PRINCIPLES OF MARKETING (MKT 201)

#### The College of New Jersey



Professor: Karen Becker-Olsen

Office: School of Business 132

Office Hours: By appointment and 9:30-11 M/Th and 2-3 T (virtual)

Email: kbecker@tcnj.edu

\*Note: email is the best way to contact me; I check and respond to email daily.



**Course Resources**

**TEXT  *Principles of Marketing***

There are many opensource texts available online which provide a basics for lectures, cases, and final project. The books provide additional guidance and insight and are key for preparing the assignments.

Here are a few, the first one is the one I will refer to

<https://open.umn.edu/opentextbooks/textbooks/50>

<https://opentext.wsu.edu/marketing/front-matter/acknowledgements/>

<https://fir.bsu.by/images/departments/ee/ee-materials/ee-materials/drozd/drazd_Lamb.Marketing%2011%20edition.pdf>

**CANVAS-site.** This site will have many useful things on it, including all class materials and relevant announcements.



Course Description

This course is designed to *introduce* you to the field of marketing with focus on marketing essentials. We will not only look at the consumer side of things, we will also examine how companies tailor their offerings to create value for consumers and other stakeholders. The course is organized around two key areas: the role of marketing in building value for companies and customers, and the how of marketing with a focus on the STP and the 4Ps. The course is application based requiring you to deeply examine a company and prepare a new product proposal for the company. The course is designed to prepare you for higher level courses and work experiences.



**Teaching and Learning Format**

In this course you will learn about marketing and build your general business acumen as you complete readings and weekly exercises. As you are a business student and have been a consumer for years, I am sure you have lots to share, will be an active class participant, and will help create a dynamic learning environment. Throughout this course you will be developing your content knowledge of marketing theory, analytical and critical thinking skills, and writing ability, as well as reinforcing basic marketing vocabulary and strategy.

The course will have a mix of lectures, videos, weekly exercises and cases as well as a culminating group project which all help to build both a theoretical foundation and an application focus. As we will often talk about companies in the news, you should be looking and listening to the business news and relating stories and experiences to our discussions. Please know that this is a group heavy course and you will need to work efficiently and effectively within your group to be successful. If you have issues, please address them right away – be professional and courteous, but firm and fair. Simply doing the work for others, is not good professional practice.

In order for you to get the most from this course, individual preparation outside of class and participation during class and with your group are of paramount importance. As we go through the mini-term, I will provide feedback on individual and group progress and assist where necessary. ***Prior to class all students should have reviewed basic content in one of the texts and familiarize themselves with the companies for the week.***



**Course Objectives and Learning Goals**

After successful completion of this course you should be able to do the following: (objectives are not necessarily in order of importance)

1. Be a more informed consumer.
2. Understand key marketing models and frameworks and apply these to various aspects of marketing decision making, including brand strategy and tactics, as well as identify business intelligence needs.
3. Discuss, in depth, how a specific company is building and managing its marketing activities
4. Develop a visually appealing and content rich case-based company report.
5. Write a contextually and grammatically sound marketing plan.
6. Make both formal and information presentations related to key marketing themes.



Student Responsibilities

1. Complete all reading and written assignments prior to attending class.
2. Check canvas announcements regularly.
3. Be an active responsible group participant. This means taking initiative, completing all agreed upon tasks on time, coming to meetings on time and prepared, providing constructive feedback to the group, receiving and acting upon constructive feedback from the group.
4. Arrive at class on time with all necessary materials ready to learn with your camera on
5. If you must miss class, you are responsible for all information you have missed.
6. If one of your group members has missed class, the group should provide a courtesy check-in and email that person after class with any group assignments.



# Instructor Responsibilities

1. Begin and end classes on time.
2. Create and maintain a classroom environment that is conducive for learning.
3. Facilitate class discussions, clarify and enhance student presentations.
4. Keep office hours.
5. Provide student assistance with course materials.
6. Provide consistent and timely feedback on all assignments.



**Student Evaluation and Grading Policies**

**Weekly Individual *Marketing in Action* Brief (**6 at 10 points each**) 60 points**

Each week students will submit a **MIA news brief** in which you find a marketing related article **published between January 2021 and the submission week** which is broadly related to the content of the course for the given week and demonstrates how technology is shifting . The base article should come from a business news source such as WSJ, NYT, Forbes, Harvard Business Review, Business Insider. This article should be supported by 2 other articles on the same topic from different sources to find new information on the topic/case. The brief should include a short one-two paragraph summary of the article/case, then explain how it illustrates (contrasts, supports, or presents a different perspective) topics from the course, and close with your opinion about the article. It can be focused on a best practice, a specific company, a consumer trend, a marketing dilemma, or a marketing failure. Briefs should be single spaced, use headers, be clear and easy to read.

