

Course Syllabus MKT 6301, Cohort

School of Management
The University of Texas at Dallas

| [Course Info](#) | [Technical Requirements](#) | [Course Access & Navigation](#) | [Communications](#) |
| [Assessments](#) | [Academic Calendar](#) | [Scholastic Honesty](#) | [Course Evaluation](#) | [UTD Policies](#) |

Course Information

Course

Course Number/Section 6301, MBC (Cohort)
Course Title Introduction to Marketing
Term Fall, 2007

Professor Contact Information

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Course Pre-requisites, Co-requisites, and/or Other Restrictions

N/A

Course Description

This course will introduce the participants to the basic function of Marketing in the modern firm. The fundamental theme in this course is that the manager makes these decisions with a constant focus on the customer. What exactly does this focus mean from conceptual and practical points of view? The course will elaborate on this through a series of cases that form the basis of class preparation and discussion.

Student Learning Objectives/Outcomes

The student will learn that marketing consists of several functions and what these functions are. They will also learn what sorts of decisions managers must make relating to these functions.

Required Textbooks and Materials

Required Texts

Marketing Management, by Russell S. Winer, 2nd edition, 2004, Pearson Prentice Hall, Upper Saddle, NJ.

Required Materials

Case Packet for the course. You will also get electronic copies of the syllabus, case assignments, and power-point notes as well.

Suggested Course Materials

Textbooks and some other bookstore materials can be purchased at the [UTD Bookstore](#) and Off-Campus Books.

[Top](#)

Technical Requirements

No previous experience or skill is required, however, it is assumed that participants can read basic accounting statements and have some familiarity with the use of spreadsheet calculations.

Course Access and Navigation

The method of instruction is through cases and lectures. The cases represent real-life situations and call for students to understand the essential marketing functions in each *and* make decisions relating to the functions. Analysis precedes action, but emphasis is equally on analysis and making decisions. Following the class discussion of each case, we will generalize the conceptual basis for the marketing functions and decisions that are central to a particular case. In addition to cases, there will be in-class exercises to further fine-tune analytical skills and meet the challenges of making decisions.

[Top](#)

Communications

Interaction with Instructor: The instructor will communicate with students mainly using the Announcements and Discussions tools. Students may send personal concerns or questions to the instructor via email.

Questions you have: If you send the instructor e-mails, he will try to respond in 72 hours if the mail is sent during the week 8 AM to 5 PM. So, you should send in your questions in advance rather than at the last minute. Also, you may send e-mails to Dr. Rao's TA and copy him if there is an urgent request.

[Top](#)

Student Assessments

Written Case Analyses

All students, working in groups, formally provide a written analysis of the cases in the first half (denoted by *). They have another opportunity to write a second report on a case from the second half (denoted by **). Each group will have the opportunity to choose the case they wish to write a report on. The instructor will determine, based on the number of groups, how many groups will work on a single case. Each group must choose from four available cases in the first half and a *corresponding* case from the second half of the semester. Choosing entails bidding on the chosen combination of cases. You will have 100 points to allocate among the four options. Highest bidders get each of the cases. Depending on the number of groups for each case more than one group will get a case. These bids must be turned in during session 2.

Assignments

Each student is responsible for coming to class prepared to discuss a case. Discussion questions will be assigned to facilitate the preparation effort. (Case reports should NOT consist of just answering the assigned questions. Reports should follow the case report guidelines.) Preparation will enable the student to fully participate in class discussion. Assignments must be turned in as word documents.

Quizzes and Tests

There will be a mid-term (multiple choice questions and short essay) to assess the extent to which each student has grasped the concepts in the course. All students must take the mid-term. I will have practice tests available later in the course.

Participation

Class discussion will be graded and count for class preparation. Class preparation will be graded as GOOD (4), SATISFACTORY (3), UNSATISFACTORY (2), MERELY PRESENT (1), and ABSENT(0). These will be averaged over the best 8 out of 9 case sessions. Each group must turn in two case reports, as discussed earlier. Both reports will be graded on a 100-point scale. In-class activity, if any, will be graded on the same scale as class discussion and count towards 10% of participation.

Exam

There will be a final exam consisting of multiple choice questions and short essay. All students must take the final examination.

Grading Information

Weights

Participation	20%
Case 1 + Case 2	15%+25%
Mid-term	20%
Final Exam	20%
Total	100%

Grading criteria

To get a passing grade in the course you must obtain at least 75% on the final examination. For those that get 75% or more on the final examination the course grade will be determined by a curve. The proportion of A's will not exceed 35%, but may be lower. I expect the proportion of C's to be in the range 0-15%. Obviously, totally unsatisfactory work will result in a grade of F.

Accessing Grades

Students can check their grades online.

Course Policies

Make-up exams

None

Extra Credit

None

Late Work

Will be graded but penalties apply. Normally, every day's delay will lower the maximum points by 10%.

