

Dr. Mathew S. Isaac

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Sec. 02: T, R, 10:15 am-12:20 pm, Garrand 114

Sec. 03: T, R, 1:30-3:35 pm, Pigott 203

Office Hours: After class or by appt.

CANVAS: <https://seattleu.instructure.com/login>

COURSE DESCRIPTION

The purpose of this course is to help you gain a broad understanding of marketing principles and practices. By correctly using the tools and frameworks discussed in this course, you will be better able to evaluate the marketing decisions that organizations make. In addition to enhancing your general business acumen, this course also provides the foundational knowledge of marketing necessary for more advanced marketing and non-marketing business courses. Because consumer behavior is fundamental to marketing, the psychology of consumer decision-making will be emphasized in course materials, case discussions, and lectures. JUNIOR STANDING IS REQUIRED.

LEARNING OUTCOMES

It is expected that upon completion of this course, you will be able to:

- Articulate how the marketing concept (customer orientation) informs business strategy
- Utilize frameworks to identify, analyze, and solve marketing problems
- Analyze a company, its customers (existing and prospective), its competitors, and the marketing environment in order to recommend a marketing strategy
- Identify and target attractive customer segments with a clear value proposition and positioning
- Make and defend product, pricing, communication, and distribution decisions
- Enhance your teamwork, analytical, and communication skills

COURSE MATERIALS

You will need the required text. All other course-related material will be available on CANVAS or distributed in class, unless otherwise specified.

- Charles W. Lamb, Joseph F. Hair, Jr., Carl McDaniel, *MKTG12* (2018), Cengage Learning (available for purchase at the SU Bookstore; also available for purchase online)
 - Access to online resources for this text is not necessary, as we will not be using any of these supplementary materials
 - Older editions of this text (e.g., MKTG11 or MKTG10) contain roughly the same content, but specific chapters or page number references may not apply. Therefore, I would recommend that you buy or rent MKTG12 if possible.
- Other materials (e.g., links to videos, handouts, etc.) for this course can be found in the “Resources” section of CANVAS and will be updated throughout the quarter.

LEARNING ASSESSMENT

Your performance will be evaluated based on individual assignments, team assignments, and class participation. Your grade in this course will be determined based on your performance on the following components, both in absolute terms and relative to your peers (i.e., other MKTG 3500 students):

- Individual Components (65%)
 - Final Exam (25%)
 - Midterm Exam (15%)
 - Quizzes (15%)
 - Attendance, Professionalism, and Participation (10%)
- Team Components (35%)
 - Marketing Plan Project and Presentation (25%)
 - Table Topic Summary and Presentation (10%)

INDIVIDUAL COMPONENTS (65% OF COURSE GRADE)

Final Exam (25% of course grade)

The final exam is a comprehensive closed-book, in-class exam. The final will be a multiple choice/short-answer exam based on lectures, readings, cases, videos, and in-class discussion. Please anticipate conflicts and let me know if you need to take the final exam early (no late exams will be administered).

Midterm Exam (15% of course grade)

The midterm exam is a closed-book, in-class exam. The midterm will be a multiple-choice/short-answer exam based on lectures, readings, cases, videos, and in-class discussion. Please anticipate conflicts and let me know if you need to take the midterm exam early (no late exams will be administered).

Quizzes (15% of course grade)

There are a total of four online quizzes that you may submit in CANVAS throughout the quarter, of which I will keep your three highest quiz grades. You may use any resources that you wish for these quizzes (e.g., book, notes, etc.), but you must complete the quizzes completely on your own. The quizzes may include content from lectures, readings, cases, videos, and in-class discussion, but will primarily cover material from the readings and videos that we do not have time to fully cover in class. Quizzes will become available on CANVAS one week prior to their due date. No make-up quizzes will be provided.

Attendance, Professionalism, and Participation (10% of course grade)

Attendance. Class attendance is mandatory. It is strongly recommended that you attend all sessions and remain in the classroom for the duration of class. If you must miss all or part of a class due to unavoidable circumstances, please inform me beforehand by clicking on the “Notifications” link in CANVAS (sending me an email to inform me about your absence is not necessary).

Professionalism. I expect students to complete the assigned readings, to be on time for class, and to be respectful to me and to each other. To provide an optimal learning experience, please refrain from activities that may distract others. Such activities include arriving late, participating in side conversations, and using electronic devices (laptops, cell phones, tablets, etc.) in class.

