

MGT 103: Product Marketing and Management
Section C: Tuesday/Thursday 5:00pm-6:20pm (37909) Spring 2021 – Remote

PROFESSOR: Dr. Kristine Ehrich

Contact: Please contact me through Canvas Inbox instead of email.

If Canvas isn't working, you may use kehrich@ucsd.edu (when emailing, you **MUST** include MGT103 and your class day/time in subject line)

Zoom Office Hours: T/H 12pm-1:30pm (must make appointment here: <https://calendly.com/profehrich/ucsd-office-hours>)

Teaching Assistants: Paige Hayase phayase@ucsd.edu Zoom Office Hours: See announcement on Canvas – You must schedule an appt: here <http://calendly.com/phayase>
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Zoom Assistant: Sharon Lee shl001@ucsd.edu

Please closely monitor the “Announcements” section on Canvas. I will be using Canvas Announcements often (always weekly, sometimes daily) to let you know of any changes. This syllabus is subject to change but I will always let you know of the change before anything it will impact. Flexibility is the key to success. Together we will have a great session!

DESCRIPTION

People often define “marketing” as advertising or as sales/selling. While advertising is a highly visible activity by which organizations provide information, and may try to persuade consumers to buy products and services, marketing is much more than just advertising. It is much more than selling. Even the most skillful advertising cannot make consumers buy things that they don't want. Rather, marketing involves identifying what consumers are looking for, and then satisfying these consumers with the right product and/or service, available through the best distribution channels, promoted in ways that motivate purchase as much as possible, and priced appropriately. It is about creating genuine value. These decisions – product, distribution, promotion, and price – comprise what is known as the “Marketing Mix.” Together with rigorous and complete analysis of the environment, customers, and competitors, they are the key activities of marketing management, and they are crucial ones: failure to find the right combination of the “mix” is likely to result in product (goods or service) failure.

The goals of this course are to a) introduce students to the concepts, analyses, and activities that comprise marketing management, b) provide practice in assessing and solving marketing problems, and c) serve as a foundation for marketing knowledge in general.

INSTRUCTIONAL METHODS

Because of the way in which our university (and world) has been impacted by COVID-19, our class will be delivered remotely on Zoom. The course materials will consist of chapters, cases and occasional outside readings, podcasts (anything other than book chapters can be found on Canvas). I will post the week's recorded lectures by Tuesday afternoon, each week. Make sure to watch the lectures and other “watch” suggestions (see below, in calendar) as well as read the assigned readings prior to Thursday's discussion class time. During Thursday's class time, we will have a live Zoom discussion. Unless noted, it is not required that you attend our Thursday Zoom sessions but it is available to you as a way to interact with me, with your fellow students and to have a deeper investigation of lecture material and to earn engagement points. This will be **your opportunity to ask questions, clarify concepts and to show your engagement with the material, with me and with your fellow classmates**. For the occasion you cannot attend, the session will be recorded and posted by Friday afternoon on Canvas under Zoom “Cloud Recordings.”

OBJECTIVES

Our course has four main learning objectives: 1) To understand current theories and best practices in marketing, 2) To apply course content to real-world situations, 3) To gain experience in presentation, to present effectively and to learn to work well with others in a team, and 4) To practice articulating your own ideas and thoughts.

MATERIALS

Marketing 14th Edition, by Kerin, Hartley and Rudelius (McGraw-Hill Publishing) earlier editions also acceptable as are any online versions
 Outside readings and podcasts as listed below in the calendar and assigned on Canvas