Special Assignments

None

Class Participation

Students are required to participate in all class activities.

Classroom Citizenship

Please use proper etiquette when interacting with class members and the professor.

Assignments

Depending on our ability to get there, we will try to use WebCT platform to web enable the course.

Assignment submission instructions

You will submit your assignments as word documents, preferably on WebCT.

Final Examination

Final Examination is comprehensive and will have both multiple choice questions and short answer questions. It is a closed book examination.

Course Schedule

Session	Date	Topic	Preparation
1	8/20	Introduction	Chapter 1
2	8/22	Marketing Manager's Job Focus on Customer	Supplements to Chapter 1, Chapter 4
3	8/27	Modeling Consumers	Supplements to Chapter 4
4	8/29	What do customers really want?	BARCO
5	9/5	Consumer Behavior and Research Exercise 1	Chapter 3, pp. 61-70
6	9/10	Responding to Competition	SEALED AIR*
7	9/12	Competitor Analysis Exercise 2	Chapter 6
8	9/17	Targeting and Positioning	THE NEW BEETLE*
9	9/19	Branding and Positioning	Chapter 7, pp. 165-183 Chapter 2, pp. 39-48
10	9/24	The GO/NO GO Decision	NESTLE*
11	9/26	New Product Management	Chapter 8
12	10/1	Competition and New Products	OMNITEL*
13	10/3	Segmentation Exercise 3	Chapter 7, pp. 183-189
	10/7	Midterm Review, Time and Place TBA	OPTIONAL
14	10/8	Arresting Decline	CALLOWAY GOLF**
15	10/10	Communications	Chapter 9
16	10/15	MIDTERM	
17	10/17	Pricing	Chapter 12
18	10/22	Channel Management	Chapter 10
19	10/24	Exercise 4	
20	10/29	Distribution Decisions	GOODYEAR**
21	10/31	Managing the Sales Effort	Chapter 11
22	11/5	Global Marketing	CITIBANK**
23	11/7	Sales Promotion	Chapter 13
24	11/12	Exercise 5	
25	11/14	Customer Relationship Management	Chapter 14
26	11/19	Database Marketing	FREEPORT STUDIO**
27	11/21	Services Marketing	Chapter 15
28	11/26	COURSE REVIEW	
29	1/28	FINAL EXAM	

[Top](#)

Scholastic Honesty

The University has policies and discipline procedures regarding scholastic dishonesty. Detailed information is available on the [Scholastic Dishonesty](#) web page. All students are expected to maintain a high level of responsibility with respect to academic honesty. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course and/or dismissal from the University. Since such dishonesty harms the individual, all students and the integrity of the University, policies on scholastic dishonesty will be strictly enforced.

[Top](#)

Course Evaluation

As required by UTD academic regulations, every student must complete an evaluation for each enrolled course at the end of the semester. An online instructional assessment form will be made available for your confidential use. Please look for the course evaluation link on the course Home page towards the end of the course.

[Top](#)

University Policies

Student Conduct & Discipline

The University of Texas System and The University of Texas at Dallas have rules and regulations for the orderly and efficient conduct of their business. It is the responsibility of each student and each student organization to be knowledgeable about the rules and regulations which govern student conduct and activities. General information on student conduct and discipline is contained in the UTD publication, *A to Z Guide*, which is provided to all registered students each academic year.

The University of Texas at Dallas administers student discipline within the procedures of recognized and established due process. Procedures are defined and described in the *Rules and Regulations, Board of Regents, The University of Texas System, Part 1, Chapter VI, Section 3*, and in Title V, Rules on Student Services and Activities of the university's *Handbook of Operating Procedures*. Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations (SU 1.602, 972/883-6391).

A student at the university neither loses the rights nor escapes the responsibilities of citizenship. He or she is expected to obey federal, state, and local laws as well as the Regents' Rules, university regulations, and administrative rules. Students are subject to discipline for violating the standards of conduct whether such conduct takes place on or off campus, or whether civil or criminal penalties are also imposed for such conduct.

Academic Integrity

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrate a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment or the award of a degree, and/or the submission as one's own work or material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

Plagiarism, especially from the web, from portions of papers for other classes, and from any other source is unacceptable and will be dealt with under the university's policy on plagiarism (see general catalog for details). This course will use the resources of turnitin.com, which searches the web for possible plagiarism and is over 90% effective.

Email Use

The University of Texas at Dallas recognizes the value and efficiency of communication between faculty/staff and students through electronic mail. At the same time, email raises some issues concerning security and the identity of each individual in an email exchange. The university encourages all official student email correspondence be sent only to a student's U.T. Dallas email address and that faculty and staff consider email from students official only if it originates from a UTD student account. This allows the university to maintain a high degree of confidence in the identity of all individual corresponding and the security of the transmitted information. UTD furnishes each student with a free email account that is to be used in all communication with university personnel. The Department of Information Resources at U.T. Dallas provides a method for students to have their U.T. Dallas mail forwarded to other accounts.

