

MARKETING MANAGEMENT

MKT 301

Text: Marketing: Kerin et.al., 13th, McGraw-Hill.

There are several prominent introductory marketing texts, and this is one of them. The 13th edition is a very readable book and features many current examples, QR codes and Internet exercises. Several alternatives will also be discussed the first day of class.

This book (along with others from McGraw-Hill) offers classroom management software called "Connect." It is included with any book purchased via the class Facebook page or at the UNLV bookstore. If you buy any other version, you can no longer purchase the software separately. McGraw-Hill does still offer a free, 14 day trial. Connect is recommended, but not required. Note that none of the lecture material is contained in Connect; it is strictly text material.

The class will also have a Facebook page and Web Campus will be used to report test scores. Power Point slides, class notes, sample exam questions, and abstracts of famous marketing articles will be posted on Web Campus and Facebook. Note that Web Campus is somewhat unreliable.

Course Description

This course will examine marketing institutions and processes and marketing's relationship with society. Buyer behavior of consumers and organizations will be explored, as will various specialized marketing topics. Current events will be emphasized!!

MKT 301 is designed as a survey course for (mainly) business majors. It is usually taken in the junior year after some exposure to psychology, sociology, economics, etc. There will be a wide variety of needs among the students, ranging from those who will major in marketing to those with only a fleeting interest in the subject.

Learning Objectives

This course will give students an understanding of marketing and provide a foundation to:

1. Understand and apply basic marketing terminology and concepts.
2. Appreciate marketing's impact on society.
3. Evaluate marketing strategies.

Course Structure

This will essentially be a "lecture" class. Text reading will be coordinated. Note, however, that the lectures will be considerably different than the text material. The topics are parallel, but the lectures will be more specialized. Although the text contains numerous contemporary examples, it is inherently basic and dated. The lectures will supplement that information with material on current issues.

We will proceed through the text chapters as indicated on the attached schedule. Note that several chapters are not assigned and some are out of order. The material is divided roughly into thirds with an exam following each third. Videos will also be shown throughout the course. They are professionally produced and should help illuminate concepts which might seem somewhat abstract to students.

Exams

There will be two midterm exams and a final exam during Finals Week. None of the exams (including the final) will be comprehensive; they will cover only the material assigned for that portion of the course, including corresponding lectures and videos. All exams will have a 60-minute time limit, and this is more than adequate.

The exams will consist of 50 multiple choice questions (2 points each), so each exam will contain 100 possible points. Questions will be split roughly evenly between the text and lectures, although there may be a bit of overlap.

Each chapter and each lecture will feature several questions, with the more important material being emphasized. There will be one question on each video. Sample questions will be discussed before the exams. Some are on the class website and some will be posted to the Facebook page. "Connect" has many sample exam questions, but they are strictly from the text.

Makeup exams are strongly discouraged. Due to the class grading scheme, you are much better off taking the same exam as the rest of the class. Students who take makeups often do poorly on them. Arrange your schedule to take the regular exams.

Grading

Grades will be determined by a "modified" curve. In this approach, the high point total for the semester anchors the curve. Then standard percentages (90% of the top score = A, 80% = B, etc.) are applied. This negates the effects of an overly difficult exam. Historically, about 25 points separate the final letter grades. Past grade distributions will be shared.

Note that there is no quota on specific grades as is the case with a "normal" (bell shaped) grading curve; everyone in the class can potentially get a good grade. "Plus/minus" grading will not be used. You will be held to this grading criteria with no changes after the semester has ended.

Students often ask about "extra credit." It will be granted for attending seminars sponsored by the Lee Business School. The dates and times are currently tentative. The schedule will appear later on the college home page. You will be required to sign in at the event and prepare a one page summary report of the talk within a week. Extra credit would be useful only to raise borderline grades, since it will be worth only 5 points.

Class Format

Each lecture will quite focused and more specialized than the parallel reading in the text. The goal is to learn about one topic during each class period. Reading the assigned chapter before class will provide you with important terminology, and you should get more out of the lectures.

Class will start on time and end on time (or before). A topical outline will be utilized and various visuals (mainly Power Pt) will be used. It is suggested you organize your notes around the outline. Although the format will be lecture, questions are encouraged.