<i>Date</i>	<i>Chapter Covered (Please read!)</i>	<i>Outside Material</i>	<i>Watch</i>	<i>Do</i>
	Always prepare for class by completing the readings and watching the lecture for that day	Check Canvas for each “Weekly Module” for any outside material.	Link to recorded lectures are posted weekly on Canvas in “Weekly Module.” Link to each week’s Thursday live Zoom lecture/discussion is posted in “Weekly Module”	Make sure you have a copy of the textbook by week 1!!
Week 1 Mar 30/Apr 1	Intro to Course and Chapter 1: Creating Customer Value Chapter 2 – Marketing and Organizational Strategies Chapter 3 – Marketing Environment Chapter 4 – Ethical and Social Responsibility		Each Week, Lectures will be Posted on Canvas by Tuesday 3pm Live (Synchronous Zoom) discussion on Thursday! Live Zoom class for discussion/questions on Thursday 5:00pm-6:20pm (come to the class you are registered for)	
Week 2 Apr 6/8	Chapter 5 – Consumer Behavior		Lectures Posted on Canvas by Tuesday 3pm Live Zoom class for discussion/questions on Thursday 5:00pm-6:20pm (come to the class you are registered for)	Apr 8: Quiz 1 on Canvas (10 Q in 10 minutes) Available Thurs at 6:00pm (San Diego time) Closes Thurs at 7:00pm (San Diego time)

<p>Week 3 Apr 13/15</p>	<p>Chapter 8 – Marketing Research Chapter 9 – Segmentation, Targeting and Positioning Chapter 12 – Services Marketing</p>		<p>Lectures Posted on Canvas by Tuesday 3pm Live Zoom class for discussion/questions on Thursday 5:00pm-6:20pm (come to the class you are registered for) .</p>	<p>April 15: Quiz 2 on Canvas (10 Q in 10 minutes) Available Thurs at 6:00pm (San Diego time) Closes Thurs at 7:00pm (San Diego time)</p>
<p>Week 4 Apr 20/22</p>	<p>Chapter 10 – Developing New Products and Services Chapter 11 – Managing Products, Services and Brands</p>		<p>Lectures Posted on Canvas by Tuesday 3pm Live Zoom class for discussion/questions on Thursday 5:00pm-6:20pm (come to the class you are registered for) .</p>	<p>April 22: Quiz 3 on Canvas (10 Q in 10 minutes) Available Thurs at 6:00pm (San Diego time) Closes Thurs at 7:00pm (San Diego time)</p>
<p>Week 5 Apr 27/29</p>	<p>Assigned Podcasts (See Canvas for Podcasts) these will be on the final exam (not on the midterm) MIDTERM EXAM</p>		<p>No lectures this week but do listen to podcasts posted on Canvas. ...and take the midterm exam</p>	<p>April 29: Midterm on Canvas (50 Q in 50 minutes) Available Thurs at 5:30pm (San Diego time) Closes Thurs at 7:00pm (San Diego time) The exam will close at 7pm on March 29 4 or 50 minutes after you start, whichever comes first.</p>
<p>Week 6 May 4/6</p>	<p>Chapter 13 – Building Price Foundations Chapter 14 – Arriving at Final Price</p>		<p>Lectures Posted on Canvas by Tuesday 3pm Live Zoom class for discussion/questions on Thursday 5:00pm-6:20pm (come to the class you are registered for) .</p>	<p>PLEASE make sure to come to this week's Thursday discussion.</p>
<p>Week 7 May 11/13</p>	<p>Chapter 15 – Distribution/Channels Chapter 16 - Retailing</p>		<p>Lectures Posted on Canvas by Tuesday 3pm Live Zoom class for discussion/questions on Thursday 5:00pm-6:20pm (come to the class you are registered for) .</p>	<p>May 11: Partner assignments posted May 13: Quiz 4 on Canvas (10 Q in 10 minutes) Available Thurs at 6:00pm (San Diego time) Closes Thurs at 7:00pm (San Diego time)</p>

