Marketing
COURSE NUMBER: 29:630:301
COURSE TITLE: Introduction to Marketing

COURSE DESCRIPTION

“Overview of marketing: the process of creating goods and services in response to consumer wants and needs. Study of the marketing function in organizations. Analysis of the marketing functions of price, promotion, place, and product” (from the Catalog).

This is intended as an overview of marketing and also serves in partial fulfillment of the requirements for any major or minor field of study in the Business School.

COURSE MATERIALS

Text and Resources

RBS courses are taught using Blackboard. It is your responsibility to ensure that you can log onto and access the course in Blackboard. I will use Blackboard extensively to post everything from this syllabus, any assignments, class notes, and announcements; you will need to check it several times a week. https://blackboard.newark.rutgers.edu/webapps/portal/frameset.jsp

Textbook:

This book is available in a hard-back, soft-back, or loose-leaf edition. The 11th edition is similar enough so it may be used as well. However, earlier editions are not appropriate.

You won’t need to carry the textbook to class.

Clickers:
You do need to have your own clicker and bring it to every class (see attached “Clickers” document for details)

Additional Articles:
A series of short articles related to various aspects of Marketing will be made available to you through Blackboard.
Class Notes
Lecture outlines in PowerPoint will be made available on Blackboard. It’s a good idea to download them before class and bring them with you to class so that you can add your own notes/comments to them (see the summary of recent research on the effectiveness of note-taking in classes).

These are outlines, not complete notes: more complete information will be provided in class. That’s why it’s important to be there.

LEARNING GOALS AND OBJECTIVES

Marketing is a key function within modern firms; in fact, one can argue that all firms, whether they are for-profit or not-for-profit, require a marketing group in order to function effectively. This course is designed to (a) develop and shape your basic skills and understanding of fundamental marketing principles and (b) show you how these principles fit together to drive the objectives of a firm and deliver value to all customers, whether they be the end-user consumers or other businesses dealing with the firm.

Course Organization and Philosophy

This course will consist primarily of

1. **lecture presentations** on key topics,
2. in-class and out-of-class **demonstrations** of marketing principles,
3. **video case studies**, and
4. **testing** to reinforce learning.

A class schedule of topics, assignments, and exams is attached. It is my prerogative to change this schedule as the need warrants during the semester.

Each major topic in the course will be presented in several consecutive modules, each of which is designed to be relatively short (about 20 to 30 minutes each) and targeted for what I believe are key points about marketing - and hopefully interesting. They are also designed to be interactive: Clicker use will be included throughout these presentations. In addition, your perspectives and points-of-view, especially when they differ from mine, are not only welcome, but are important for this course to succeed for all.

The demonstrations will be like a “lab”: they are designed to give you practice working with some of the principles important to marketing and requires your active involvement for these to work right. Guidelines concerning your responsibilities for these demonstrations will be provided separately.
Attendance Policy

In accordance with Rutgers University regulations, attendance is expected at all regularly scheduled meetings of the course, and you are expected to arrive to class on time and stay for the entire period. Coming in late or leaving class early (without permission) can count as an absence. See “Clicker Policies, procedures, FAQs” document for details on attendance policy and credit.

Absences due to (a) religious observances, (b) participation in university-sponsored events or activities (e.g., intercollegiate athletics, case competitions, etc.), or (c) personal reasons (e.g., chronic or acute medical issues, immediate family member’s death) require Documentation (e.g., doctor’s/hospital’s notes, published funeral arrangements and evidence of family relationship) and in some cases, the Dean’s approval. When documented, these are treated as authenticated absences. However, authenticated absences also do not waive the overall policy for attendance. It is also the policy of the Rutgers University not to cancel classes on religious holidays. Absences related to job or internship interviews do not waive the attendance policy: if you have such interviews, it is your responsibility to schedule those meetings outside of class times, if you need to.

For information on delays or cancellation of classes (e.g., due to weather), check the Rutgers website online for the latest information.

Expectations

As a student, you are expected to:

• Attend regularly, arrive in class ON TIME and STAY for the entire class duration.
• Spend approximately 6-7 hours per week outside of class keeping up with this course material.
• Complete any assignments on time – including the reading
• Produce college-level quality writing, if required
• Earn your grade: you are not entitled to it simply for showing up. Actively participate in class. Sitting in a seat in class without taking notes, multi-tasking and not actively engaging in what’s going on – and hoping you can absorb the material by osmosis – is a big mistake.

Classroom Etiquette

Class will start promptly so you need to arrive on time, be ready to actively participate, and stay for the duration of class. This includes completing all reading assignments prior to the start of class.

It’s better to turn off all electronic devices (cell phones, tablets, computers, etc.) before coming to class (see attached article: "The Pen is Mightier than the Keyboard"). Too many students think it’s more important to check emails and text messages, watch movies, and listen to music, etc. than pay attention. You cannot multi-task effectively, no matter how convinced you are that you can! If this describes you, it indicates that you are not taking this course seriously enough, so please do yourself and me a favor: WITHDRAW from this course. You’re just wasting your time as well as yours or someone else’s money.
GRADING

Examinations:

There will be three (3) exams during this semester, administered roughly every 4 to 5 weeks according to the attached schedule. The final exam is the third exam given during the final-exam period. Your scores on the 3 exams will be weighted 85% toward the total points you can earn for the course.