Grading Rubric:

* Summary - 2
* Link to Class/Text - 3
* Opinion - 2
* Sourcing - 1
* Writing Quality/Structure - 2

**Weekly Group Marketing Plan Activities** (6 at 10 points each) **60 points**

Each week there is a group planning activity that will help in preparation for the final marketing plan. This activity is generally completed outside of class time and due the first day of the next module. It is expected that each member of the group participate weekly and submit the assignment on canvas; each member of the group will receive the same grade for the submission. If the assignment is not submitted, you will not receive credit.

Grading Rubric:

* Introductory Content - 3
* Company Specific Content - 5
* Writing Quality/structure -2

**Group Culminating Project - Marketing Plan** **200 points**

Each team will be required to submit a full Marketing Plan for their company. Each group will choose a consumer-facing company and analyze it as we progress through the course. You will then devise a new initiative for the company that harnesses technology, fosters growth and builds value for various stakeholders. The Marketing Plan will contain two sections: one based on the research and analysis from the weekly activities, and one for the new. There will also be a group process appendix which outlines the process and contribution of each group member. The bulk of the grade will be based on the new initiative.

Grading Rubric:

* Section 1 Content/Revisions – 40
* Section 2 Content - 100
* Report Presentation Quality - 30
* Group Process – 30

## Individual Class Participation and Preparation 40 points

Although I will not formally take attendance, you cannot participate if you are not in class. In that this is a short-term course, it is imperative that you attend class and stay in communication with your group. Missing more than 3 classes can significantly adversely affect your grade. Remember participation and preparation are not judged on airtime or minimum reading requirements, but on the quality of participation and level of preparation. *Preparation points can include up to 4 graded pop-quizzes on basic reading and content.*  *If we are remote, students need to have their camera on for the entire to receive participation credit.*

Please see the college attendance policy at: [www.tcnj.edu/~recreg/policies/attendance.html](http://www.tcnj.edu/~recreg/policies/attendance.html).

## Extra Credit, Make-up, and Special Assistance

Generally, there are ***NO opportunities for extra credit or missed work*** – there are plenty of opportunities to manage your grade during the semester. However, in that I believe all assignments have value, late assignments are accepted, but with penalty – 10% each day they are late.

If you require special assistance, it is your responsibility to see me so that the appropriate resources can be devoted to helping you be successful in this course. If you have extenuating circumstances, it is your responsibility to proactively manage your coursework. Any student who has a documented disability and is in need of academic accommodations should notify me and contact ARC at [arc@tcnj.edu](mailto:arc@tcnj.edu). Accommodations are individualized and in accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1992 (as amended). Resources for faculty and students are online, and updated with Fall Flex info as well: <https://arc.tcnj.edu/>

## Cheating/Plagiarism and Code of Conduct

Cheating and plagiarism is not tolerated and will result in the grade of “F” for the course. Please see the college academic integrity policy at: [www.tcnj.edu/~academic/policy/integrity.html](http://www.tcnj.edu/~academic/policy/integrity.html). See the following: http://business.pages.tcnj.edu/our-philosophy/code-of-conduct/

**Grading Policies**

This course follows a standard grade distribution (e.g., 93+ = A, 90-92 = A-, 88-89 = B+,…). In the case of grade disputes or appeals, it is your responsibility to see me immediately after grades are posted or work is given back. I generally turn work back within a week and have feedback embedded in the canvas assignment. For group assignments, each person must submit to receive the grade; only one person will receive feedback and they will need to share will all group members. Please understand I only grade output, not effort – although there is generally a strong correlation, with the one exception being the final project where process is a small percent of the grade.

All writing assignments are to be submitted electronically via CANVAS. **If you miss class, the writing assignment is still due**. Writing assignments can be turned in early. Additionally, it is your responsibility to keep an electronic copy of your original submission. Each time you write an assignment, it is assessed on clarity, writing conventions, logic, flow and content.

Consistent with TCNJ course structure, this course is 2 credits. Although we only meet two times a week there are readings and other activities that require your attention outside of class.

**On-Line Learning and Technical Issues**

Everyone on campus will be need to be flexible in meeting the learning objectives and course delivery options for the course. To support and reinforce our collective commitment to learning in a safe environment, some guidelines and norms are important, including being present, having open and proactive communication with group and instructor, and being cognizant of your role as an active participant. In that this is a short-term group oriented course, there is little room for make-up options, so you will need to be in-front of your assignments and connected with your team – just as if you were in a job situation.

There are also likely to be occasional technical issues; again, it will be important for all of us to be flexible. I have designed the course so that you can manage the content and assignments with some flexibility and have a built-in catch up day on the second to last class.