Participation. All students are asked to participate in class discussions by providing substantive, well-formulated comments. You obviously cannot participate in a class when you are not present, even if the absence is excused. While the participation grade is subjective, it will not be arbitrary and will primarily reflect the quality (not quantity) of your in-class comments. Additionally, I would like you to complete a brief “Student Information Form” after our first class meeting. Halfway through the quarter, I will ask you to complete a “Mid-Quarter Feedback Form.” Failing to complete these two forms may negatively impact your participation grade. Impromptu quizzes and extra assignments may be given during the quarter to ensure that students are “keeping up” with class readings and lectures.

Optional Contributions. In this course, we will spend time discussing marketing decisions and challenges currently facing companies around the globe. To fuel this discussion, you are welcome to post recent business articles or video clips about marketing to the designated discussion board in CANVAS. These submissions, which are completely optional, should be relevant to a topic being covered in class. Your sources of information may include print and online newspapers and periodicals such as *Seattle Times*, *New York Times*, *Newsweek*, *The Wall Street Journal*, and *BusinessWeek*, or marketing-specific resources such as Ad Age or CMO.com. In addition to posting the content or link, you should briefly describe why the submission is relevant to this class. Please post no more than one relevant article/video per week. However, you are encouraged to comment on any/all posts that other students provide. I will tweet particularly interesting and relevant articles or video links (@mathisaac) that I receive with the hash tag #mktg3500. If you post or comment on an article or video clip, you may be asked to present it during class and explain its relevance, which can potentially impact your participation grade.

TEAM COMPONENTS (35% OF COURSE GRADE)

Students will be grouped into small teams by the second week of class. You should expect to spend time outside of class working on team assignments. Individual contributions to team assignments are considered an integral aspect of the course. To ensure equal participation, each team must submit a single hard-copy Statement of Work (signed by all team members) along with each team assignment describing the specific contributions made by each member and quantifying relative performance of each member. Scores of individual team members may be adjusted to reflect uneven contributions.

Marketing Plan Project and Presentation (25% of course grade)

In teams of ~5 members, students will be assigned to work on an actual marketing project for Synesso, Inc (<https://synesso.com>). The company, founded in 2004, designs and manufactures espresso equipment from its factory in Seattle, WA. Synesso’s mission is “to educate ourselves while we drive innovation that produces equipment with uncompromised value and performance.” Your team will be responsible for providing input to Synesso on the optimal marketing strategy and tactics required to attain its specific objectives. As part of the project, teams will develop and deliver a project presentation (in PowerPoint) and brief marketing plan (in Word) for Synesso. Synesso hopes to share insights from this project with its network of domestic distributors. More details about the project deliverables will be provided in class throughout the quarter.

Table Topic Summary and Presentation (10% of course grade)

In sub-teams of 2 or 3, students will be assigned to make a brief in-class presentation (2-3 minutes per student) on an assigned topic related to marketing. Each sub-team is expected to submit a brief Table Topic Summary (in Word) and a copy of their presentation (in PowerPoint). A list of topics and assignments will be provided on CANVAS.

ACADEMIC POLICIES

Academic policies are detailed on the Registrar website (<https://www.seattleu.edu/redhawk-axis/academic-policies/>). These include the Academic Grading Grievance Policy and the Academic Integrity Policy. An Academic Integrity Tutorial can be found on Canvas and SU Online. Please keep in mind that academic dishonesty in any form is a serious offense against the academic community. If you are not sure if a particular action is acceptable according to the Academic Integrity Policy, you should check with me before engaging in it.

In addition to the Academic Integrity Policy, the following rules apply to this class:

- Team projects are to be discussed and prepared by team members only.
- All individual quizzes and exams should be solely your own, completed individually, and discussed with no one.
- Solutions to quizzes and exams should never be discussed with students in concurrent, prior, or later sections of this course.

DISABILITY SERVICES

If you have, or think you may have, a disability (including an 'invisible disability' such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff located in Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.

OFFICE OF INSTITUTIONAL EQUITY

Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination based on sex in educational programs or activities that receive Federal financial assistance. This prohibition includes sexual misconduct, which encompasses sexual harassment and sexual violence. Seattle U remains committed to providing a safe and equitable learning, living, and working environment. Seattle U offers emergency, medical, and other support resources, as well as assistance with safety and support measures, to community members who have experienced or been impacted by sexual misconduct.

Seattle U requires all faculty and staff to notify the University's Title IX Coordinator if they become aware of any incident of sexual misconduct experienced by a student.

For more information, please visit <https://www.seattleu.edu/equity/>. If you have any questions or concerns, you may also directly contact the Title IX Coordinator in the Office of Institutional Equity (email: oi@seattleu.edu; phone: 206.296.2824) University Resources and Policies.