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Most emails answered in 24-36 hours  
Phone: 609-239-2573  
Office Hours: By Appointment on Camden campus

Course Objective/Overview
This course examines marketing from a consumer’s and a manager’s perspective. The course is organized around the marketing process to clearly delineate the relationship among marketing decision variables. The overall objective of the course is to help the student understand the marketing process as it relates to strategic and tactical decisions made by business managers, and to develop and improve analytic and decision making skills.

This introduction to marketing will consist of both learning key concepts and applying these concepts thru various exercises (threaded discussions, video cases, Marketplace game, etc.) to ensure a true working knowledge of them and an appreciation of the challenges faced by managers in competitive business environments.

Topics will include market segmentation, product positioning, analysis of the marketing environment, and how to design effective marketing strategies that address the key issues of product, price, place, promotion and positioning.

Each chapter module will contain: PowerPoint slides, video case and discussion threads.

Required Materials

Subscription to the Intro to Marketing Marketplace Simulation Game.
Game ID: 01381-00025-13847
http://gm.marketplace-live.com

Prerequisites/software needed for this class
This course assumes that you have a basic knowledge of computers and a basic understanding of web navigation skills. Most of this class will take place on the eCollege site as well as the Marketplace web site. You will also need to download and install Examguard software before you take the first exam (and each time you
take an exam from a different computer). Please install the Examguard software early in the semester.

If you have any issues with the eCollege site or Examguard software, email (help@ecollege.rutgers.edu) or call the eCollege Helpdesk at 877-778-8437. They are available 24 hours a day, 7 days a week for technical support.

**Online Learning – Keys to Success**

In addition to the basics like buying the book and logging in, the online learning process requires **commitment** on the student’s part. Staying up with the class and completing all work on time is vital. Once a student gets behind, it is almost impossible to catch up. These 10 tips for successful online learning were taken from the University of Illinois web site. ([http://www.ion.uillinois.edu/resources/tutorials/pedagogy/StudentProfile.asp](http://www.ion.uillinois.edu/resources/tutorials/pedagogy/StudentProfile.asp))

1. **Be open minded about sharing life, work, and educational experiences as part of the learning process.** Introverts as well as extroverts find that the online process requires them to utilize their experiences. This forum for communication eliminates the visual barriers that hinder some individuals in expressing themselves. In addition, the student is given time to reflect on the information before responding. The online environment should be open and friendly.

2. **Be able to communicate through writing.** In the Virtual Classroom, nearly all communication is written, so it is critical that students feel comfortable in expressing themselves in writing.

3. **Be Self-motivated and self-disciplined.** With the freedom and flexibility of the online environment comes responsibility. The online process takes a real commitment and discipline to keep up with the flow of the process.

4. **Be willing to "speak up" if problems arise.** Many of the non-verbal communication mechanisms that instructors use in determining whether students are having problems (confusion, frustration, boredom, absence, etc.) are not possible in the online paradigm. If a student is experiencing difficulty on any level (either with the technology or with the course content), he or she must communicate this immediately. Otherwise the instructor will never know what is wrong.

5. **Be willing and able to commit to 4 to 15 hours per week per course.** Online is not easier than the traditional educational process. In fact, many students will say it requires much more time and commitment.

6. **Be able to meet the minimum requirements for the program.** The requirements for online are no less than that of any other quality educational program. The successful student will view online as a convenient way to receive their education – not an easier way.

7. **Accept critical thinking and decision making as part of the learning process.** The learning process requires the student to make decisions based on facts as well as experience. Assimilating information and executing the right decisions requires critical thought.
8. **Have practically unlimited access to a computer and Internet Service.** The course content and interaction are engaged by computer through the Internet. The student must have access to the necessary equipment.

9. **Be able to think ideas through before responding.** Meaningful and quality input into the virtual classroom is an essential part of the learning process. Time is given in the process to allow for the careful consideration of responses. The testing and challenging of ideas is encouraged; you will not always be right, just be prepared to accept a challenge.

10. **Feel that high quality learning can take place without going to a traditional classroom.** If the student feels that a traditional classroom is a prerequisite to learning, they may be more comfortable in the traditional classroom. Online is not for everybody. A student that wants to be on a traditional campus attending a traditional classroom is probably not going to be happy online. While the level of social interaction can be very high in the virtual classroom given that many barriers come down in the online format, it is not the same as living in a dorm on a campus.

**Online Learning – Top 5 Ways not to Succeed in this Course**

1. **Not buying the book or not reading the material until the day before the exam.** The book needs to be read in order for you to learn the material.

2. **Don’t log in frequently.** You need to log in frequently to participate in the class.

3. **Wait until the last day to participate in the online discussion.** The discussion guidelines require that you make comments at multiple times during each week.

4. **Not being a full participant in your Marketplace team.** If you are not an active participant, your team will be able to fire you for lack of participation.

5. **Forget about deadlines.** If you miss an exam or a Marketplace decision, your grade will adversely impacted.

Reading all assigned material, doing all other assigned homework on-time, consulting with the professor immediately when you need help, actively working with your Marketplace team and class participation are strongly recommended actions for the student to excel in this course.

**Syllabus updates and other course communication**

All changes, announcements and handouts will be posted on eCollege and emailed to the class.

