

**Illinois Institute of Technology
Stuart School of Business
Course Syllabus
Spring 2011**

Instructor Information

Name: Alexandra Krueger
Office location: 3424 S. State, Room 4A2-1
Telephone: 312.567.5007
Fax: 312.567.5059
Email: akruieger@iit.edu
Office hours: TR 11.15 am – 12.30 pm

Course Information

Course #: BUS - 371
Course name: Introduction to Marketing

Course description: This course is an introduction to Marketing Management. It provides tools and processes that enable to identify and respond to customer needs by applying the levers of the marketing mix (4 Ps), within a business environment with given constraints, competitors and firm capabilities (4 Cs). Learning is highly interactive and encouraged through the use of classroom lectures, discussions and workshops, as well as case studies, exercises, projects and tests.

Course day and time: TR 10.00 – 11.15 am

Course Objectives: At the completion of the course, successful students will have a good understanding of the principles of Marketing and will be able to utilize the tools of Marketing to both analyze and create a Marketing Plan. More specifically, over the course of the semester, students will understand the concepts of the 4Cs and the 4 Ps of Marketing, individually, in order to learn how to apply them within integrative frameworks, using critical thinking.

Pre-requisites: There are no pre-requisites for this course. However, the course is listed as a “C” course, which means that it is part of IIT’s “Communication Across the Curriculum” program and that it contains a substantial written and oral communication component, expected to develop students’ written and oral communication skills.

Required Course Materials

Required Textbook: Roger A. Kerin, Steven W. Hartley, William Rudelius, Marketing 10th Edition, McGraw-Hill Irwin, ISBN 9780077398255. This book is the most complete while at the same time less complex textbook introducing Marketing and it is more reasonably priced compared to similar books.

Materials: Additional readings and assigned work will be available in advance on Blackboard in the folder of the corresponding class. Classes on Blackboard are defined by “Week # / Class # - Date”.

In addition, the course syllabus, all assignments, all explanatory notes and all slides used in class will be available in advance on Blackboard in the folder of the corresponding class.

Announcements related to occasional changes in the schedule will be communicated through email and Blackboard. Students are responsible to check email and Blackboard regularly in order to remain up to date on requirements and information.

Software: Assignments may be produced with any word-processing software but may only be submitted in a Word 2003 or older compatible format, PowerPoint 2003 or older, or PDF. Some minor spreadsheet work with Excel is possible. In the case that assignments include Excel spreadsheet work, this work is to be imported in Word or PowerPoint documents for submission.

Course Schedule

(BB stands for “Posted on Blackboard”)

<u>Week#/ Class#</u>	<u>Date</u>	<u>Topics Covered</u>	<u>Textbook Chapters</u>	<u>Assignments due</u>
1/1	Jan. 11	Introduction to the course; Ethical and social responsibility in Marketing	Ch. 1, 4	
1 /2	Jan. 13	Introduction to the course; Introduction to the marketing plan	Ch. 1, 2, Appendix A	Textbook and BB readings; Team formation
2/3	Jan. 18	Business environment Constraints: The Marketing environment	Ch. 3	Textbook and BB readings; Contribution 1
2/4	Jan. 20	Business environment Constraints: Global Markets	Ch. 7	Textbook and BB readings; Contribution 2
3/5	Jan. 25	Customers: Consumer behavior	Ch. 5	Textbook and BB readings; Contribution 3
3/6	Jan. 27	Customers: Market segmentation & targeting	Ch. 9	Textbook and BB readings; Contribution 4
4/7	Feb. 1	Customers: Segmentation workshop	Ch. 5, 8, 9	Workshop
4/8	Feb. 3	Competition: The Coke-Pepsi war	Case	BB readings; Case preparation (oral)
5/9	Feb. 8	Product: Brands and positionings Ch. 9 p. 238-240, Ch. 11 p. 282-288	Ch. 9, 11	Textbook and BB readings; Contribution 5
5/10	Feb. 10	Product: Packaging and other aspects	Ch. 11	Textbook and BB readings; Contribution 6
6/11	Feb. 15	Product: workshop	Ch. 9, 11	Workshop
6/12	Feb. 17	Pricing	Ch. 13, 14	Textbook and BB readings; Individual write-up on Product; Contribution 7
7/13	Feb. 22	Pricing	Ch. 13, 14	Textbook and BB