These exams are non-cumulative. You will be allotted 80 minutes of class time to complete each exam, beginning from the start of a class. If you come in late, you will NOT be given any additional time to complete it.

If you miss an exam without prior approval from me based upon a legitimate reason, you will receive zero (0) points for that exam – and will likely fail the course. If you miss an exam for a documented and approved reason, you will be administered a make-up exam, which will be partly oral in nature (i.e., you will be required to answer questions verbally that I will ask you in person). I will give you a non-negotiable date by which this make-up needs to be completed.

Review sessions will be scheduled before each exam. Details will be provided in class.

Clickers:
Attendance and class participation (including accuracy of clicker responses) count for an additional 10% of the points you can earn for the course, evenly divided between the two activities. See the “Clickers Policies, Procedures, FAQs” document for details.

Research Participation:
This activity involves students participating in research studies being conducted by faculty and PhD students for about 60 minutes. You will receive first-hand experience by participating in a live research project. This research will help the next generation of students—research that students participate in today will be in textbooks tomorrow, which future students will learn from. Following completion of the study, researchers will provide you with a debriefing either in person or over email.

You can sign up for studies in the Newark lab. However, if you are still unable, or unwilling, to complete a research study, you can get research credit by summarizing a research article, which will be assigned. Details will be forthcoming.

You will receive 5% credit toward the final points for the course for your participation. Failure to engage in either the research or summarizing the research article will result in 0%.

Grading Scale
I typically don’t grade “on the curve”, but rather in terms of overall performance. Final Letter Grades are based on the following performance criteria (adding across the 3 semester exams (85%), earned clicker points (10%), and research participation (5%).
Grade | %
--- | ---
A | 90 and above
B+ | 87.0 - < 90.0
B | 80.0 - < 87.0
C+ | 77.0 - < 80.0
C | 70.0 - < 77.0
D | 60.0 - < 70.0
F | < 60

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Student Needs and Supports

*The Office of Disability Services recommends that faculty at Rutgers include the following statement on their syllabi:* The Office of Disability Services at Rutgers, The State University of New Jersey provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination.

*The Office of Disability Services: http://disabilityservices-uw.rutgers.edu/

Additional Support for Your Learning

*The Writing Center: http://www.ncas.rutgers.edu/writingcenter*
The Writing Center offers writing tutoring and writing workshops to all undergraduate students currently enrolled in classes on the Rutgers, Newark campus.

*Rutgers Learning Center: http://www.ncas.rutgers.edu/rlc*
The Rutgers Learning Center is open to all undergraduate students on the Rutgers Newark Campus. Here are some of the services offered by the RLC:
• Academic Tutoring
• Academic Coaching
• LD/ADD/ADHD SCREENINGS
• Workshops
• Supplemental Instruction

*Psychological and Counseling Services: http://counseling.newark.rutgers.edu/workshops.php*
The Rutgers-Newark Department of Psychological and Counseling Services (Psy A CS) values every student member of the Rutgers-Newark community and is here to help maximize their educational experience. Our belief is that in addition to classroom instruction, the educational process optimally involves the development of the student as a whole person. The goal of PsyACS is to enhance the
student's overall educational experience by facilitating their personal, academic and professional growth.

**Career Management Support**
RBS Newark Undergraduate students have access to two comprehensive career offices, our onsite Office of Career Management ([http://www.business.rutgers.edu/undergrad-newark/careermanagement](http://www.business.rutgers.edu/undergrad-newark/careermanagement)) and the Rutgers Newark Career Development Center ([http://www.ncas.rutgers.edu/cdc](http://www.ncas.rutgers.edu/cdc)), to support student career objectives and successfully compete in today’s competitive marketplace. Both offices strategically collaborate to offer the best possible support to engage employers and prepare students.
Acknowledgement of Academic Integrity and  
Your Understanding of the Course Requirements and Policies

There is a University-wide policy on academic integrity, which will be followed. Every student is expected to abide by the university’s honor pledge. This policy extends to all examinations, assignments. Assignments in this class include any submitted written work and the use of the clickers. With respect to the clickers, if you give your clicker to someone else to use in your absence from class, or if you use someone else’s clicker in class, this is a serious violation of the policy.

The consequences to you for violations of the Honor Code are severe: it just isn’t worth doing.

“On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.”

Additionally, you need to acknowledge that you have read and understood Academic Integrity at Rutgers University: http://academicintegrity.rutgers.edu/policy-on-academic-integrity and this entire Syllabus by signing this agreement and handing in a hard copy of this page ONLY, no later than September 19th, a few days after the end of the ADD/DROP period without a “W”. If you do not sign it and hand it in, I will assume that you are withdrawing from the course, and hence, you will not receive any grade for the course. THERE ARE NO EXCEPTIONS TO THIS POLICY.

“I have read the University-wide policy on academic integrity, understand its implications (and have sought clarification of those parts that were unclear to me), and will abide by it.”

Last Name (Please Print): ________________________________________________

First Name (Please Print): ________________________________________________

Student RU-ID #: __________________________________________________________________

YOUR SIGNATURE: _________________________________________________________ Date:

________________________________

Agreement with the Syllabus Containing Course Requirements and Policies

“I have read this syllabus, understand it (and have sought clarification of those parts that were unclear to me), and I will abide by it.” I understand that the course professor has the right to make alterations to the class and exam schedule as needed.

Signature of Student: _________________________________________________________ Date __________
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