

Illinois Institute of Technology
Stuart School of Business
Course Syllabus
Fall 2023

Instructor Information

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Office hours: Tuesday 1:30 PM to 3:00 PM or by appointment
TA Information: NA

Course Information

Course #: BUS 371

Course name: Marketing Fundamentals

Course day and time: Tuesday & Thursday, 11:25 AM – 12:40 PM @ Wishnick Hall 115

Course description: This fundamentals course focuses on providing a solid foundation in the basics of marketing concepts and terminology. Using concepts from applied economics and psychology, the course imparts an understanding of the broad spectrum of marketing activities used by organizations. This course will enable students to understand how marketing decisions are developed, analyzed, and implemented.

Pre-requisites: None

Course Learning Objectives: Students will a) learn the fundamental concepts and ideas of marketing, b) understand how these concepts relate to principles of economics and psychology, c) understand of the role of marketing in firms, d) understand the tools and techniques used in marketing decision making and e) learn how to use these tools to design effective marketing strategies.

Social Science Learning Goals: Upon successful completion of this course:

1. Students will demonstrate an understanding of the scientific study of individual and group behavior.
 2. Students will demonstrate an understanding of fundamental concepts, theory or methods from economics and psychology.
 3. Students will demonstrate critical thinking about human behavior and society to offer meaningful explanations of social and individual behavior.
 4. Students will be able to frame social science problems broadly in a way that is accessible to the general population.
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Required Course Materials

Text: Marketing Essentials by Dana-Nicoleta Lascu, 7th ed or newer

Software: VP Marketing – Retail simulation from vb.knowledgematters.com . Please purchase the simulation using the course key for \$19.99 directly from the website. Make sure to use your Hawk email to setup your account.

Recommended Course Materials

Supplemental texts/readings: 1) Wall Street Journal
2) Fortune
3) Bloomberg Business Week
4) Harvard Business Review
5) Weekly flyer from Grocery and Drug Stores

Some other resources: 1) Marketing Science Institute – www.msi.org
2) American Marketing Association – www.ama.org
3) Marketing Edge – ww.marketingedge.org

Text References: 1) Grewal & Levy, *Marketing*, McGraw Hill, 5th ed or newer
2) Kerin, Hartley & Rudelius, *Marketing the Core*, McGraw Hill

Course & Instructor Policies

Exam Dates: There will be a Mid-term and Final exam conducted on the dates indicated in the course schedule.

Make-up Exams: There will be NO LATE, EARLY, OR REPEAT EXAMS except in extraordinary circumstances or when required by university policy.

Assignments: Assignments must be submitted by the start of class on the due date. If you have difficulty doing the assignments, it is your responsibility to meet with the instructor or TA early enough to obtain help to complete the assignments by the due date.

Late submissions: Late submissions will NOT be accepted.

Class attendance: Students are expected to attend all class meetings. Attendance will be taken on all instructional days and will be used as an indicator of your commitment to the course. No grade points are assigned for attendance.

Office Hours: Office hours are listed on the first page of this syllabus. If you cannot make it to the scheduled office hours, please email me to set up an appointment for a different time. I encourage you to meet me during my office hours to discuss any difficulty you have with the course or if you need additional help with the material.

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Missed Classes: If you miss a class, please gather the material taught in class from your classmates as well as Blackboard and the textbook to try and assimilate it. Please meet me if you have difficulty understanding the material after you have made a good faith attempt to understand it.

Classroom conduct: I expect you be present in all classes! Taking notes will help you assimilate the material better. Come prepared by reading the assigned reading material and your notes from the previous class. It will be easier and faster if you can take notes on paper rather than a computer.

Class Participation: I strongly encourage you to ask questions and clarify doubts during class. I like to cold call, so please come prepared and be mindfully present in class.

Electronic Devices Policy: Cell phones are not to be used in class. Taking calls, texting and using social media during class time is strictly prohibited. Please put your phone in silent mode and leave it in your pocket/bag for the duration of the class. *Cell phones are NOT to be kept on the table/desk.* Laptops may be used in class for note taking only. If I notice that laptops are used for any other purpose, I will revoke permission to use it for future classes.