<p>Week 8 May 18/20</p>	<p>Ideally, you would already have uploaded your partner presentation. If not, use Tuesday's class time to upload it. NO late submissions will be accepted.</p> <p>Chapter 17 – IMC and Direct Marketing</p> <p>Chapter 18 – Advertising, Sales Promotions and Public Relations</p>		<p>Lectures Posted on Canvas by Tuesday 3pm</p> <p>Live Zoom class for discussion/questions on Thursday 5:00pm-6:20pm (come to the class you are registered for).</p>	<p>Tuesday, May 18 by 6pm Partner Presentations <u>due</u> (YouTube url uploaded) on Canvas</p>
<p>Week 9 May 25/27</p>	<p>Chapter 19 – Social Media</p> <p>Chapter 20 – Personal Selling (first half of Ch. 20)</p>		<p>Lectures Posted on Canvas by Tuesday 3pm</p> <p>Live Zoom class for discussion/questions on Thursday 5:00pm-6:20pm (come to the class you are registered for).</p>	<p>May 27: Quiz 5 on Canvas (10 Q in 10 minutes) Available Thurs at 6:00pm (San Diego time) Closes Thurs at 7:00pm (San Diego time)</p>
<p>Week 10 June 1/3</p>	<p>Catch up – if needed, this recorded lecture will be to talk about material we haven't gotten to talk about yet.</p> <p>Thursday zoom discussion will provide a brief overview of material on the final exam and end of quarter reminders and catch up.</p>		<p>Lectures Posted on Canvas by Tuesday 3pm</p> <p>Live Zoom class for discussion/questions on Thursday 5:00pm-6:20pm (come to the class you are registered for).</p>	
<p>June 10</p>	<p>FINAL EXAM 6pm-10pm</p>			<p>Thursday, June 10: Final Exam on Canvas (50 Q in 50 minutes) Available Thursday at 6pm (San Diego time) Closes Thursday at 10pm (San Diego time) or 50 minutes after you start, whichever comes first.</p>

You must take your final at the above assigned date/time. Performance evaluation in the course will be based solely on the assignments outlined within the syllabus. Absolutely DO NOT ask for a grade change at the end of the quarter.

ASSIGNMENTS
Reading Assignments

Please do the chapter and other readings ahead of the assigned date. Occasionally I will assign an outside reading or case or will ask you to listen to a relevant podcast. These will be posted on Canvas.

Any student submissions (quiz, exam, homework, etc.) may be analyzed by TurnItIn software to check for plagiarism. Please make sure you are only submitting your own words and absolutely no one else's.

Team Project: Paired Product Presentations

There will be one paired project. For this assignment, you will be assigned a partner. Pairings will be announced by Tues., May 11. You can get in contact with each other on Canvas. It is highly recommended that you set up a time to meet with your partner over Zoom or some other type of interface where you can talk in real time (emailing is acceptable but recognize that it will take longer than just talking "face to face" through Zoom). You will interview your partner about a product that he or she recently purchased (and your partner will interview you). The product may include anything except alcoholic beverages – preferably a product that is meaningful to him or her personally. As this session is remote, you and your partner will record your presentation on Zoom (or Loom) and upload it on Canvas.

Important points:

- During your presentation, please have your product with you (if possible) so your partner can refer to you and it in the other Zoom window.
- You will present and explain how their purchase decision was influenced by various economic, social, cultural, and psychological factors. You are both presenting - you are presenting what you learned about your partner's product AND your partner is presenting what they learned about your product.
- You must have eye contact with your camera throughout the 90 second presentation. Imagine that someone is sitting just on the other side of the camera.
- You should preview your video. Watch your eyes during your preview. Are they looking directly at the person on the other side of the screen (me)?
- Your presentation will be evaluated based on perceived level of preparation, appropriate identification of factors, and effectiveness of your delivery. Presentations should be well rehearsed (no notes are allowed) and will each be capped at 90 seconds in length (about 3 minutes per pair of presentations).
- Upload your properly labeled (with both people's names) video to YouTube and then on Canvas, you'll submit the link to the YouTube video.
- Each team member should upload a link to your YouTube video (labeled with both people's names) by the deadline (6pm San Diego time on Tues., May 18)
- This is meant to be a fun exercise, so be creative and have fun selecting the product and developing your presentation.

You will be graded on:

- 1) introducing yourself
- 2) introducing your partner
- 3) introducing your partner's product
- 4) accurately describing the 4 factors influencing your partner's purchase, making sure to identify each individually
- 5) staying in the approximately 3 minute timeframe (90 seconds per person, so 3 minutes total).
- 6) Making it evident that you are well rehearsed, NOT using any notes, but instead looking directly at the camera as though your classmates and I were behind it
- 7) I know that there will be an added few seconds because of starting the recording, stopping the recording, but the entire recording should definitely be less than 3 minutes, 30 seconds total.
- 8) Naming your video appropriately with both partner's names
- 9) Uploading video to YouTube and then submitting YouTube link to Canvas assignment by the deadline.