				readings; Contribution 8
7/14	Feb. 24	Pricing: workshop	Ch. 13, 14	Workshop
8/15	Mar. 1	Team Project work-in-progress discussion		Team Project informal presentation #1
8/16	Mar. 3	Place: Channels	Ch. 15	Textbook and BB readings; Individual project on Pricing; Contribution 9
9/17	Mar. 8	Place: Retail	Ch. 17	Textbook and BB readings; Contribution 10
9/18	Mar. 10	Place: workshop	Ch. 15, 17	Workshop
10	Mar. 15	SPRING BREAK – NO CLASS		
10	Mar. 17	SPRING BREAK – NO CLASS		
11/19	Mar. 22	Promotion: The mix Ch. 18 until p. 475	Ch. 18	Textbook and BB readings; Individual project on Place; Contribution 11
11/20	Mar. 24	Promotion: Advertising Ch. 19 until p. 505	Ch. 19	Textbook and BB readings; Contribution 12
12/21	Mar. 29	Promotion: Direct marketing, sales promotions and other tools Ch. 18 p. 475 until end, Ch. 19 p. 505 until end	Ch. 18, 19	Textbook and BB readings; Contribution 13
12/22	Mar. 31	Promotion: workshop	Ch. 18, 19	Workshop
13/23	Apr. 5	Interactive multi-channel marketing	Ch. 21	Textbook and BB readings; Contribution 14
13/24	Apr. 7	Services marketing	Ch. 12	Textbook and BB readings; Individual project on Promotion; Contribution 15
14/25	Apr. 12	Firm capabilities: developing new products and services	Ch. 10	Textbook and BB readings;
14/26	Apr. 14	Workshop TBD		Workshop
15/27	Apr. 19	Firm capabilities: financial aspects of marketing management	Appendix B	Textbook and BB readings;
15/28	Apr. 21	Careers in Marketing and Sales	Appendix C, Ch. 20	Textbook and BB readings; Contribution 16
16/29	Apr. 26	Review / Marketing plan workshop	Appendix A	
16/30	Apr. 28	Review / Marketing plan workshop	Appendix A	Work on team project
	May 2-8 TBC	Instead of Final exam: Final project report & presentations		Final Project Report; Team Project presentations

Details of the sequenced course schedule above will be given and discussed during the first class.

Course & Instructor Policies

Make-up and Late work: Not allowed given the course structure of continuous short assignments.

Class attendance: Regular class attendance is required. Students with 4 or more absences will receive an automatic D in the course. Perfect attendance will receive 20 extra points.

Classroom Conduct: Lateness is disruptive and disrespectful both to the instructor and to fellow students. The classroom door will remain open 5 minutes after the beginning of the class. Arrivals after the door is closed are considered late. Three late arrivals are one absence and count towards the class maximum of 4 absences mentioned above.

Leaving the classroom during class is also disruptive and disrespectful both to the instructor and to fellow students. Repeated exits during class are counted as late arrivals and work with the same rules.

Prior arrangements with the instructor is recommended for special circumstances both for absences and for late arrivals.

Discipline: Students are responsible for all readings, assignments, deadlines, policies and requirements of the course. If students are unable to attend a class, it is their responsibility to obtain all relevant information.

Non-medical electronic devices are not welcome in the classroom. This includes, cell phones and computers. Personal computers may be brought in the class and used only when the instructor recommends it for specific classes and assignments.

Grading System/Policy

Percentages for assignments:

The total grade comprises the following:

• Class Discussion	100
• Workshops (6x30 points)	180
• Contributions (2x100 points)	200
• Individual Projects (4x80 points)	320
• Team Project Report	100
• Team Project Presentations (2x 50 points)	100

Total 1000 points

- Class Discussion is evaluated both on quality and quantity of the students' comments, questions and answers.
- Workshops include written open book in-class exercises accomplished with the help of the instructor. They may be individual or in teams.



- The Team Project is a semester-long project that includes two milestones: The mid-term presentation and the final written report and final presentation. These final assignments will replace the final exam.
- The 4 Individual Projects will be individual written assignments on each of the 4 Ps.
- The 12 Contributions consist of team work contributing to the understanding of the course's topics for the benefit of the whole class. Each team will do two contributions.
- When assignments are done in teams, all students will earn the same number of points.

