

**Villanova University - Department of Marketing – Dr. Eric J. Karson, Ph.D.**  
**Principles of Marketing, Marketing 1137, Spring 2009**  
**T-TH: Section 005 (1:00 - 2:15); Section 006 (2:30 – 3:45)**

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Education is not the filling of a bucket, but the lighting of a fire. - W.B. Yeats.

NOTE: e-mail is NOT to be used for the discussion of course-related issues, such as assignments or grading. You should only use e-mail to inform me of excused class absences, or to schedule a time to see me in my office. E-mail is NEVER acceptable for the submission of assignments. You are, however, responsible for all e-mails I send to the class, or to you as an individual. Continued enrollment in this course is an acceptance of these terms, and the terms laid out in the rest of this, and other, course documents that serve as the contract for your learning.

**Text:** *Marketing*, (2008), Dhruv Grewal and Michael Levy, McGraw-Hill Irwin, NY, NY. ISBN: 0073049026.

**Course Description:**

This course introduces the theory and practice of marketing. Discussion of the basic structure of getting products/services to market; of the fundamentals of marketing: consumer research, product planning, promotion of all types, supply chain management, pricing, and retail merchandising.

**Course Objectives:**

1. Help you develop your personal initiative towards achieving your maximum performance.
2. Expose you to the basic marketing concepts and terms.
3. Review global economic, governmental, social, and other environmental forces affecting marketing management.
4. Overview the major decisions marketing managers make, and the process of marketing management.
5. Help you relate the practice of marketing to other business disciplines, and understand how technology is impacting the practice of marketing.
6. Understand the way products and services (both business-to-consumer and business-to-business) move into consumption channels.
7. Explore the social and ethical aspects of marketing.
8. Assist you in making a career choice.
9. Further develop your capabilities for critical thinking and analysis.
10. Enhance your communication skills.
11. Raise your expectations as a consumer – and the service you provide to customers.
12. To engage in an enjoyable and beneficial learning experience.

**Required prerequisites:** none.

**Catalog Description (boring):**

Description and evaluation of the ways in which goods and services are developed to meet customer and consumer needs and distributed for domestic and international consumption; economic, government, social, and other environmental forces in relation to the marketing function; emphasis on relevant social problems and responsibilities.

**Philosophy of the Course:**

This, regrettably, is the only marketing course some of you will ever take, so the course needs to be broad and comprehensive. At the same time, it is the first of several marketing courses for some of you, demanding that it provide a good foundation. To achieve this I give you theoretical and definitional knowledge (from the book and class discussions) and build on that with experiential knowledge (from the term project).

### **Assignments & Readings:**

It is critical that you **READ** and **THINK ABOUT** the assigned material **PRIOR** to each class. This is your key responsibility. I expect you to be prepared for class. In this way we are all more likely to have an interesting learning experience at each meeting. I have instituted daily quizzes so we can all have some common basis for our class discussions, and so you do not have to “cram” for exams. **Just like work, I expect you to be ready every day.**

**The “In-Class” Experience:** Orderly and productive classroom discussion is demanded to reinforce the practical and tactical components of the theory we will talk about throughout the term. Given the recent, and rapid, development of this field, your contribution to our discussions will be critical. In fact, ***without frequent and meaningful contributions to classroom discussion the highest mark you can receive is a B+.*** I cannot stress enough how important class participation and prior preparation will be in your learning and the grade you earn!

### **Grading:**

1000 points broken down as follows:

- ~Eighteen (18) quizzes – averaged together to total 400 points
- Course group project (Trade Show) – 350 points
- Class Participation – 200 points – **WOW 20% of your grade!**
- “Marketing Math” workbook – 50 points.

There is one extra credit opportunity (see “Extra Credit” below).

NOTE: At the course’s end, the “average” student will have 1000 points. Throughout the term standard scores (mean = 0, standard deviation = +/- 1) will be used to scale grades, and then adjusted to the 1000 point scale. Because of this method of curving, failing to hand in any assignment has significant extra weight, and disproportionately lowers your final grade.

