

Fall 2023

## **MRKT 330-101: Principles of Marketing**

Summaya Aziz

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**Principles of Marketing 330**  
Fall 2023

**Instructor:** Summaya Aziz, MBA

**Office Hours:** WebEx

**Email:** [saa7@njit.edu](mailto:saa7@njit.edu)

**Class Time:** Monday 6 PM to 8:50 PM

**Location:** ME 221

**Course Overview:**

This will be an immersive experience of marketing in various business arenas. 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 an introduction to global marketing issues. Fundamentals of marketing are integrated using cases, videos, and class projects.

**Required Course Materials**

**The text included in the Wiley materials is: Padgett, D. & Loos, A. (2021). Applied Marketing, John Wiley & Sons.**

From your Canvas course, start by clicking a New WileyPLUS Learning Objective link. You will be prompted to sign into New WileyPLUS or create a new account. Once you sign in, you will be taken to the New WileyPLUS Shopping cart where you can purchase access or enter in a registration code. If you have questions please call Wiley Plus Student Support at 1.800.762.2974

See more detailed information below:

1. Starting from your Canvas Course LMS course, click any WileyPLUS Learning Objective Link
2. You will be prompted to sign in or create a new WileyPLUS account.
  - a. If this is your first time using WileyPLUS (with your school email address) you will be prompted to create a new account. Once you create your account, you will be emailed a 4-digit code to confirm your email address.



- b. If you have used WileyPLUS (with your school email address) you will be prompted to sign in. If you cannot remember your password, you can click forgot password for a reset link.
3. You will then be taken to the WileyPLUS Shopping cart where you can:
- a. Enter their WileyPLUS Registration code
  - b. Access their 14-day Free Trial to WileyPLUS
  - c. Purchase WileyPLUS
  - d. Purchase WileyPLUS with Print
  - e. Purchase WileyPLUS with Permanent access to eText

**Course Website**

Please go to CANVAS. The Canvas site is where most course materials are posted. Make sure you have an NJIT UCID and password so that you are able to access Canvas. I will use Canvas to post announcements and supplemental materials throughout the semester. So, please be sure to check the site (canvas.njit.edu) frequently. Please contact helpdesk (973-596-2900) for problems associated with Canvas.

**Course Deliverables/ Final Grade Components**

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

<b>Deliverable</b>	<b>Points</b>	<b>Total</b>
Tests	3@100	300
WileyPLUS Chapter Quiz	10 pts/chapter	150
WileyPLUS Adaptive Practice	10 pts/chapter	150
In Class Assignments	100	100
In Class Participation	100	100
Trailhead Assignments	100	100
Marketing Plan Project	2 parts @ 50 pts each, 1 part @100 pts	200
<b>TOTAL</b>		<b>1100</b>



**Tests:**

	<b>Chapters Covered</b>	<b>Date</b>
Test 1	1-5	Oct 2
Test 2	6-10	Oct 30
Test 3	11-15	TBA

Legitimate documentation of the emergency must be presented and approved by the Dean of Students before a makeup test or allowing late assignments will be considered. All makeup tests will be administered at the convenience of the instructor.

**WileyPLUS Chapter Quizzes**

You will complete the quiz at the end of each chapter. The quizzes must be completed by Sunday of each week. Late assignments will not be accepted.

**Trailhead Assignments**

Trailhead is the fun way to learn Salesforce (and a lot more). Throughout the semester you will complete a number of Trailhead assignments related to marketing. You will submit the screenshot of the completion of each of the units of the module (be sure the screenshots show the points earned for each unit). The grade for this category of assignments is the average grade earned on all of the Trailhead modules.

**In-class Activities/Assignments**

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



**In-class Activities/Participation/Contribution**

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.

**Marketing Plan Project**

In groups of about 5 you will create a marketing plan for one of several options.

**1. Rebranding a Company**

You need to choose an option by week 2. The details of the assignment are included in a separate file in Canvas.

You need to choose an option by week 3. The details of the assignment are included in a separate file in Canvas.

