

## BINGHAMTON UNIVERSITY – SCHOOL OF MANAGEMENT

Course Name: Introduction to Marketing, Mktg311  
Semester: Winter 2017  
Class Type: Online Course  
E-mail: [smookhe2@binghamton.edu](mailto:smookhe2@binghamton.edu)

Instructor: Satadruta Mookherjee  
Office: 215, Academic A  
Email Office Hours: Mon, 11:30 –  
12:30 pm or by appointment

### COURSE WEB PAGE:

<https://mycourses.binghamton.edu> (Mycourses)  
<http://connect.mheducation.com/class/s-mookherjee-winter-online-marketing-course> (Connect & E-book)  
<http://www.proctoru.com/portal/binghamton/> (Proctor U)

### COURSE PHILOSOPHY AND CONTENTS

Marketing is an exciting, dynamic and expanding field of business. The discipline of marketing starts with the consumer and recognizes that how effectively a company can meet the consumers' needs and wants is the key to profitability. As a discipline which focuses on creating, communicating and delivering value, marketing is effective not only in the success of for-profit companies but also for non-profits and even individual ideas.

In MKTG 311, we will learn the *key elements of marketing, including strategy, segmentation, consumer behavior, branding, promotion, pricing and retailing*. We will focus on understanding the important concepts and tools, and how you can use them to solve marketing problems.

### AREA AND COURSE GOALS

The broad goal of the Marketing area in the School of Management is to teach students an integrative understanding of, and the ability to apply, concepts about (a) *information acquisition, management, and use*, (b) *customer analysis*, and (c) *marketing mix design and marketing strategy development*. Within that broad context, the primary goal of MKTG 311 is to develop functional competency in marketing, and the desired outcome is that students, after taking this course, are able to apply knowledge of marketing to make effective business decisions.

The other learning goals of MKTG 311 are:

1. To familiarize you with the key elements of developing, implementing and evaluating a successful marketing program.
2. To provide you with examples of how companies use marketing tools to help them compete with others.
3. To give you the opportunity to apply marketing concepts by analyzing real companies and by identifying and solving marketing problems.
4. To enhance your critical thinking skills by allowing you to evaluate marketing problems and discuss them.

### INSTRUCTION MATERIAL

E-Textbook and Connect account (Required): *Marketing*, Dhruv Grewal & Michael Levy, 5th ed., McGraw-Hill, 2016, ISBN 9781259737671. Access at: <http://connect.mheducation.com/class/s-mookherjee-winter-online-marketing-course>

Powerpoint Slides: Download lecture outline slides for each topic from Blackboard

## METHOD OF INSTRUCTION

It will involve readings, videos, and distinct type of assignments so that you can understand the key elements of marketing, and how they are interlinked with each other.

## EVALUATION

Your course grade will be determined as follows:

<u>Method</u>	<u>Points</u>
Midterm	250
Final	300
Connect Assignments	240
<u>Company Analyses</u>	<u>210</u>
<b>TOTAL</b>	<b><u>1000</u></b>

Please note that poor performance in any one or more of the above components of your grade cannot be made-up by any extra assignment or report. **There is absolutely no make-up exams or assignments.**

## COURSE GRADE

Each of the course requirements (i.e., midterms, connect assignments, discussions) will be graded by assigning numerical points. The final letter grades will be assigned on the basis of the following (typical) distribution:

Ltr.Gr	Range of Score
A	900 and >
A-	850-899.99
B+	800-849.99
B	750-799.99
B-	700-749.99
C+	650-699.99
C	600 - 649.99
C-	550 - 599.9
D+	500-549.99
F	< 500

Please note the following:

- 1) I will definitely fail a student for dishonest behavior e.g., cheating or plagiarism in midterms, or assignments.
- 2) We have only three weeks to cover what we normally cover over fourteen weeks. So please be prepared to spend a lot of time on the course during these three weeks.

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**Please note that all exams and assignments are *individual* assignments and collaboration is not allowed.**

**In case of technical problems regarding Connect: If any technical problem happens and you cannot properly take the exams and assignments, you must e-mail me regarding the issue BEFORE THE DUE DATE. Any excuses reported after the due date will not be considered. You must contact Connect tech team to solve the issue. They are the experts and are generally very responsive regarding your matters.**

## (A) MIDTERM and FINAL EXAMS

There will be a midterm and a final for this course. You are expected to thoroughly read and understand the book chapters and study all class materials uploaded on MyCourses. The Powerpoint slides would be helpful, but you still need to go over the textbook thoroughly. Both midterm and final will be multiple-choice exams. The midterm is open book while the final is a closed-book test. I will inform you regarding the specific format and timing of the midterm when the date is closer. Both exams will be taken through Connect (online) for 90 minutes each. For the final, you will be proctored by Proctor-U. A webcam on your computer is required to take this exam. The cost is borne by the student, and the contracted price for an exam is \$22.50. You need to schedule your exam through Proctor-U at least 72 hours before the exam to avoid late fee (varies from \$5 to \$9). See <http://www.proctoru.com/portal/binghamton/> (The University policy on academic integrity will be fully enforced). The student will be required to pay on the Proctor-U website just before taking the exam. Please create an account and a password to schedule your exam time and date or to take the exam (It is an online exam; You can take exams ANYWHERE.)

