

Spring 2024

MRKT 330-HM2: Principles of Marketing

Ellen Thomas

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Course Syllabus

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 Edit

Instructor: Ellen Thomas

Office: 4034 CAB **Phone:** 973-642-4597 (office)

Office Hours: Office hours Thursdays 3:00 - 4:00, or by appointment (in person or WebEx)

Email: ethomas@njit.edu (<mailto:ethomas@njit.edu>) *(the best way to contact me)*

Class Time & Location: Tuesday and Tuesday 4:00 – 5:20 pm

Location: FMH 408

Course Overview:

Principles of Marketing provides an understanding of how environmental factors (political, legal, economic, competition, sociocultural, and technology) influence the design of products, 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

1. **Marketing: An Introduction, 13th Edition**

Gary Armstrong & Philip Kotler (2017) Prentice-Hall, Inc., Upper Saddle River, NJ
ISBN: 978-0134149530

This is an older edition with a lower price. Newer editions are fine too.

1. **NewShoes: Principles of Marketing Simulation**, Interpretive Software (\$29.95)

<http://schools.interpretive.com>  (<http://schools.interpretive.com>)

NOTE: We will NOT be using MyMarketingLab

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>
Three Exams	Individual	3 @ 20%	60%
Homework	Individual	3 @ 5%	15%
NewShoes	Group	1 @ 15%	15%
Pop Quizzes/ Discussions	Individual		<u>10%</u>
TOTAL			= 100%

Exams

Sixty percent (60%) of your final grade will be based on three (3) in-term exams.

- **Exam #1:** Chapters 1 – 6
- **Exam #2:** Chapters 7 – 11
- **Exam #3:** Chapters 12 -16

The exams will cover the assigned reading materials from the textbook, case studies, presentations, and other classroom discussion topics.

A severe illness or an unplanned emergency is the only legitimate reason for not taking a scheduled exam. Legitimate documentation of the emergency must be presented and approved by the Dean of Students (<https://www.njit.edu/doss/contact.php> → <https://www.njit.edu/doss/contact.php>) before a makeup exam will be considered. All makeup exams will be administered at the convenience of the instructor.

Homework Assignments

Fifteen percent (15%) of your final grade will be based on THREE (3) required homework assignments designed to ensure student experience in applying course concepts. **Assignments are to be uploaded to CANVAS before the start of class**; late or emailed assignments **WILL NOT** be accepted.

Students must prepare these assignments individually and professionally. Assignments must be typed on standard 8.5" by 11" paper. Papers should be double-spaced, 11- or 12-point type (font of your choice), with appropriate margins. Include your NAME, Course/Section number, Date, and ASSIGNMENT TITLE (e.g., Assignment #2) at the top of the page. Any assignment turned in not following directions will lose points.

Group Assignment: NewShoes Simulation

In the business world, you will find that it is imperative to work successfully with other people to meet a common goal. You will often be evaluated on "Teamwork and Collaboration" as a core competency for performance appraisals. This group project is intended to allow students to work together, integrating and synthesizing key concepts from the class by participating in an online simulation or game.

Fifteen percent (15%) of your grade will come from **active participation** in the NewShoes simulation, so I encourage you to take it seriously and have fun with it. ***(You will receive more detailed information about the simulation process, deliverables, and metrics in class. Also, check Canvas for updates).***

Teams should consist of no less than 3 and no more than 4 members. NewShoes grades are based on: team performance metrics, a team journal and assignments, and team peer evaluations. All team write-ups must be handed in in hard copy at the beginning of class. **No late assignments will be accepted.**

Note: Team members typically receive the same grade, although adjustments will be made if necessary based on instructor and peer assessment of contributions to teamwork. Following the project, students must turn in an evaluation of the other members of the group. *Evaluations will be kept strictly confidential.*

Pop quizzes and discussions

Students are expected to read the assigned chapters/materials before class and come prepared to participate in class discussions and exercises meaningfully. Ten percent (10%) of your grade will come

from pop quizzes and discussions.

You will receive either full credit for having done a thoughtful and thorough job or zero credit for doing a poor job or missing it. These **are not scheduled** in advance, and there will be **no makeup**. **YOU MUST BE PRESENT IN CLASS ON THE DAY TO EARN YOUR POINTS.**

* Honors Students – Lectures

One of the best ways to learn is to teach. As an honor student, you must pick a topic covered this semester that interests you. You must prepare and deliver a ~ 15-minute lecture on the topic, including any current events. You should make it fun, interesting, and relevant to your classmates.