Communication: The best way to reach me is via email. I will use Blackboard's email system to contact you individually or as a group. *It is your responsibility to make sure that emails sent via Blackboard reach you at an email address you check on a regular basis.*

Grading System/Policy

Assignments: Assignments are an integral part of this course. These assignments are designed to enhance your understanding of the course material. The assignments must be submitted before the start of class on the due date. It is NOT acceptable to discuss the assignment problems with your classmates and the submission should be your own work. Please turn in a hardcopy in class and a softcopy on Blackboard.

Quiz: Quizzes follow the format of the exams and are designed to engage students with course content over the duration of the semester. The quizzes are administered through Blackboard and ideally should be attempted shortly after the class when the material is still fresh in your memory. Students can repeat the quizzes any number of times before the due date. The recorded score will be from the latest (not the best) attempt. Please strive to achieve a full score on each quiz.

Exams: There will be a mid-term exam around the middle of the semester and a final exam on the university designated day. Both exams will be closed book and the final exam will be cumulative. The exam uses a Multiple-Choice Questions format and details will be discussed in class. The exams will be administered using the Blackboard platform and must be taken in the classroom on the designated date and time.

Group Project: The group project is designed to help you apply the knowledge gained in class in a hypothetical real-world scenario. You are required to form a group and inform me of the group composition by the 4th week of the semester. Each group will choose a product or service and develop a marketing plan for it. The project will involve identifying potential market segments and developing a marketing mix to target and position your product/service in the chosen segments.

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Submit a two page write up of the chosen product or service and why you chose it by the 8th week of the semester. The deliverables will include an in-class presentation and a marketing plan report. Completed marketing plan reports are due on the date indicated in the schedule. Further guidelines for the project will be provided in class. *Please note that if you need help with your project, please meet me during office hours as class time will not be available to discuss the project.*

Simulation: The simulation puts you in the role of the VP of Marketing for a retail store and will be responsible for setting up the marketing mix for a new grocery store. This simulation allows you to try out the concepts covered in class in a fun simulated environment. Further guidelines for the simulation will be provided in class.

Grading: Your final grade will be based on the weighted total score obtained from the following components

| | |
|---------------|-----|
| Assignments | 10% |
| Quizzes | 10% |
| Simulation | 10% |
| Project | 10% |
| Mid-Term Exam | 30% |
| Final Exam | 30% |

Grade scale: The standard IIT grade letter scheme will be used.

Incompletes: Incompletes will be issued only in extraordinary situations and as per university rules.

Course Calendar

This calendar is representative and will be adjusted to reflect the pace of the class