Quizzes

There will be 5 announced quizzes covering any class material (readings, lectures or discussions) up to that point, administered throughout the course. Please make note of when they are!! You will not have the opportunity to make up a missed quiz. Quizzes will be multiple-choice, multiple answer and true/false. Because quizzes are meant to prep you for the exam, quizzes will not only cover new material but can cover any material in readings or lecture up to that point.

Exams

There will be two exams (midterm and final) administered. The first will be midway in the course and the second will be during finals week (see the calendar for exact dates/times). The two exams are non-cumulative and will each cover a similar amount of material. The midterm will cover all material up until the first exam date. The final will cover all material after the midterm PLUS Chapters 9, 10, 11 and podcasts. The exams will be multiple choice, multiple answer and true/false questions focused on the application of principles and concepts covered in the course and as with quizzes, will cover any class material (assigned chapters/readings, podcasts, lectures or discussions) up to that point. You are responsible for all readings that are assigned, whether or not we discuss it in class.

Class Engagement and Professionalism

Engagement in this class is important. Professionalism is expected. The benefit you will derive from the course depends in large part upon the extent to which you engage with the material, you share your own viewpoints or conclusions with your fellow classmates and with me. You should view class engagement both as an opportunity to ask questions to enhance your understanding as well as an opportunity to suggest examples that demonstrate your knowledge of the material. It is expected that you read all course material to be and come to zoom class with a series of comments and/or questions that you think will be interesting to the class. When you join the Zoom meeting room to participate in discussion, it is expected that you will have your Canvas name on your zoom profile and you will have your camera on so that you receive credit for attendance/engagement. It is polite to engage with classmates and with me in this way. Feel free to use a virtual background if you would like. If for some reason, you cannot have your video on, please post a photo of yourself as your profile pic. Occasionally you will have an opportunity to gain engagement points through a discussion post on Canvas. Make sure you have your notifications on so you are aware when there is an opportunity for this.

GRADING

Assignments	Points
Exam 1	250
Exam 2	250
Quizzes – (5 Announced) 50 each	250
Engagement and Professionalism: in our Zoom discussion sessions; on Canvas questions; and with lecture video content	100
Paired Product Presentation - (90 seconds per person, in groups of 2) Record together on Zoom or Canvas and upload to YouTube and submit YouTube link	50
Rady School Behavioral Lab Participation (must complete 2 labs to receive <u>any</u> points)	20
Total	920
Possible Extra Credit (Screenshot uploaded after completion of CAPE)	5

93% - 100%	A
90.0% - 92.99%	A -
87% - 89.99%	B +
83.0% - 86.99%	B
80.0% - 82.99%	B -
77.0% - 79.99%	C+
73.0% - 76.99%	C
70.0% - 72.99%	C -
67.0% - 69.99%	D +
60.0% - 66.99%	D
59.99% and below	F
<p>*** I am <u>not</u> in the habit of regrading unless I've made a math error. If you feel that you have been graded unfairly on a particular assignment, please make a <u>written</u> case for why you feel the grade is wrong (why your answer should be correct) and submit it to me within two class periods after the grade is posted on Canvas. I will NOT change a grade if you come to me and verbally complain***</p>	
<p>Absolutely DO NOT ask me to change your grade at the end of the quarter. It is not only unfair to all other students, but it is unethical for you to do so.</p>	

COURSE POLICIES Please make a habit of checking Canvas daily for announcements and assignments!

While attendance in Thursday's discussion section is not mandatory, it is expected that you will be there. It is your opportunity to bring forward any questions you might have about the material as well as a chance to engage in discussion with fellow classmates and me. Your close attention to the recorded lectures will be beneficial to your understanding of the material. Canvas and Zoom will be used as the primary means of communication and material delivery within this course. Be sure to ensure you have consistent access and regularly check both. If there is an alternate email address that you prefer to use, be sure to communicate this information directly to the instructor. I will be contacting you through the email associated with UCSD Canvas. Due dates will be clearly communicated, and once the due date has passed, submissions will have the posted associated penalties.