Final Grades

Grades are a reflection of the level of understanding of course content. They are “earned” by the student, not “given out” by the professor. Make sure you “earn” a grade you can live with. To achieve a grade of A or B in this class, expect to:

- Attend 100% of the classes. New content is introduced, explained, and applied during class 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.
- To maximize learning and your competitiveness in the workplace ... **STUDY IT! WORK IT!** Don't give up. **STUDY IT AGAIN! COMPLETE IT!** Bring any and all questions to class.

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

Posted Grades

All grades for course deliverables will be posted on Canvas in a timely manner. Students have 2 weeks to challenge a grade after it has been posted. When the two-week period is over, the professor will not revisit an assignment.

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

<u>Total Score</u>	<u>Grade</u>	<u>Total Score</u>	<u>Grade</u>
90 – 100	A	77 – 79	C+
87 – 89	B+	70 – 76	C
80 – 86	B	60 – 69	D
		< 60	F

Expected Learning Outcomes:

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:
 1. Analyze the external environment to identify opportunities or challenges to a business.
 2. 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):
 1. Product/Customer Solution: product mix, product development, product life cycle
 2. Pricing/Cost to Customer: different pricing strategies and objectives.
 3. Place/Convenience / Marketing Channels: different marketing channels and distribution strategies.
 4. 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 a 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

Classroom Policies

Code of Conduct

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. Give the class your undivided attention and actively contribute to discussions, exercises, and projects.
- **Show respect.** Listening attentively to others' thoughts and ideas.

Disruptive behavior includes:

- Using computers, cell phones, and headphones. TURN OFF and put away ALL electronic devices.
- Engaging in side conversations.
- Disrespecting others.
- Using language inappropriate to a professional work environment.
- Arriving late and departing before class is dismissed.

Non-compliance:

- Exhibiting behavior that disrupts the class learning environment will result in a deduction of activity 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 I expect you to conform to appropriate business letter-writing practice in all of your emails to me. The following are the basics.

- Put the course name (e.g. Marketing 330 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 Thomas) and the assignment details such as the title, homework, or exam.
- 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. Grades are not 'given out' by the professor; they are 'earned' by the student. So make sure you 'earn' a grade that you can live with.)

Statement on 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>  (<https://t.e2ma.net/click/zft90hb/na1moovf/rh98dox>).








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>).

Final Comments

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

Course Summary:

Date	Details	Due
Thu Jan 18, 2024	 Definition of Marketing - In class (https://njit.instructure.com/courses/32842/assignments/404519)	due by 5:20pm
Tue Jan 23, 2024	 Mission Statement - In class (https://njit.instructure.com/courses/32842/assignments/425617)	due by 4pm
Thu Feb 1, 2024	 Consumer behavior and subcultures - In class (https://njit.instructure.com/courses/32842/assignments/428227)	due by 4pm
	 Homework #1 (https://njit.instructure.com/courses/32842/assignments/404520)	due by 4pm

Date	Details	Due
Thu Feb 8, 2024	 <u>Homework #2</u> https://njit.instructure.com/courses/32842/assignments/404521	due by 4pm
	 <u>Survey questions - In class</u> https://njit.instructure.com/courses/32842/assignments/429522	due by 5:20pm
Thu Feb 15, 2024	 <u>Exam #1 Honors - Requires Respondus LockDown Browser</u> https://njit.instructure.com/courses/32842/assignments/398933	due by 5:20pm
Tue Feb 27, 2024	 <u>Homework #3</u> https://njit.instructure.com/courses/32842/assignments/404522	due by 4pm
Tue Mar 26, 2024	 <u>Exam #2 Honors- Requires Respondus LockDown Browser</u> https://njit.instructure.com/courses/32842/assignments/398932	due by 5:20pm
Thu Apr 18, 2024	 <u>NewShoes</u> https://njit.instructure.com/courses/32842/assignments/404523	due by 4pm
Thu Apr 25, 2024	 <u>Exam #3 Honors - Requires Respondus LockDown Browser</u> https://njit.instructure.com/courses/32842/assignments/398934	due by 5:20pm