Withdrawal from Class

The administration of this institution has set deadlines for withdrawal of any college-level courses. These dates and times are published in that semester's course catalog. Administration procedures must be followed. It is the student's responsibility to handle withdrawal requirements from any class. In other words, I cannot drop or withdraw any student. You must do the proper paperwork to ensure that you will not receive a final grade of "F" in a course if you choose not to attend the class once you are enrolled.

Student Grievance Procedures

Procedures for student grievances are found in Title V, Rules on Student Services and Activities, of the university's *Handbook of Operating Procedures*.

In attempting to resolve any student grievance regarding grades, evaluations, or other fulfillments of academic responsibility, it is the obligation of the student first to make a serious effort to resolve the matter with the instructor, supervisor, administrator, or committee with whom the grievance originates (hereafter called "the respondent"). Individual faculty members retain primary responsibility for assigning grades and evaluations. If the matter cannot be resolved at that level, the grievance must be submitted in writing to the respondent with a copy of the respondent's School Dean. If the matter is not resolved by the written response

provided by the respondent, the student may submit a written appeal to the School Dean. If the grievance is not resolved by the School Dean's decision, the student may make a written appeal to the Dean of Graduate or Undergraduate Education, and the dean will appoint and convene an Academic Appeals Panel. The decision of the Academic Appeals Panel is final. The results of the academic appeals process will be distributed to all involved parties.

Copies of these rules and regulations are available to students in the Office of the Dean of Students, where staff members are available to assist students in interpreting the rules and regulations.

Incomplete Grade Policy

As per university policy, incomplete grades will be granted only for work unavoidably missed at the semester's end and only if 70% of the course work has been completed. An incomplete grade must be resolved within eight (8) weeks from the first day of the subsequent long semester. If the required work to complete the course and to remove the incomplete grade is not submitted by the specified deadline, the incomplete grade is changed automatically to a grade of **F**.

Disability Services

The goal of Disability Services is to provide students with disabilities educational opportunities equal to those of their non-disabled peers. Disability Services is located in room 1.610 in the Student Union. Office hours are Monday and Thursday, 8:30 a.m. to 6:30 p.m.; Tuesday and Wednesday, 8:30 a.m. to 7:30 p.m.; and Friday, 8:30 a.m. to 5:30 p.m.

The contact information for the Office of Disability Services is:
The University of Texas at Dallas, SU 22
PO Box 830688
Richardson, Texas 75083-0688
(972) 883-2098 (voice or TTY)

Essentially, the law requires that colleges and universities make those reasonable adjustments necessary to eliminate discrimination on the basis of disability. For example, it may be necessary to remove classroom prohibitions against tape recorders or animals (in the case of dog guides) for students who are blind. Occasionally an assignment requirement may be substituted (for example, a research paper versus an oral presentation for a student who is hearing impaired). Classes enrolled students with mobility impairments may have to be rescheduled in accessible facilities. The college or university may need to provide special services such as registration, note-taking, or mobility assistance.

It is the student's responsibility to notify his or her professors of the need for such an accommodation. Disability Services provides students with letters to present to faculty members to verify that the student has a disability and needs accommodations. Individuals requiring special accommodation should contact the professor after class or during office hours.

Religious Holy Days

The University of Texas at Dallas will excuse a student from class or other required activities for the travel to and observance of a religious holy day for a religion whose places of worship are exempt from property tax under Section 11.20, Tax Code, Texas Code Annotated.

The student is encouraged to notify the instructor or activity sponsor as soon as possible regarding the absence, preferably in advance of the assignment. The student, so excused, will be allowed to take the exam or complete the assignment within a reasonable time after the absence: a period equal to the length of the absence, up to a maximum of one week. A student who notifies the instructor and completes any missed exam or assignment may not be penalized for the absence. A student who fails to complete the exam or assignment within the prescribed period may receive a failing grade for that exam or assignment.

If a student or an instructor disagrees about the nature of the absence [i.e., for the purpose of observing a religious holy day] or if there is similar disagreement about whether the student has been given a reasonable time to complete any missed assignments or examinations, either the student or the instructor may request a ruling from the chief executive officer of the institution, or his or her designee. The chief executive officer or designee must take into account the legislative intent of TEC 51.911(b), and the student and instructor will abide by the decision of the chief executive officer or designee.

Off-Campus Instruction and Course Activities

Off-campus, out-of-state, and foreign instruction and activities are subject to state law and University policies and procedures regarding travel and risk-related activities. Information regarding these rules and regulations may be found at the website address given below. Additional information is available from the office of the school dean.
(http://www.utdallas.edu/Business Affairs/Travel_Risk_Activities.htm)

These descriptions and timelines are subject to change at the discretion of the Professor.

[Top](#)