ACADEMIC INTEGRITY

Integrity of scholarship is essential for an academic community. As members of the Rady School, we pledge ourselves to uphold the highest ethical standards. The University expects that both faculty and students will honor this principle and in so doing protect the validity of University intellectual work. For students, this means that all academic work will be done by the individual to whom it is assigned, without unauthorized aid of any kind. The complete UCSD Policy on Integrity of Scholarship can be viewed at: <http://senate.ucsd.edu/Operating-Procedures/Senate-Manual/Appendices/2>

How the Honor Code applies to this course: This is easy to understand. Don't cheat. I work hard in this course, and I expect you to also. On exams, assignments and papers: 1. Collaboration is permitted only when permitted by the instructor. 2. Don't plagiarize - Copying from the writings or works of others into your academic assignment without attribution, or submitting such work as if it were one's own is defined as plagiarism. This includes copying from articles, from PowerPoint slides, from other students' writing. This also

includes any submission of work with authors listed who did not contribute to the submission. If you have any questions on what plagiarism is, please ask. Punishment for academic dishonesty, to be determined by the instructor, will range from receiving a zero (0) on the test or assignment to failing the class. If you do not understand what constitutes plagiarism, please ask. Do NOT use any electronic sources while taking a quiz or exam in this class. No websites, no apps (this means no translation apps as well), no pdfs, nothing electronic. If you are found to violate the academic integrity rules of this course, the first violation will result in a 0 on that assignment and, at a minimum, a warning. After the first time, you will automatically be reported to the UCSD Academic Integrity Office and can result in probation, suspension or dismissal. Turn It In (plagiarism check) software may be used on all submissions: homework, quizzes and exams.

STUDENTS WITH DISABILITIES

A student who has a disability or special need and requires an accommodation in order to have equal access to the classroom must register with the Office for Students with Disabilities (OSD). The OSD will determine what accommodations may be made and provide the necessary documentation to present to the faculty member. The student must present the OSD letter of certification and OSD accommodation recommendation to the appropriate faculty member in order to initiate the request for accommodation in classes, examinations, or other academic program activities. **No accommodations can be implemented retroactively.** Please visit the [OSD website](#) for further information or contact the Office for Students with Disabilities at (858) 534-4382 or osd@ucsd.edu.

RADY SCHOOL RESEARCH POOL

20 points of your grade is based on participation in two experiments offered by the Rady School Research Participant Pool. Each experiment will take up to one hour. If new to lab participation, to register for an account and to receive additional information about upcoming lab studies, visit: <http://radyclasscredit.sona-systems.com/> and click "New Participant?" Request an account here." When you register, you will be assigned a unique ID – you will need to provide this ID each time you participate in a study. Make sure to keep track of it! You must enter your correct section (C00 – Instructor Ehrich), or you won't receive credit. You must resolve credit before the final exam date. If you have served as a participant before, you will need to update which classes you are registered for in order to receive credit. Log in to your account here: <http://radyclasscredit.sona-systems.com/> and go to the "My Profile" page. There is an option near the bottom of the page to "Change Courses." *Questions about lab studies can be directed to RadyClassCredit@ucsd.edu. Studies will begin during week 2 of the quarter and will conclude in week10.*

NONDISCRIMINATION POLICY STATEMENT

The University of California, in accordance with applicable Federal and State law and University policy, does not discriminate on the basis of race, color, national origin, religion, sex, gender identity, pregnancy,¹ physical or mental disability, medical condition (cancer related or genetic characteristics), ancestry, marital status, age, sexual orientation, citizenship, or service in the uniformed services.² The University also prohibits sexual harassment. This nondiscrimination policy covers admission, access, and treatment in University programs and activities. https://ophd.ucsd.edu/policies-procedures/nps_student.html
Students may feel more comfortable discussing their particular concern with a trusted employee. This may be a Rady student affairs staff member, a department Chair, a faculty member or other University official. These individuals have an obligation to report incidents of sexual violence and sexual harassment to OPHD. This does not necessarily mean that a formal complaint will be filed. If you find yourself in an uncomfortable situation, ask for help. The Rady School of Management is committed to upholding University policies regarding nondiscrimination, sexual violence and sexual harassment.

¹ Pregnancy includes pregnancy, childbirth, and medical conditions related to pregnancy or childbirth.

² Service in the uniformed services includes membership, application for membership, performance of service, application for service, or obligation for service in the uniformed services.