**Grading Detail (EEK, statistics):** My grading system uses standardized scores (most familiar to you as the “standard normal” or “bell” curve) to calculate grades. The scale begins as: > 1 standard deviation above the mean (1 or 1100) = “A”, mean/average (0 or 1000) = “B-,” and < 1 standard deviation below the mean (-1 or 900) = “C”. Once all graded components of the course are complete (and, when appropriate, weighted by peer evaluations, see Term Project) all items are summed together, and a grand total of course “points” is determined. I “curve” the grades by setting the “cut points” on the normal curve (usually looking for natural “break points”) and assign grades. NOTE: In this system raw scores or percentages are not used to determine grades. While a bit complex, there are valid statistical reasons for basing grades on standard scores. Please see me if you wish further information on the grading system, however, make sure you have reviewed the statistical concept of standardizing numbers before you come in. Generally, poor peer evaluations on the group project will lower your grade significantly.

### **GENERAL INFORMATION:**

- You are invited and encouraged to drop by anytime – Really! In fact, PLEASE DO!
- Follow all written and verbal directions and guidelines fully and you will do fine.
- Failure to work within the specific guidelines and time frames will cause great difficulty.

### **Attendance Policy:**

Attendance is mandatory for guest speakers and the day of the Trade Show. Unless previously notified, absences from mandatory class sessions will result in either a significant grading penalty (guest speakers), or a zero for the project. I realize that attendance is not always possible, but an excessive number of unexcused absences will hurt your grade. Four absences lower your grade one full letter (i.e., B to C), while six absences are grounds for failure. It is your responsibility to get the notes for those classes missed from other students. Attendance may be taken at the beginning and/or end of class. (p.s., falling asleep in class is worse than skipping class, much worse.) While I do excuse the usual array of justifiable absences on an individual basis, you should know that a string of unexcused absences will impact my willingness to excuse other absences. A key thing to remember is that if you are not in class, you can not participate, and this is 20% of your grade. I take attendance.

### **Make-up Quizzes:**

For valid and validated absences, make-up quizzes will be available. Note: Informing me prior to missing a quiz deadline does not eliminate your need to validate your reason at a later time.

### Civility:

In every class a few people seem to leave their manners at home, diminishing the class experience for the rest of us – this will not be tolerated. We will conduct this as a business class in the Business School. Respect the learning environment I am trying to create. This includes using any electronic device for other than taking notes. If I catch you surfing the Web, or texting, I'll ask you to leave the class, and mark you for **two** class absences. Additionally, according to The Wall Street Journal, (8/9/1988) surveying things that most upset business people: "... 6% were rankled most by people who are late for appointments." I am one of those 6%. Be on time! After two "tardies," (or early departures) each late arrival/early departure will be counted as an absence. (You can visit the atomic clock Website at: [www.atomictime.net/](http://www.atomictime.net/) to set your watch, otherwise, the Weather Channel is usually within 2 seconds.) I am "gonzo-nuts" about timeliness, especially on written assignments – you will lose lots of points for being late.

### Eating in Class:

If you choose to eat in class, you **MUST** have enough for everyone to eat, otherwise, do not eat in class. You may drink all you like.

### Quizzes:

As I treat this class as your job I expect you to be ready each and every day. To help you in this endeavor I have done away with standard exams, and use on-line quizzes whenever we cover textbook material. Each quiz will be around 10 multiple choice or true/false questions, and covers the assigned chapter and/or readings for the day. The quizzes will be timed, and you will have one minute per question. Quizzes will be available (hopefully) on the "Assessments" link on the course Web page at 11:00 one day prior to class days for each chapter, and must be completed **prior** to 1:00. All quiz grading will be curved.

### ASSIGNMENTS & READINGS:

Daily Assignment: Each chapter on the schedule has several "Questions" for preparation on the schedule. These questions are available in the back of each chapter under "Marketing Applications." These are for discussion, and do not need to be handed in.

Trade Show Project: Breakdown of 350 Points (35% of course grade)

<u>Assignment</u>	<u>Points</u>
Team Name, List of Group Members, and Product Description:	5
Research Objectives & Survey	50
Consumer Analysis: Initial	for review
Ad or Press Release:	50*
Consumer Analysis: Final	100
Trade Show Presentation:	135
Evaluation of other projects & Peer evaluations:	10

\*There are extra credit points for having the best ad or press release.

Given the nature of the written project, course grades normally run very high on this assignment. (Note: "Consumer Analysis" is the majority written part of the project, so there is an initial submission for review and feedback and a final portion that will be graded.)

The final Trade Show presentation will carry the most weight (~40% of the project grade.) The project is graded (generally) on the following dimensions:

- Content (What is said)
- Presentation (how it is said)

See "Written Plan Evaluation" for grading scheme of the Consumer and Environmental Analysis.