**Final Grades**

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

- Participate 100% of the weeks. During each week new content is introduced, explained, and then applied for better understanding.
- Turn in all course deliverables in a timely and professional manner.
- 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 week.

**Grading Scale**

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

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

**Course Objectives**

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

- Define the term marketing and explain its role and importance in an individual firm and the overall economy.
- Understand the importance of strategic marketing and know the basic outline for a marketing plan: a. Analyze the external environment to identify opportunities or challenges to a business. b. Identify and classify marketing segments and targets, demonstrating the use of marketing research techniques.
- Describe the elements of the marketing mix (4Ps/4Cs of marketing): a. Product/Customer Solution: product mix, product development, product life cycle b. Pricing/Cost to Customer: different pricing strategies and objectives. c. Place/Convenience / Marketing Channels: different marketing channels and distribution strategies. d. Promotion/Communication: the role of all elements of the promotional mix in marketing a product or service, IMC
- Explain marketing’s role and importance in global context
- Identify ethical dilemmas in the context of marketing and make decisions grounded in ethical principles
- Effectively communicate the components of a marketing plan

**Expected Learning Outcomes**

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

<p><b>Learning Goal 1</b> – Develop an Understanding of Business Concepts and Problem Solving</p>	<p><b>Learning Outcome 1.1.</b> You will demonstrate knowledge of business.</p> <p><b>Learning Outcome 1.2.</b> You will demonstrate an ability to analyze concepts, to apply these concepts to</p>
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	solve business problems and use quantitative methodologies as tools to solve business problems.
<b>Learning Goal 2</b> - Develop Effective Communication and Information Literacy Skills	<p><b>Learning Outcome 2.1.</b> Oral communication - You will demonstrate the ability to deliver effective presentations enhanced by technology.</p> <p><b>Learning Outcome 2.2.</b> Written Communication- You will demonstrate the ability to write clear and concise reports.</p> <p><b>Learning Outcome 2.3.</b> You will demonstrate the ability to search databases, locate, use, and properly cite relevant information.</p>
<b>Learning Goal 3</b> – Interact Effectively in Teams	<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</b> - Develop Ethical Reasoning Skills	<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</b> - Acquire Technological Skills	<b>Learning Outcome 5.1.</b> You will demonstrate the ability to use technology for effective project management.
<b>Learning Goal 6</b> - Understand the Global Context of Business	<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.** Actively contribute to discussion, exercises, and projects.
- Show respect.** Be respectful of others’ thoughts and ideas.

**Disruptive behavior includes:**

- 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.

**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 online section # or MRKT 330 online section #) 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. Professor Aziz), 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 you. So, make sure that you ‘earn’ a grade that you can live with.)

**Late Assignments**

Late assignments will not be accepted for grading.

**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.





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](mailto:dos@njit.edu).

**Student Expectations**

- Do original work.

Any form of plagiarism can earn you a failing grade for the entire course. For more information you can refer to NJIT policies on academic integrity. When in doubt, add a citation.

- Attend class and participate.

Many of the class meetings for this course involve team-based meetings or activities, so missing class can have a direct impact on the quality of your team’s project.

- Contribute to your team.

The majority of the work in this course revolves around a team-based marketing project. Put in your fair share of work, and try to find a unique perspective that allows you to make valuable contributions to your team.

- Turn in all assignments on time.
- Use technology professionally.

Laptops and smartphones play a key role in design practice as tools for accessing information. As such, you may find them helpful during class activities. However, these devices can also be distracting. Please use technology professionally to aid you in learning and engaging in class. If technology detracts from your engagement in the class (or the engagement of other students) you will receive no participation points for the day.

- Care for yourself.

Do your best to maintain a healthy lifestyle this semester by eating well, exercising, getting enough sleep and taking some time to relax. This can help you cope with stress, but all of us benefit from support during times of struggle. You are not alone. There are many helpful resources available on campus and an important part of the college experience is learning how to ask for help. If you or anyone you know experiences any academic stress, difficult life events, or feelings like anxiety or depression, we strongly encourage you to seek support. Center for Counseling and Psychological Services (C-CAPS) at NJIT is here to help: <https://www.njit.edu/counseling/>



**Instructor Commitments**

- Be accessible.