All written assignments will be expected at the beginning of the corresponding class in two formats:

- paper format (hard copy) turned in to the instructor
- electronic format uploaded on Blackboard (precise instructions to follow)

Assignments handed in during of at the end of the class will be considered late. No late work will be accepted regardless of excuse, unless students have a prior arrangement with the instructor. Even with permission, there will be a penalty of one letter grade per week. Both written assignments and presentations must be professional both in content and appearance.

Grade Scale:

91%-100% corresponds to an A

81%-90% corresponds to a B

71%-80% corresponds to a C

61%-70% corresponds to a D

Incompletes: Not allowed given the course structure of continuous short assignments.

Disabilities

Reasonable accommodations will be made for students with documented disabilities. In order to receive accommodations, students must obtain a letter of accommodation from the Center for Disability Resources and make an appointment to speak with me as soon as possible. My office hours are listed on the first page of the syllabus. The Center for Disability Resources is located in the Life Sciences Building, room 218, 312-567-5744 or disabilities@iit.edu

Copyright/Plagiarism/Academic Integrity

Rules on Plagiarism and Academic Integrity

Plagiarism and other violations of academic integrity are strictly prohibited and subject to penalty as defined by the University. The academic integrity material in the handbook is found at page 30 in the IIT student handbook. Students will be expected to conform to the rules and procedures set forth in the handbook.

The code of conduct governing writing by students at IIT requires original writing, prohibits plagiarism and provides severe sanctions for plagiarism. Original writing consists of thinking through ideas and expressing them in your own way. If the ideas are from other sources, use footnotes or other citation methods to indicate the source of the ideas. Plagiarism is the act of passing off someone else’s work or ideas as your own. The sanctions include, but are not limited to, expulsion and the imposition of a punitive grade of ‘E’.

What is Plagiarism?

Often there is some confusion as to what constitutes plagiarism. Plagiarism is the act of passing off someone else’s work as your own. To assist in providing an understanding of the types of writing that constitute plagiarism, three types of are each discussed below. Also discussed below is the problem of “string citations.” String citations are not plagiarism, but many professors will reject string citations because they are not the student’s original work.

Word for Word copying: The use of any phrase or excerpt from another source requires the use of quotation marks around the copied material, or if the material is more than a few lines, the copied material should be placed in its own indented paragraph. A citation in proper form is always required to identify the source.

Plagiarizing by Paraphrase: When a writer uses a source, substitutes words and sentences, or even changes the order but keeps the meaning of the original, a citation is required. In the example given below, the original is on the left. The paraphrase in the right box constitutes plagiarism.

<p><u>Original:</u> It is not generally recognized that at the same time when women are making their way into every corner of our work-world, only one percent of the professional engineers in the nation are female. A generation ago, this statistic would have raised no eyebrows, but today, it is hard to believe.</p>	<p><u>Paraphrase:</u> Few people realize now that women are finding jobs in all fields, that a tiny percentage of the country’s engineers are female. Years ago this would have surprised no one, but now it seems incredible.</p>
--	--

The writer could avoid plagiarism here by acknowledging the source and providing a proper citation.

Mosaic Plagiarism: Here the writer lifts phrases and terms from the source and embeds them in his own prose. An example follows in which the lifted phrases are underlined:

The pressure is on to get more women into engineering. The engineering schools and major corporations have opened wide their gates and are recruiting women zealously. Practically all women engineering graduates can find attractive jobs. Nevertheless, at the moment, only one percent of the professional engineers in the country are female.

Mosaic plagiarism is sometimes caused by careless note taking. However, it looks dishonest and is judged as such. The use of quotation marks around the original wording and citation avoid the problem of plagiarism. Often a better approach is to use paraphrase or to quote directly (with appropriate citations).

Plagiarism can be avoided by providing citations for the sources of any material, including *ideas, phrases, or sentences* that you have used in your paper. A number of different systems are available for providing citations. The key to all of them is that the writer must clearly identify for the reader the sources of all material (including ideas) that have come from somewhere else.

String Quotation Problem: Sometimes a student will write a paper consisting of a string of quotations. It is usually much better for a student to provide his or her own analysis and write the paper in his or her own words. Many professors will reject a paper consisting primarily of material quoted from other sources because they do not view such a paper as the student's own work. You should understand your professor's view with respect to string quotations prior to writing your paper.