MKT 320F: On Demand
Title: Foundations of Marketing
Instructor: Kevin Williams

Course Description: Introduction to basic concepts and terminology in marketing: the process of developing marketing strategy, the role of marketing activities within the firm, external influences that affect the development of marketing strategy, and basic analytical tools appropriate to marketing decision making.

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

- Explain the evolution of the marketing concept, including the historical context of changes in the concepts of marketing, and the role that marketing currently plays in the interaction between business and society.
- Demonstrate an understanding of business strategy options within an organization and connect it to the development of marketing strategy.
- Apply the basic framework of the marketing process, including the situation analysis (3 Cs), market strategy development (STP), and marketing mix decisions (4 Ps), to key issues that marketers encounter in implementing marketing strategy.
- Demonstrate an understanding of the value, use, and implications of market research using common tools and methods as part of a critical analysis of a marketing situation.
- Evaluate marketing decisions and their potential business impacts using key marketing terminology, tools, and tactics.

Required Course Materials:

Harvard Note on Marketing Arithmetic and Related Marketing Terms.

Various articles as embedded in the course.

Grading Criteria: The course grade is based on practice activities, quizzes, and participation and scenario assignments as follows.

Practice Activities: Practice activities test your understanding of the content covered in each of the lessons within a unit. These activities come in several forms including multiple-choice questions and written responses. Feedback from practice activities will help you during the GO! Bars scenarios at the end of each unit.
**Quizzes:** These are non-cumulative quizzes based on the unit readings and activities you complete. These reading checks may contain multiple-choice or true and false questions. Start the quizzes after you have completed and thoroughly reviewed all of the unit content and are comfortable with the concepts.

**Participation:** During the course you will have the opportunity to interact with other classmates using polls, discussion forums, and video activities.

**GO! Bars Interactive Assignments:** At the end of each unit you will take on the role of a marketing consultant and make decisions for GO! Bars, a consumer goods company. These assignments consist of short animated videos to introduce the unit’s challenge and lead in to multiple-choice or multi-select options that allow you to make decisions on behalf of the company. These are the hardest assignments in the course since they are intended to simulate the real world where ambiguity and nuance are common. Read and listen carefully before responding to the questions.

**Note on Course Administration:** Do not open an activity without the intention of completing it. Doing so will close the activity and grade it! No exercise takes very long but make sure you have a good IP connection, fresh battery or A/C connection and time to complete any activity you start. Depending on the size of your screen you may need to use scroll bars to see an arrow or button to move to the next step in the exercise. This is especially true with the GO! Bars videos.

**Weighting and Final Grading Scale:**
- 22 Practice Activities (quizzes) 11%
- 22 Reading Checks (quizzes) 30%
- 10 Video submissions and discussion submissions Completion only
- 9 GO! Bars Interactive Assignments 9%
- Final Exam 50%

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**Code of Ethics**
The McCombs School of Business has no tolerance for acts of scholastic dishonesty. The responsibilities of both students and faculty with regard to scholastic dishonesty are described in detail in the BBA Program’s Statement on Scholastic Dishonesty at http://www.mccombs.utexas.edu/BBA/Code-of-Ethics.

**Academic Integrity**
Students of the University of Texas and this course may not share or distribute materials that could be an advantage to another current or future student, and the university has no tolerance for acts of scholastic dishonesty. More on UT’s policy of Academic Dishonesty and Cheating here: http://catalog.utexas.edu/general-information/appendices/appendix-c/student-discipline-and-conduct/

**Students with Disabilities**
Students with disabilities may request appropriate academic accommodations from the Division of Diversity and Community Engagement, Services for Students with Disabilities, 512-471-6259. http://www.utexas.edu/diversity/ddce/ssd/

**Academic Rigor and Workload**
Welcome to The McCombs School of Business. In order to challenge you and truly add to your education, the McCombs School is committed to rigorous classes. This means that you can expect a *substantial workload*. This course, while for non-business majors, is in no way a “business light” course and will require significant reading, participation, assignment completion, learning of new concepts and critical thinking processes.