| Week | Day | Topic | Plan |
|---------|--------|---|--|
| Week 1 | Aug 23 | Course Introduction, Syllabus | |
| | Aug 25 | Introduction to Marketing | DNL Chapter 1 |
| Week 2 | Aug 30 | Marketing Strategy & Planning | DNL Chapter 6, Assignment 1 & Quiz 1 Issued |
| | Sep 01 | Marketing Strategy & Planning | DNL Chapter 6 |
| Week 3 | Sep 06 | Marketing Ethics | DNL Chapter 3, Quiz 1 Due |
| | Sep 08 | Marketing Environment | DNL Chapter 2, Assignment 1 Due |
| Week 4 | Sep 13 | Consumer Behavior | DNL Chapter 4, Quiz 2 Issued, Project Groups Due |
| | Sep 15 | Consumer Behavior | DNL Chapter 4, |
| Week 5 | Sep 20 | Segmentation, Targeting, Positioning | DNL Chapter 6, Assignment 2 & Quiz 3 Issued, Quiz 2 Due |
| | Sep 22 | Segmentation, Targeting, Positioning | DNL Chapter 6 |
| Week 6 | Sep 27 | Market Research | DNL Chapter 7, Assignment 2 & Quiz 3 Due, Quiz 4 Issued |
| | Sep 29 | Product | DNL Chapter 8 |
| Week 7 | Oct 04 | New Product Development | DNL Chapter 8, Quiz 4 Due, Quiz 5 Issued |
| | Oct 06 | Branding | DNL Chapter 8 |
| Week 8 | Oct 11 | Services Marketing | DNL Chapter 9, Quiz 5 Due, Project Proposals Due |
| | Oct 13 | Pricing | DNL Chapter 11, Assignment 3 & Quiz 6 Issued |
| Week 9 | Oct 18 | Mid-Term Exam | |
| | Oct 20 | Pricing | DNL Chapter 11 |
| Week 10 | Oct 25 | Pricing | DNL Chapter 11 |
| | Oct 27 | Supply Chain & Channel Management | DNL Chapter 10, Assignment 3 & Quiz 6 Due |
| Week 11 | Nov 01 | Retailing | DNL Chapter 10, Assignment 4 & Quiz 7 Issued |
| | Nov 03 | Promotions IMC | DNL Chapter 12, Quiz 8 Issued |
| Week 12 | Nov 08 | Advertising, Sales Promotions & PR | DNL Chapter 14, Assignment 4 & Quiz 7 Due, Simulation Issued |
| | Nov 10 | Guest Lecture – David Hicken, MHSi | Quiz 8 Due |
| Week 13 | Nov 15 | Personal Selling, Sales Management | DNL Chapter 15 |
| | Nov 17 | B2B Marketing | DNL Chapter 5 |
| Week 14 | Nov 22 | Global Marketing | Simulation Due |
| | Nov 24 | Thanksgiving – No Class | |
| Week 15 | Nov 29 | Project Presentations | Project Report Due |
| | Dec 01 | Project Presentations | |
| Week 16 | TBD | Final Exam | |

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. The Center for Disability Resources (CDR) is located in 3424 S. State St., room 1C3-2 (on the first floor), telephone [312 567.5744](tel:3125675744) or disabilities@iit.edu.

Sexual Harassment and Misconduct Information

Our school encourages anyone experiencing sexual harassment/misconduct to speak with someone about what happened, so they can get the support they need and the school can respond appropriately. Many areas of the University are required to report incidents of sexual harassment/misconduct and thus cannot guarantee confidentiality.

If you wish to speak confidentially about an incident you believe falls under sexual harassment/misconduct, please contact the school's **Confidential Advisor service** at (773) 907-1062.

If you want more information about filing a report, or have questions about the school's sexual harassment policies and procedures you may contact:

- Virginia Foster the Title IX Coordinator at (312) 567-5725 foster@iit.edu
- Katherine Stetz the Dean of Students at (312) 567-3081 dos@iit.edu
- To **file an online complaint** go to iit.edu/incidentreport

For a list of **resources** go to the University's Title IX office website:
<https://web.iit.edu/hea/resources>

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. Information about the IIT academic requirements for students can be found at:

<https://web.iit.edu/student-affairs/handbook>

The academic integrity material in the handbook is found at page 31 in the IIT student handbook. Other parts of the handbook also contain material and rules that apply to graduate students. 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.

Original: 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.

Paraphrase: 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.

Stuart School of Business

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.

The Stuart School of Business Student Etiquette Code

Note: This code is applicable to all students and courses at the Stuart School. However, the policies stated earlier in this syllabus overrides this code where applicable.

Students are expected to respect the following **Code of Student Etiquette**:

No electronics: You may not use **laptops, mobile phones, tablets**, or related devices in class **unless permitted to do so by the instructor**. It is distracting to your classmates to sit beside or behind you while you email, text, or browse social media.

Punctuality and Behavior: Class will start on time. It is distracting to your classmates for you to be climbing to your seat and settling in while they are trying to pay attention to the lecture. Leaving then returning during class is disruptive and should occur only in emergencies. We will have a short bathroom/snack break in the middle.

Beverages and Snacks: You are welcome to bring something to drink to class. Please don't bring food and eat during the lecture – you may eat outside of the classroom during breaks.

