG) AND PROGRAM LEARNING OUTCOMES (PLO)

LEARNING GOALS (LG) AND LEARNING OUTCOMES (LO): The program integration of inter-related courses yields the following themes in MTSM's undergraduate curriculum. Thus, upon completion of this course, student skills and learning will be augmented in the following areas:

LEARNING GOAL 1: DEVELOP AN UNDERSTANDING OF BUSINESS CONCEPTS AND PROBLEM SOLVING

- **Learning Outcome 1.1.** Our students will demonstrate knowledge of business.
- **Learning Outcome 1.2.** Our students will demonstrate an ability to analyze and concepts and an ability to apply these concepts to solve business problems use quantitative methodologies as tools to solve business problems.

LEARNING GOAL 2: DEVELOP EFFECTIVE COMMUNICATION AND INFORMATION LITERACY SKILLS

- **Learning Outcome 2.1.** Oral communication: Our students will demonstrate the ability to deliver effective presentations enhanced by technology. **(Not Applicable For This Course.)**
- **Learning Outcome 2.2.** Written Communication: Our students will demonstrate the ability to write clear and concise reports. **(Not Applicable For This Course.)**
- **Learning Outcome 2.3.** Our students will demonstrate the ability to search databases, locate, use, and properly cite relevant information. **(Not Applicable For This Course.)**

LEARNING GOAL 3: INTERACT EFFECTIVELY IN TEAMS (Not Applicable For This Course.)

- **Learning Outcome 3.1.** Our students will demonstrate the ability to understand and use team building behaviors to accomplish group tasks. **(Not Applicable For This Course.)**

LEARNING GOAL 4: DEVELOP ETHICAL REASONING SKILLS

- **Learning Outcome 4.1.** Our students will demonstrate the ability to identify ethical dilemmas and make decisions grounded in ethical principles.

LEARNING GOAL 5: ACQUIRE TECHNOLOGICAL SKILLS (Not Applicable For This Course.)

- **Learning Outcome 5.1.** Our students will demonstrate the ability to use technology for effective project management. **(Not Applicable For This Course.)**

LEARNING GOAL 6: UNDERSTAND THE GLOBAL CONTEXT OF BUSINESS

- **Learning Outcome 6.1.** Our students will demonstrate understanding of the global context in which business is conducted.

COURSE POLICIES

INSTRUCTIONAL METHOD: The instructional delivery system will primarily consist of lectures and videos that exemplify various marketing theories and concepts.

COURSE ASSIGNMENTS AND TERM EXAMS: Assignments and Exams must be completed by the predetermined date and time.

CONTACTING THE INSTRUCTOR: You may contact me at the office, by email or telephone. If I am not available, please leave your name, phone number and message. I will contact you as soon as possible.

COURSE DELIVERABLES AND PERFORMANCE EVALUATION CRITERIA

THREE TERM EXAMS: The three mid-term exams given during the semester will be administered online using Moodle. Each of the 3 Term Exams will primarily comprise **50 MULTIPLE CHOICE QUESTIONS** based on marketing concepts and theories discussed **ONLY** in the **TEXTBOOK** and **LECTURE MULTIMEDIA POWERPOINT VIDEO MODULES**. **There will be NO questions**

on highly recommended BBC and FRONTLINE VIDEOS—extremely powerful, informative programs that illustrate marketing concepts in practice. The exams will assess your ability to apply and remember key marketing concepts.

THREE TERM EXAM MODALITIES AND TIMINGS: Being a Distance Learning course, it will be difficult to give make-up exams. The **Three Term Exams** can be accessed on Moodle. Kindly note the Three Term Exams that are scheduled in the syllabus are not subject to date change and make-up requests as it will be impossible to identify a common date and time that will be suitable for each student. And even if time changes are permitted, other students may find it unsuitable. Additionally, to be equitable to all students and mitigate any infractions and violations to the **NJIT HONOR CODE**, students must take their exams as specified in the syllabus. Thus, missing any exam will be counted as a zero score.

<u>COURSE DELIVERABLES AND PERFORMANCE EVALUATION CRITERIA</u>	
<u>COURSE DELIVERABLES</u>	<u>POINTS</u>
First Term Exam	100 Points
Second Term Exam	100 Points
Third Term Exam	100 Points
	300 Points
<u>COURSE GRADE SCHEDULE</u>	
<u>GRADE</u>	<u>NUMERICAL SCORE</u>
A (Superior)	90 - 100%
B+ (Excellent)	87 - 89%
B (Very Good)	80 - 86%
C+ (Good)	77 - 79%
C (Acceptable)	70 - 76%
D (Minimum)	60 - 69%
F (Inadequate)	Below 60%

GRADING POLICY: Once assigned, grades will not be changed under any circumstances unless there is a computational error. There are no exceptions to this rule. No additional assignments are given to increment your grade.