For our remote classes, you are expected to:

* Attend the class in its entirety **with your camera** **on** via Zoom.
* “Arrive” early to get everything prepared so you do not feel rushed and are able to be ready when class begins.
* Use your first and last names in your zoom link.
* Remember to mute your audio when not speaking to minimize any unnecessary external noise.
* Perhaps most importantly, remember that **you are not invisible**.

**Remote Classroom Recording Policy**

Although it is unlikely that I will record classes, the following is the college policy on remote recording:

“In accordance with the Remote Classroom Camera/Microphone Use and Recording Policy our class sessions may be audio-visually recorded (both for students in the class to refer back to and for enrolled students who are unable to attend live). Recordings of your audiovisual participation in the class session are considered “directory information” under the College’s Family Educational Rights and Privacy Act Policy. Access to the recordings will be password-protected and available to students in the class through Canvas. In general, a recording will not be maintained beyond the end of the following semester (allowing students who earned a grade of incomplete to finish the course) and thereafter will be deleted unless a compelling need exists for retaining it. If you have concerns about being recorded or having the recording accessed by other students in the class, please contact your instructor or the Accessibility Resource Center, who can endeavor to address those concerns and ensure that the requirements of the Family Educational Rights and Privacy Act and TCNJ Family Educational Rights and Privacy Act Policy and Remote Classroom Camera/Microphone Use and Recording Policy are met.”



**Quality, Group Expectations, and Time Commitment**

In that this is a two-credit two hundred level course at a selective college, there are certain quality expectations and time commitments that you need to adhere to if you want to be successful in this course. Be advised that your peers generally work hard, are prepared for class, and want to be successful – that is how they got into this school. They do not want to work with students who are not prepared, who want to “share” homework or quiz responses, who do not do the readings, who miss group or class meetings, who text during class, or who are doing other things during class or meeting times.

I believe that groups have a lot to offer in terms of building a higher quality product and preparing you for work and a professional career, I also understand they can be cumbersome and stressful. This class is group heavy and requires you to learn to work as part of a high-performance team. I have randomly preassigned teams for the term and encourage you to prepare group contracts and discuss expectations related to communication, quality of work, and structure. Groups that work smoothly and efficiently will be rewarded in terms of quality output, lower stress, and a better grade.

**TENTATIVE SCHEDULE**

**Module 1: Role of Marketing and Focus on Planning (1/24 and 1/27)**

* Key Topics
  + What is Marketing – the 4 P framework
  + Role of Marketing - Creating value for Stakeholders
  + Strategic Planning – SWOT and 5 Forces
* Activity – Build your SWOT Analysis, begin 5 Forces and Stakeholder Analysis
* Company Cases: Hello Fresh, Tesla and Unilever

**Module 2: Focus on Consumers (1/31 and 2/3)**

* Key Topics
  + Segmenting, Targeting, and Positioning – You can’t be all things to all people
  + Consumer Behavior - Who is your customer and what motivates them
  + Consumer and Business Intelligence
* Activity – STP and Planning
* Company Cases: Robinhood, Beyond Meat and TikTok

**Module 3: Building Value through Products and Services (2/7 and 2/10)**

* + Key Topics
    - Differentiating Products and Services
    - Product Life Cycle
    - New Products and Services – Adoption and Diffusion
    - Branding, Labeling and Packaging
  + Activity – Linking Brand and Value Proposition
  + Company Cases: Airbnb, Peloton and Klarna

**Module 4: Building Value through Supply Chains (2/14)**

* + Key Topics
    - Cradle to Grave and Sustainability
    - Multi- Channel Strategies
    - Channel Agents and Partners
  + Activity – Distribution Strategy and CSR initiatives
  + Company Cases: Target, Johnson & Johnson and Starbucks

**Module 5: Building Value through Pricing (2/21)**

* Key Topics
  + Pricing Perspective and Psychological Impacts of Price
  + Pricing Objectives – maximize sales, build share, develop image, or survive
  + Pricing Approaches
* Activity – Pricing Strategy
* Company Cases: Southwest, Rent the Runway and Instacart

**Module 6: Building Value through Promotion (2/24 and 2/28)**

* + Key Topics
    - IMC
    - Digital Engagement
    - PR, Sponsorship, Events and Social Movements
  + Activity – Brand Stories, Integrated Media and Communication and Digital Engagement
  + Company Cases: Sephora, Nike and Dollar Shave Club

**Module 7: Building Value through Growth and Tech Innovation (3/3 – 3/10)**

* + Key Topics
    - Role of Tech Innovation and Impact – AI, VR, 3D, Blockchain, and more
    - Growth Opportunities and Value Matrix
    - The Marketing Plan
  + Activity – Digital Revolution and Stakeholder Analysis
  + Case Focus: Big Pharma and Big Tech team up
  + *Group Meetings/Pitch - 3/7*
  + Deliverable – **Completed Marketing Plan** (this serves as your final exam and is due 3/11 at midnight)