**LATE SUBMISSION OF EXAMS WILL RESULT IN 20% DEDUCTION IN TOTAL SCORE, REGARDLESS OF THE REASON FOR MISSING. BE RESPONSIBLE.**

## (B) CONNECT ASSIGNMENTS - HOMEWORK FROM TEXT CHAPTERS

The objectives of these individual assignments are to ensure that you have understood the basic concepts, are able to apply them to real life marketing problems, and make appropriate decisions that marketing managers make in the real world. **There are 4 Connect Assignments and each assignment is worth 60 points. The total points for all Connect assignments will be 240 points.** These assignments run through the Connect platform which is a web-based assignment and assessment platform to help you connect to the materials in the text through assignments such as video cases. It will take approximately 30 mins for you to finish the assignment.

Please note that the Connect assignments have fixed end times (11:59 pm on the due dates), and students have 1 try at an answer. As with all technology, you will run into snags – a common frustration is that the system does not save the answers. As you are working on your assignments, make sure that you keep a paper copy of your answers. Should you find the system to be unresponsive at the time of submission, you should email me your answers.

To be fair with other students in the class, late submission (determined by the Connect Time which records when the assignment was submitted) will result in a 10% deduction for each day's delay in submitting these assignments.

## (C) COMPANY ANALYSIS ASSIGNMENTS

These assignments will give you the opportunity to apply the knowledge you acquire through the readings, to analyzing a company of your choice. Three times during the course (11:59 pm on the due dates), you are required to submit a 1-page, single-spaced 12pt analysis of the company in .doc or .docx file, on the chapters (or some of the chapters) we have covered during that week.

There are three possible grades you can receive from each analysis: 0, 50 or 70.

0 pts: Did not submit on time or it seems that the student has put in minimal effort.

50 pts: The student has put in sufficient amount of effort to the analysis and the analysis is OK.

70 pts: The student has put in a lot of effort and the analysis is very good.

The detailed outline of the company analyses is as follows:

- **Company analysis 1** (Due 12/21/17): Ch1 & 2
  - Ch1: Introduce the company you chose and broadly analyze the company's competitive value and mission
  - Ch2: Conduct a SWOT analysis
- **Company analysis 2** (Due 1/08/18): Ch9 & 11
  - Ch9: Has the company of your choice used the market segmentation process? Which type of segmentation has it used? Give examples.
  - Ch11: What type of branding strategies does your company use?
- **Company analysis 3** (Due 1/13/18): Ch14 & 17
  - Ch14: What are the different pricing strategies used by the company?
  - Ch17: What are the different types of promotions used by the company? Provide one example of advertisement and one example of public relations.

To be fair with other students in the class, late submission (determined by the Connect Time which records when the assignment was submitted) will result in a 10% deduction for each day's delay in submitting these assignments.

Please read the following Academic Integrity section carefully as it will be enforced through all of your assignments and exams. You may use outside sources in your company analyses but plagiarism will definitely be punished.

#### **(D) COMMUNICATION**

You are expected to check MyCourses and your email regularly for any updates regarding this course. During my email office hours, students can communicate with me through email to clarify any problems regarding class materials, assignments, or exams. I will be replying your emails very shortly during the office hour.

#### **(E) ACADEMIC INTEGRITY**

Binghamton University's academic integrity policy is available at [http://bulletin.binghamton.edu/program.asp?program\\_id=703#1](http://bulletin.binghamton.edu/program.asp?program_id=703#1). Any student violating the academic integrity policy or engaging in any other unethical acts in this course will be removed from the course, turned over to the Dean of the School of Management and/or the Provost for appropriate action, and will receive an "F" as a final course grade. Please read this link carefully- particularly the sections on plagiarism and cheating. **"I did not know" will not be accepted as an excuse.**

*\*\*\*The instructor reserves the rights to changing the terms in this syllabus, including the class schedule.*

## CLASS SCHEDULE

Date	Day	Book Chapters	Assignments/Project Due
12/18/17	Monday	1&2	
12/19/17	Tuesday	1&2	
12/20/17	Wednesday	6	
12/21/17	Thursday	7	<i>Company Analysis 1 due</i>
12/22/17	Friday	9	
12/23/17	Saturday	9	<i>CH2 CONNECT Assignment due</i>
12/24/17-01/01/18 Winter Holidays			
1/02/18	Tuesday	11	
1/03/18	Wednesday	11	<i>CH9 CONNECT Assignment due</i>
1/04/18	Thursday	MIDTERM (Ch. 1, 2, 6, 7, 9) – Open-book exam through Connect	
1/05/18	Friday	14	
1/06/18	Saturday	14	<i>CH11 CONNECT Assignment due</i>
1/07/18	Sunday	16	
1/08/18	Monday	16	<i>Company Analysis 2 due</i>
1/09/18	Tuesday	17&18	
1/10/18	Wednesday	17&18	<i>CH16 CONNECT Assignment due</i>
1/11/18	Thursday	Study break	
1/12/18	Friday	FINAL EXAM (Ch. 11, 14, 16, 17, 18) – Closed-book, proctored exam through Connect and Proctor U	
1/13/18	Saturday		<i>Company Analysis 3 due</i>

\*\*\* The course schedule is subject to change. Changes, if necessary, will be posted on MyCourses.