ACADEMIC INTEGRITY: “Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the academic code of integrity policy that is found at: <http://www5.njit.edu/policies/sites/policies/files/academic-integrity-code.pdf>.

Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. Any student found in violation of the code by cheating, plagiarizing or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university. If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at dos@njit.edu.”

NJIT HONOR CODE: If an exam or test or case has been compromised, I reserve the right to retest the whole class or any individual in the class. Students are expected to comply with the University Honor Code. Violations of the University's academic code include, but are not limited to: possession of or use of unauthorized materials during exams; providing information to another student. Any Violations to the Honor Code will be brought to the immediate attention to the Dean of Students, which will result in academic penalties, including receiving an “F” in this course. The University Honor Code can be accessed at: <http://www.njit.edu/academics/honorcode.php>.

COURSE WITHDRAWALS: In order to insure consistency and fairness in application of the NJIT policy on withdrawals, student requests for withdrawals after the deadline will not be permitted unless extenuating circumstances (major family emergency or substantial medical difficulty) are documented.

CAVEAT: The instructor reserves the right to change or revise the syllabus during the course of the term in consultation with students.

<u>LECTURE TOPICS, ACTIVITIES AND ASSIGNMENTS FOR WEEK OF:</u>		
<u>WEEK</u>	<u>DATES</u>	<u>READINGS, LECTURE MULTIMEDIA POWERPOINT VIDEOS, OPTIONAL VIDEOS, EXAMS, ACTIVITIES, TASKS AND ASSIGNMENTS</u>
1	January 22-27	<p><u>STUDENT AND PROFESSOR INTRODUCTIONS AND PRELIMINARY TASKS</u></p> <ol style="list-style-type: none"> 1. PURCHASE TEXTBOOK 2. DOWNLOAD AND READ COMPLETE SYLLABUS 3. FAMILIARIZE YOURSELF WITH MOODLE 4. COMPLETE STUDENT INTRODUCTIONS ON MOODLE <p style="text-align: center;"><u>AND</u></p> <p style="text-align: center;"><u>COURSE INTRODUCTION AND COURSE OVERVIEW</u></p> <p><u>LECTURE VIDEO MODULE 0 = COURSE OVERVIEW (DR. MEHTA) NEW</u></p> <p style="text-align: center;"><u>CHAPTER 1: MARKETING: THE ART AND SCIENCE OF SATISFYING CUSTOMERS</u></p> <p><u>LECTURE MULTIMEDIA POWERPOINT VIDEO MODULE 1 = CHAPTER 1 PARTS 1-3 (ART AND SCIENCE) NEW</u> <u>HIGHLY RECOMMENDED OPTIONAL VIDEO: "Marketing: Secrets of Branding"</u></p>
2	January 28-February 3	<p style="text-align: center;"><u>CHAPTER 2: STRATEGIC PLANNING IN CONTEMPORARY MARKETING</u></p> <p><u>LECTURE MULTIMEDIA POWERPOINT VIDEO MODULE 2 = CHAPTER 2 PARTS 1-3 (STRATEGIC PLANNING) NEW</u> <u>HIGHLY RECOMMENDED OPTIONAL VIDEO: "Crisis: Secrets of Branding"</u></p>
3	February 4-10	<p style="text-align: center;"><u>CHAPTER 3: THE MARKETING ENVIRONMENT, ETHICS, AND SOCIAL RESPONSIBILITY</u></p> <p><u>LECTURE MULTIMEDIA POWERPOINT VIDEO MODULE 3 = CHAPTER 3 PARTS 1-3 (MARKETING ENVIRONMENT) NEW</u> <u>HIGHLY RECOMMENDED OPTIONAL VIDEO: "Fostering Brands: Secrets of Branding"</u></p>
4	February 11-17	<p style="text-align: center;"><u>CHAPTER 8: GLOBAL MARKETING</u></p> <p><u>LECTURE MULTIMEDIA POWERPOINT VIDEO MODULE 4 = CHAPTER 8 PARTS 1-3 (GLOBAL MARKETING) NEW</u> <u>HIGHLY RECOMMENDED OPTIONAL VIDEO: "Going Global: Secrets of Branding"</u> <u>HIGHLY RECOMMENDED OPTIONAL VIDEO: "Expansion: Secrets of Branding"</u></p>
5	February 18-24	<p style="text-align: center;"><u>CHAPTER 9: MARKET SEGMENTATION, TARGETING, AND POSITIONING</u></p> <p><u>LECTURE MULTIMEDIA POWERPOINT VIDEO MODULE 5 = CHAPTER 9 PARTS 1-3 (MARKET SEGMENTATION) NEW</u></p>
6	February 25-March 3	<p style="text-align: center;"><u>FIRST TERM EXAM: CHAPTERS 1, 2, 3, 8, AND 9 (CLOSED BOOK)</u></p> <p style="text-align: center;"><u>FIRST TERM EXAM DATE: WEDNESDAY, FEBRUARY 27</u></p> <p style="text-align: center;"><u>FIRST TERM EXAM MODE: ONLINE EXAM TAKEN ON MOODLE ANYTIME FROM 9:00 A.M. TO 11:00 P.M.</u></p> <p style="text-align: center;"><u>FIRST TERM EXAM DURATION: 75 MINUTES</u></p>
7	March 4-10	<p style="text-align: center;"><u>CHAPTER 6: CONSUMER BEHAVIOR</u></p> <p><u>LECTURE MULTIMEDIA POWERPOINT VIDEO MODULE 6 = CHAPTER 6 PARTS 1-3 (CONSUMER BEHAVIOR) NEW</u></p>
8	March 11-17	<p style="text-align: center;"><u>CHAPTER 12: PRODUCT AND SERVICE STRATEGIES</u></p> <p style="text-align: center;"><u>AND</u></p> <p style="text-align: center;"><u>CHAPTER 13: DEVELOPING AND MANAGING BRAND AND PRODUCT CATEGORIES</u></p> <p><u>LECTURE MULTIMEDIA POWERPOINT VIDEO MODULE 7 = CHAPTER 12-13 PARTS 1-5 (PRODUCT STRATEGY) NEW</u> <u>HIGHLY RECOMMENDED OPTIONAL VIDEO: "The Power of Brands: Secrets of Branding"</u></p>