**Course Outline**

**About This Course**
Activities: Course Overview Video  
Welcome to Foundations of Marketing  
Meet the Faculty  
Glossary of Terms  
Academic Integrity: Policies & Procedures

**Getting Started**
Activities: Q&A Forum  
Introduce yourself  
Video test

**Unit 1: Overview of the Marketing Concept**
Readings: Lessons 1-3 and articles as assigned  
Participation: Poll: Responsibility of Marketing  
Discussion: What Problem Does this Product Solve?  
Assessments: Reading Check: Unit 1, Lesson 1  
Practice Activity: What Is This Firm’s Orientation?  
Reading Check: Unit 1, Lesson 2  
Reading Check: Unit 1, Lesson 3  
GO! Bars Assignment
**Unit 2:** Understanding the Marketing Environment and Buyer Behavior  
Readings: Lessons 1-2 and articles as assigned  
Participation: Poll: Environmental Forces and the Economy  
Assessments:  
- Reading Check: Unit 2, Lesson 1  
  Practice Activity: Environmental Forces at Proctor & Gamble (P&G)  
  Practice Activity: Opportunities and Threats at Proctor & Gamble (P&G)  
- Reading Check: Unit 2, Lesson 2  
  Practice Activity: Consumer Decision Process for Premium Coolers  
  GO! Bars Assignment

**Unit 3:** Building Marketing Strategy Through Segmentation, Targeting and Positioning (STP)  
Readings: Lessons 1-4 and articles as assigned  
Participation: Poll: Radio Audience  
  Discussion: Positioning Statements  
Assessments:  
- Reading Check: Unit 3, Lesson 1  
  Practice Activity: Segmenting Customers  
  Practice Activity: Segment Criteria for Pottery Barn  
- Reading Check: Unit 3, Lesson 2  
  Practice Activity: Targeting for Cleaning Products  
  Practice Activity: The Marketing Mix in Footwear  
  Practice Activity: Perceptual Mapping  
  Practice Activity: The Power of Brands  
  GO! Bars Scenario Assignment

**Unit 4:** Developing and Managing Products and Services  
Readings: Lessons 1-3 and Lesson 5 and articles as assigned  
Participation: Poll: Decisions, Decisions  
Assessments:  
- Reading Check: Unit 4, Lesson 1  
  Practice Activity: Response Curves in Product/Service Development  
- Reading Check: Unit 4, Lesson 2  
  Practice Activity: Developing the Next Taco  
  Practice Activity: Adopting 3D TV  
- Reading Check: Unit 4, Lesson 4  
  Practice Activity: Decision Process for Services  
  GO! Bars Assignment

**Unit 5:** Developing and Managing the Value Chain  
Readings: Lessons 1-3 and articles as assigned  
Participation: Poll: Moving Freight  
  Discussion: Direct to Customers  
  Video Activity: Factors Affecting Channel Design  
Assessments:  
- Reading Check: Unit 5, Lesson 1  
- Reading Check: Unit 5, Lesson 2  
  Practice Activity: Social Influences  
- Reading Check: Unit 5, Lesson 3  
  GO! Bars Assignment
Unit 6: Managing Integrated Marketing Communications
Readings: Lessons 1-3
Participation: Poll: Advertising Impressions
Poll: Touch Points
Discussion: Prankvertising and Ethics
Assessments: Reading Check: Unit 6, Lesson 1
Practice Activity: Communication Tools for GoPro
Reading Check: Unit 6, Lesson 2
Practice Activity: The Value of the Promotional Mix
GO! Bars Assignment

Unit 7: Developing and Managing Pricing Decisions
Readings: Lessons 1-3 and articles as assigned
Participation: Poll: Pricing and Demand
Poll: Effective Pricing Mechanisms
Assessments: Reading Check: Unit 7, Lesson 1
Reading Check: Unit 7, Lesson 2
Practice Activity: Variable and Fixed Costs
Reading Check: Unit 7, Lesson 3
GO! Bars Assignment

Unit 8: Qualitative and Quantitative Marketing Research
Readings: Lessons 1-4 and articles as assigned
Participation: Poll: Big Data
Discussion: Researching Gender Roles
Assessments: Reading Check: Unit 8, Lesson 1
Practice Activity: Conducting Market Research
Reading Check: Unit 8, Lesson 2
Practice Activity: Research Approaches
Reading Check: Unit 8, Lesson 4
Practice Activity: Would I? Should I?
GO! Bars Assignment

Unit 9: Marketing Past, Present and Future
Readings: Lesson 1
Participation: Poll: Wearables
Discussion: Future Trends of Marketing
Assessments: Practice Activity: The Connected Customer
Video Activity: GO! Bars and the Future

Final Exam