Attendance and Class Participation: Attendance, preparation, and participation are expected and represent an essential component of the learning experience. Class participation is evaluated based on the *quality of participation*, not its “quantity.” You should be prepared to provide insights, observations, inferences, or conclusions that not only express your viewpoint, but also defend your analysis. Your comments should be relevant to the topic at hand, and should advance the discussion. A simple opinion or viewpoint is not very valuable without any justification. Valuable comments respond to, elaborate on, lend support to, contradict, or correct a comment by one of your classmates. Counter-productive comments include opinions without a justifying argument, pure repetition of previous points, class interruptions that do not advance the discussion, and rambling, vacuous or disparaging comments.

Academic Integrity: All students are expected to act with utmost civility and personal integrity; to respect other students' dignity, rights and property; and to help create and maintain an environment in which all students can succeed through the fruits of their own efforts. Academic integrity includes a commitment to not engage in or tolerate acts of falsification, misrepresentation or deception. Such acts of dishonesty include cheating or copying, plagiarizing, submitting another persons' work as one's own, using sources without citation, having another student take your exam, tampering with the work of another student, and facilitating other students' acts of academic dishonesty. Sanctions for breaches in academic integrity range from a fail grade in an assignment or test to a fail grade in the course, as well as severe disciplinary sanctions up to and including suspension or expulsion.

When interacting with fellow students in online discussions and in other web-enabled activities, students are further expected to respect the following **Online Code of Conduct** at all times:

- Do not dominate any discussion. Allow others the opportunity to join in the discussion.
- Do not use offensive language. Present your ideas appropriately.
- Be cautious in using Internet language. Do not capitalize all letters or rely heavily on acronyms.
- Avoid using vernacular and/or slang language. This could possibly lead to misinterpretation.

- Never make fun of someone's ability to read or write.
- Share tips with other students.
- Keep an "open-mind" and be willing to express your opinion. Respect minority opinions.
- Reread your posting and edit before you push the "Send" button.
- Do not hesitate to ask for feedback.
- Using humor is acceptable. Do not use sarcasm as a form of humor – it is easily misinterpreted.

COVID-19 Precautions and Face Coverings in Class

- Illinois Tech students are required to wear face masks at all times and maintain social distancing (6 feet between individuals) in traditional classrooms, instructional laboratories, and similar settings. In general, individuals should spend as little time as practicable in closer proximity when doing so is necessary to achieve learning objectives. Students who are feeling ill or experiencing symptoms such as sneezing, coughing, or a higher than normal temperature will be excused from class and are expected to stay at home.
- Instructors have the right to ask those who are not complying with these requirements to leave class in the interest of everyone's health and safety. In the event that a student refuses to comply with instructor directions regarding face masks and/or social distancing, the instructor has the right to ask the student to leave. A student who refuses to comply with these requirements will be referred to the Office of the Dean of Students for possible disciplinary action under the Student Code of Conduct.
- Additionally, as a reminder, following other simple practices such as frequent and thorough hand washing, wiping down desks and seats with disinfectant wipes when possible, not sharing personal items such as pens and cell phones, and avoiding crowded hallways and other enclosed spaces will promote good health in and out of the classroom.
- Visit iit.edu/COVID-19 for details on Illinois Tech's response to coronavirus (COVID-19). For information from government authorities, please see the Centers for Disease Control and Prevention website at cdc.gov.

Course Outline

Note: This outline follows a typical 16-week semester and does not account for holidays and other non-instructional days during the semester. Please refer to the Course Calendar for the schedule to be followed this semester.

WEEK 1:

Learning Objectives:

- Discuss course objectives and deliverables
- Discuss Syllabus
- What is Marketing?
- Evolution of Marketing

1. Lecture (2.5 hours):

- Introduction to Marketing

2. Read (2 hours):

- DNL Chapter 1

WEEK 2:

Learning Objectives:

- Sustainable Competitive Advantage
- What is marketing strategy?
- Marketing Planning
- SWOT Analysis

1. Lecture (2.5 hours):

- Marketing Strategy & Planning

2. Read (2 hours):

- DNL Chapter 2

3. Assignments (5 hours): Assignment 1 – Marketing Strategy This assignment will be used to assess Social Science LO #2.

WEEK 3:

Learning Objectives:

- Understand the importance ethics in Marketing
- Framework for Ethical Decision Making
- Learn to integrate ethics into marketing strategy making
- Understand the 3Cs of marketing strategies

1. Lecture (2.5 hours):
 - Marketing Ethics
 - Marketing Environment

2. Read (2 hours):
 - DNL Chapter 4
 - DNL Chapter 5

WEEK 4:

Learning Objectives:

- Understand Consumer Behavior in Marketing
- Understand the Consumer Decision Process

1. Lecture (2.5 hours):
 - Consumer Behavior

2. Read (3 hours):
 - DNL Chapter 6

WEEK 5:

Learning Objectives:

- Study the importance of Segmentation, Targeting and Position
- Identify the five steps involved in segmenting and targeting markets
- Learn techniques for Segmentation
- Learn techniques for choosing Target Segments

1. Lecture (2.5 hours):
 - Segmentation, Targeting and Positioning

2. Read (3 hours):
 - DNL Chapter 9

3. Assignments (5 hours): Assignment 2 – STP This assignment will be used to assess Social Science LO #1 and #3.

WEEK 6:

Learning Objectives:

- Understand the role of Marketing Research
- Learn important techniques used for Market Research
- Understand the concepts in Product management

1. Lecture (2.5 hours):
 - Market Research
 - Product
2. Read (4 hours):
 - DNL Chapter 10
 - DNL Chapter 11

WEEK 7:

Learning Objectives:

- Learn steps involved in New Product Developments
- Understand concepts in Branding

1. Lecture (2.5 hours):
 - New Product Development
 - Branding
2. Read (3 hours):
 - DNL Chapter 12

WEEK 8:

Learning Objectives:

- Understand how Services Marketing is different from Products
- Learn concepts employed in Services Marketing
- Learn Pricing concepts

1. Lecture (2.5 hours):
 - Services Marketing
 - Pricing
2. Read (2 hours):
 - DNL Chapter 13
 - DNL Chapter 14

3. Assignments (5 hours): Assignment 3 – Pricing This assignment will be used to assess Social Science LO #2 and #3.

WEEK 9:

Learning Objectives:

- Learn different pricing strategies

1. Lecture (2.5 hours):
 - Pricing
2. Read (2 hours):
 - DNL Chapter 14
3. Mid-term Exam (1.15 hours)

WEEK 10:

Learning Objectives:

- Understand why SCM is Marketing function
- Learn concepts in SCM
- Learn four factors involved in setting up a retailing strategy
- Understand the different types of retailers

1. Lecture (2.5 hours):
 - SCM
 - Retailing
2. Read (4 hours):
 - DNL Chapter 14
 - DNL Chapter 15
3. Assignments (2 hours): Assignment 3
Project Proposal (5 hours) This assignment will be used to assess Social Science LO #4.

WEEK 11:

Learning Objectives:

- Understand the concept of Integrated Marketing Communication
- Understand price promotions
- Understand concepts in Advertising
- Learn the importance of Public Relations

1. Lecture (2.5 hours):
 - Promotions
 - Advertising, PR & Sales Promotions
2. Read (4 hours):
 - DNL Chapter 17
 - DNL Chapter 18

WEEK 12:

Learning Objectives:

- Understand the importance of Personal Selling
- Learn the stages involved in Personal Selling
- Understand the concept of Sales Management
- Understand the challenges of Global marketing

1. Lecture (2.5 hours):

- Personal Selling and Sales Management
- Global Marketing

2. Read (4 hours):

- DNL Chapter 19
- DNL Chapter 8

3. Assignments (2 hours): **None****WEEK 13:**

Learning Objectives:

- Learn the differences in B2B marketing

1. Lecture (2.5 hours):

- B2B Marketing

2. Read (2 hours):

- DNL Chapter 7

3. Project Presentations This assignment will be used to assess Social Science LO #4.

WEEK 14

1. Project Presentations

WEEK 15

1. Project Presentations

WEEK 16:

Final Exam, Closed Book, Date & Time decided by Registrar



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