For complete details on the course project, see the "[Term Project & Trade Show Guidelines](#)" and "[Detailed Marketing Plan Guidelines & Requirements](#)" under the "Term Project (Trade Show & Paper): Material" Module on the course Web site.

### **Extra credit:**

You may do one extra credit project worth **at most 50 points or, possibly, a one-third grade shift**, (i.e., B to B+). Those desiring to do so may write a review and integration (with the course) on an instructor-approved book or series of articles. See **Extra Credit** under COURSE MATERIALS. Please note, as this project can change your grade significantly, it does take good planning and execution to receive the full 50 points.

Extra credit proposals are due April 2<sup>d</sup>. Extra credit projects are due May 4<sup>th</sup> (Monday).

### **GENERAL ADMINISTRATION**

#### **Written Work:**

- Due at the **start** of the class period. Projects late by .00001 seconds to 20 minutes will lose 25% of the assignment's total points. Any work later than that will lose 50% of the points.
- A paper copy of the completed assignment is the only acceptable means of submission (except for the project Ad).
- All work should be neatly typed, and stapled.
- **All** written work must include a cover sheet *stapled* to the assignment with your name, the course title and meeting time, assignment title, and full names of all group members (if appropriate). Your name *should not* appear anywhere else on written assignments other than the cover sheet. The exception is your initial group list which may be hand written.
- Do not use fancy bindings for your written project(s), just a heavy-duty staple in the upper left corner (to facilitate reading and grading a stack of projects). There is a stapler than can do this in the Marketing Department Office.
- An excessive number of "typos," misspellings, awkward sentences, or multiple grammatical errors will *significantly* lower your final grade.
- Double space all elements of the course project and the extra-credit project.

**Assignment and Quiz Grading Revisions:** Having been at this for some time, I realize that my objectives (creating a learning environment for you), and your objectives (learning and getting good grades) are not 100% consistent. In order to move us closer together you are allowed to provide written responses to graded exercises that may improve your score. The focus of these written exercises is to demonstrate to me that you have learned the concept. You should cite course, text, and other material demonstrating mastery of the topic, and some discussion of what you did wrong, what you have learned, and how you learned it. Hand in the original exercise (or paraphrased quiz question) with the Redo. NOTE: These "re-dos" are only on an individual basis, even for group assignments, as I am interested in insuring *YOU* learned the material.

If you choose to do this, the "Redo and Evidence of Learning" is due within two weeks of when you get your score on the initial exercise. In the case of Marketing Math (see below) as the answer is posted to WebCT, a "Redo" will earn you no more that 50% of the possible points, if you do a good job identifying where you went wrong.

**Academic Integrity:** The Code of Academic Integrity of Villanova University addresses cheating, fabrication of work submitted, plagiarism, handing in work completed for another course without the instructor's approval, and other forms of dishonesty. For the first offense, a student who violates the Code of Villanova University will receive no points for the assignment (as if it was not handed in). The violation will be reported by the instructor to the Dean's office and recorded in the student's file. In addition, the student will be expected to complete an education program. For the second offense, the student will be dismissed from the University and the reason noted on the student's official transcript. I punish academic integrity violations to the fullest extent allowable by University Regulations. NOTE: I have zero tolerance for sharing work and or ideas except on the term project. If you have questions, see me, not your classmates!

**Important Note:** Any and all discussions of student performance, and/or interpretation of course documents, or the timeliness of submission of coursework, etc., will be done in my office, not in the classroom. Items detailed in the course documents (e.g., timeliness and formatting of submissions) are not open for discussion. Further, if it becomes evident to me that a student is not fully aware of course policy, I will terminate any such discussions immediately, and ask that the student review all course documents before scheduling an appointment to continue the discussion. I am sorry, but the few students in the past that have not taken the time to familiarize themselves with course documents and requirements, then choose to argue about them later, has exhausted my patience with this type of behavior.

Statement on Disability: It is the policy of Villanova University to make reasonable academic accommodations for qualified individuals with disabilities. If you are a person with a disability please contact me after class or during office hours and make arrangements to register with the Learning Support Office by contacting 610-519-5636 or nancy.mott@villanova.edu as soon as possible. Registration is needed in order to receive accommodations.

At this point you all have “A’s,” keep up the good work!

The course documents are our contract for learning.

DISCLAIMER: Although unlikely, course materials are subject to change.