I will hold regularly scheduled office hours every week. In addition, I will happily schedule one-on-one meetings with students outside of these office hours.

- Quickly respond to emails.

The instructor will respond to all emails in a timely manner.

- Promptly return grades and feedback.

Grades and detailed feedback will be provided for all assignments within 1 week of the final due date.

- Solicit student feedback.

I constantly strive to improve my ability to teach. You should feel free to email me your feedback at any time, but I will explicitly solicit your evaluation of my teaching ability at least twice during the semester. I hope that you will provide your candid and constructive comments.

- Help to provide necessary accommodations.

If you have a disability and require accommodations, please contact NJIT at,

Office of Accessibility Resources and Services at [www.njit.edu/studentsuccess/accessibility](http://www.njit.edu/studentsuccess/accessibility)

I encourage you to discuss your accommodations and needs with me as early in the semester as possible. I will work with you to ensure that accommodations are provided as appropriate.

**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	Weekly Topics	Due
1	Sept 11	Introduction to Course & Syllabus <b>Chapter 1:</b> What is Marketing?  <b>Chapter 2:</b> Organizing and Planning for Marketing Strategy	WileyPLUS Chapter Quizzes WileyPLUS Adaptive Practice Trailhead Assignment Ready to Go Introduction Syllabus Quiz
2	Sept 18	<b>Chapter 3:</b> The Marketing Environment  <b>Chapter 4:</b> Customer Behavior	WileyPLUS Chapter Quizzes WileyPLUS Adaptive Practice Trailhead Assignment
3	Sept 25	<b>Chapter 5:</b> The Role of Research in Marketing  <b>Chapter 6:</b> Using Segmentation, Targeting, and Positioning to Distinguish a Brand within the Market	WileyPLUS Chapter Quizzes WileyPLUS Adaptive Practice Trailhead Assignment
4	Oct 2	<b>Test 1: Chapters 1 – 5</b>  <b>Chapter 7:</b> Applying the Marketing Mix	<b>Test 1</b>  WileyPLUS Chapter Quizzes WileyPLUS Adaptive Practice Trailhead Assignment  <b>Part 1 Marketing Plan</b>
5	Oct 9	<b>Chapter 8:</b> Delivering Products and Brands that Meet Customer Needs  <b>Chapter 9:</b> Place Decisions and Customer Convenience	WileyPLUS Chapter Quizzes WileyPLUS Adaptive Practice Trailhead Assignment
6	Oct 16	<b>Chapter 10:</b> Managing Price and Customer Cost Perceptions	WileyPLUS Chapter Quizzes WileyPLUS Adaptive Practice Trailhead Assignment

		<b>Chapter 11:</b> Using Promotion to Communicate with Customers	
7	Oct 23	<b>Chapter 12:</b> Encouraging Participation to Connect with Customers	WileyPLUS Chapter Quizzes WileyPLUS Adaptive Practice Trailhead Assignment
8	Oct 30	<b>Test 2: Chapters 6 – 10</b>	<b>Test 2</b>
9	Nov 6	<b>Chapter 13:</b> Measuring Marketing Effectiveness through Metrics  <b>Chapter 14:</b> Developing an Integrated Marketing Mix	WileyPLUS Chapter Quizzes <b>WileyPLUS Adaptive Practice</b> Trailhead Assignment <b>Part 2 Marketing Plan</b>
10	Nov 13	<b>Chapter 15.1:</b> Finalizing a Marketing Plan	WileyPLUS Chapter Quizzes <b>WileyPLUS Adaptive Practice</b> Trailhead Assignment
11	Nov 20	<b>THANKSGIVING BREAK</b>	
12	Nov 27	<b>Chapter 15.2:</b> Finalizing a Marketing Plan	<b>Part 3 Marketing Plan</b>
13	Dec 4	<b>Presentations</b>	
14	Dec 11	<b>Presentations</b>	
15	Dec 18	<b>Presentations</b>	
16	Dec 19	Final Exam Period - Date TBA <b>Test 3: Chapters 11 – 15</b>	<b>Test 3</b>