		HIGHLY RECOMMENDED OPTIONAL VIDEO: "Innovation: Secrets of Branding"
9	March 18-24	<u>SPRING RECESS—NO CLASS/NO ACTIVITIES AND ASSIGNMENTS: MARCH 17-24</u>
10	March 25-31	<u>CHAPTER 14: MARKETING CHANNELS AND SUPPLY CHAIN MANAGEMENT</u> AND <u>CHAPTER 15: RETAILERS, WHOLESALERS AND DIRECT MARKETERS</u> LECTURE MULTIMEDIA POWERPOINT VIDEO MODULE 8 = CHAPTER 14-15 PARTS 1-3 (MARKETING CHANNELS AND SUPPLY CHAIN STRATEGY) NEW HIGHLY RECOMMENDED OPTIONAL VIDEO: "Is Wal-Mart Good For America?"
11	April 1-7	<u>SECOND TERM EXAM: CHAPTERS 6, 12, 13, 14, AND 15 (CLOSED BOOK)</u> <u>SECOND TERM EXAM DATE: WEDNESDAY, APRIL 3</u> <u>SECOND TERM EXAM MODE: ONLINE EXAM TAKEN ON MOODLE ANYTIME FROM 9:00 A.M. TO 11:00 P.M.</u> <u>SECOND TERM EXAM DURATION: 75 MINUTES</u>
12	April 8-14	<u>CHAPTER 19: PRICING STRATEGIES</u> LECTURE MULTIMEDIA POWERPOINT VIDEO MODULE 9 = CHAPTER 19 PARTS 1-4 (PRICING STRATEGY) NEW HIGHLY RECOMMENDED OPTIONAL VIDEO: "Persistence: Secrets of Branding"
13	April 15-21	<u>CHAPTER 16: INTEGRATED MARKETING COMMUNICATIONS, ADVERTISING AND PUBLIC RELATIONS</u> AND <u>CHAPTER 17: PERSONAL SELLING AND SALES PROMOTION</u> LECTURE MULTIMEDIA POWERPOINT VIDEO MODULE 10 = CHAPTER 16-17 PARTS 1-3 (PROMOTION STRATEGY) NEW
14	April 22-28	<u>THIRD TERM EXAM: CHAPTERS 16, 17, AND 19 (CLOSED BOOK)</u> <u>THIRD TERM EXAM DATE: WEDNESDAY, APRIL 24</u> <u>THIRD TERM EXAM MODE: ONLINE EXAM TAKEN ON MOODLE ANYTIME FROM 9:00 A.M. TO 11:00 P.M.</u> <u>THIRD TERM EXAM DURATION: 75 MINUTES</u>
15	April 29-May 5	HIGHLY RECOMMENDED OPTIONAL VIDEO: "The Persuaders" <u>COURSE SUMMARIZATION AND CONCLUDING REMARKS</u>
16	May 6-12	<u>COURSE SUMMARIZATION AND CONCLUDING REMARKS</u> <u>LAST CLASS: MAY 7</u> <u>READING DAYS: MAY 8-9</u> <u>FINAL EXAM PERIOD: MAY 10-16</u>
17	May 13-19	<u>GRADES DUE--CHECK HIGHLANDER PIPELINE: MAY 17</u>
<i>HAVE A PRODUCTIVE SEMESTER!!!</i>		