Attendance is strictly voluntary. However, students who miss class tend not to do well on the exams, since roughly half of the exam questions will come from the lectures and videos. Students who are not present for the lectures don't seem to have a good grasp of this material, even when they obtain the notes.

An effective way to study for this class is to review the class notes later that same day and try to highlight the important points. Then before the exams, you can review the highlighted items instead of all material. On average, about five test questions will come from the material (including text reading) that we cover that day.

Students should resist the temptation to take an excessive amount of notes. Two handwritten pages per day should be the absolute maximum.

Other Important Information

All UNLV policies on religious holidays, student learning disabilities, and academic dishonesty will be followed. A complete list of these policies is on the UNLV Provost's website.

Date	Topic	Reading
8-29	Class Introduction	Syllabus
8-31	The Marketing Concept	Chapters 1,2
9-5	Labor Day Holiday	
9-7	Demographics	Chapter 3
9-12	Public Policy and Marketing	
9-14	Consumer Behavior	Chapter 5
9-19	Business Marketing: Overview	Chapter 6
9-21	Organizational Buying	
9-26	Global Marketing, Review for Exam	Chapter 7
9-28	Exam #1	
10-3	Market Research	Chapter 8
10-5	Market Segmentation	Chapter 9
10-10	Innovation	Chapter 10
10-12	Branding	Chapter 11
10-17	Marketing Channels	Chapter 15
10-19	Presidential Debate: No Class!	
10-24	SCM/Business Logistics	
10-26	Services Marketing	Chapter 12
10-31	Pricing	Chapter 14
11-2	Exam #2	
11-7	Retailing: Evolution	Chapter 16
11-9	Retailing: Current Trends	
11-14	Marketing Communications: IMC	Chapter 17
11-16	Advertising	Chapter 18
11-21	Consumer Sales Promotion	
11-23	Trade Sales Promotion	
11-28	Sales Management: Overview	Chapter 20
11-30	Sales Management: Topics	
12-5	E-commerce and Social Media	Chapters 19,21
12-7	Marketing Planning	Chapter 22

UNLV Policies

Academic Misconduct—Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling in UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution.

An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the *Student Academic Misconduct Policy* (approved December 9, 2005) located at: <https://www.unlv.edu/studentconduct/student-conduct>.

Copyright—The University requires all members of the University Community to familiarize themselves **with** and to follow copyright and fair use requirements. **You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you nor assume any responsibility for employee or student violations of fair use laws.** Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: <http://www.unlv.edu/provost/copyright>.

Disability Resource Center (DRC)—The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

Religious Holidays Policy—Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor **within** the first 14 calendar days of the course for fall and spring courses (excepting modular courses), or **within** the first 7 calendar days of the course for summer and modular courses, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

Transparency in Learning and Teaching—The University encourages application of the transparency method of constructing assignments for student success. Please see these two links for further information:

<https://www.unlv.edu/provost/teachingandlearning>

<https://www.unlv.edu/provost/transparency>

Incomplete Grades—The grade of I—Incomplete—can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student's control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving "I" grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of F will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the I grade.

Library—Students may consult with a librarian on research needs. For this class, the subject librarian is

https://www.library.unlv.edu/contact/librarians_by_subject. UNLV Libraries provides resources to support students' access to information. Discovery, access, and use of information are vital skills for academic work and for successful post-college life. Access library resources and ask questions at <https://www.library.unlv.edu/>.

Tutoring and Coaching—The Academic Success Center (ASC) provides tutoring, academic success coaching and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, visit <http://www.unlv.edu/asc> or call 702-895-3177. The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of the SSC (ASC Coaching Spot). Drop-in tutoring is located on the second floor of the Lied Library and College of Engineering TEB second floor.

UNLV Writing Center—One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student's Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>.

Rebelmail—By policy, faculty and staff should e-mail students' Rebelmail accounts only. Rebelmail is UNLV's official e-mail system for students. It is one of the primary ways students receive official university communication such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Students' e-mail prefixes are listed on class rosters. The suffix is always @unlv.nevada.edu. **Emailing within WebCampus is acceptable.**

Final Examinations—The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. See the schedule at: <http://www.unlv.edu/registrar/calendars>.