**Course Requirements**

1. **EXAMS:** There will be three exams. Each closed book exam, will be approximately 45-50 questions and will consist of a mixture of multiple-choice and short answer/essay questions that will be designed to test understanding of the facts and concepts of the course and how they can be applied to business situations. Exam grading and other grading aspects are covered below.
The first exam will be due during the week ending 2/21, and will cover the course material from Chapters 1 through 6. The second exam will be due week ending 4/3 and will cover material from Chapters 7 through 12. The final exam will be due between 5/5 and 5/8 and will cover Chapters 13 through 18. The final exam will be multiple choice only.

Each exam will be timed and will last approximately 70 minutes for the 1st two exams and approximately 50 minutes for the final exam. After time expires, your exam will be final and can not be changed. Each exam will contain at least 1 question for each learning objective in each chapter.

**Academic Integrity:** In all cases, you are responsible for preparing your own work and documenting the work of others. Cheating, plagiarism and other types of misconduct are not acceptable. Penalties can include expulsion from the university.

To promote a strong culture of academic integrity, Rutgers has adopted the following honor pledge to be written and signed on examinations and major course assignments submitted for grading: On my honor, I have neither received nor given any unauthorized assistance on this examination (assignment). In addition, students are required to take an online tutorial and pass an online examination on academic integrity in their first semester at Rutgers and to affirm periodically that they understand the Rutgers Academic Integrity Policy and will abide by it in all their academic work.

See more details at: [http://academicintegrity.rutgers.edu/policy-on-academic-integrity](http://academicintegrity.rutgers.edu/policy-on-academic-integrity)

As needed, we will use the Turnitin system to check written work for plagiarism against a vast database of previously submitted work, the entire Internet, and the full text library databases.

**Exam Make-up Policy:** If, for a university approved reason, you cannot take an exam during the scheduled week, you must give the professor written notice at least two weeks in advance so that other arrangements can be made. If the situation does not allow for advance notification (for example, emergency hospitalization), contact the professor as soon as possible after a missed exam. Make-up exams for non-university approved reasons are not guaranteed. The professor reserves the right to request written documentation to support your absence (such as a doctor’s note, an obituary, or military orders).

2. **TEAM PROJECT:** The class will be divided into groups. In *Marketplace*, you and others on your team will gain tremendous business experience by making real business decisions. Time is compressed and the product life cycle is accelerated. You and others on your team will be immersed in the management of business.

Your team will start up and run your own division of a firm. Your team must manage your brand designs, pricing, advertising, distribution, and profitability. To be a winner, you must deliver both customer value and lots of profit.
As in the real world, not all companies win and not every team will receive an “A”. The first place team will receive an “A” (90), the second place team a “B+”, (85), etc. **This game is designed for you and your team to play it to win by applying the concepts you are learning in class. As long as you and your team fulfill all requirements, you all will receive at least a “C” (70).**

There will be a per student participation fee of $40. More information on the team project will be provided in a separate hand-out. Please watch the online Marketplace demo after you purchase your license.

**3. THREADED DISCUSSIONS:** Success in business depends on being able to effectively communicate and persuade others to your viewpoint. Additionally, learning is enhanced when students work together and do not rely completely on the instructor for answers and direction. Everyone has something to add and I hope you will try to help each other.

Each chapter will be supplemented by an instructor-initiated online discussion thread. **Each chapter will have three discussion questions. Two questions (discussion questions #1 and #2) that each student must answer. The 3rd question in each chapter will not be graded but is designed to stimulate discussion about your personal development and growth as a student and a future business leader.**

I expect you to make a substantive post for each discussion topic, as well as a substantive response to a classmate’s post. A substantive post/response meets the following criteria:

**Relevance:** relates to, or expands on, the main theme of the discussion topic (is it on point?)

**Quality of Expression:** generates learning within the community; demonstrates knowledge and insight; understanding of material from the text; thoughtful; support points with reasons, logic and examples (how much does it move the discussion forward?)

**Delivery:** Clear, grammatically correct, complete sentences with rare misspellings; postings done in the required timeframe (how well do you say it?)

You can expect me to access the discussion forum almost daily. I may post if I think it would be helpful, for instance, if I think students are proceeding in the wrong direction, but generally these topics are for you to help and engage each other by sharing ideas, examples, resources and experiences, as well as to have a little fun.

In addition to the 3 discussion questions I will provide each week, there will be a area where you can directly post questions regarding the week's learning concepts. I will answer each of those questions. You are not required to post a question nor respond to classmates questions, but your input is welcomed.
Topics are available Monday morning, and discussions close at midnight Sunday. You must post/respond at least 2x per week total regardless if we do two chapters or one chapter for the week (at least once Sunday-Wednesday, and at least once Thursday-Saturday). This is so that everyone does not wait until Saturday to post, thus inhibiting class interaction.

Your first post each week should be an original response (before reading other student’s responses) to one of the questions each week. This post will be given more weight in the grading of the discussions each week.

Your participation will be graded based on how well your discussion forum posts meet the relevance, quality of expression, and delivery criteria.

Participation grades will be assessed after every few weeks of posts. The following chart represents the grading rubric I will apply for the threaded discussion entries:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Criteria</th>
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<tbody>
<tr>
<td>85+</td>
<td>Demonstrates excellence in grasping key concepts; critiques work of others; stimulates discussion; provides sample citations for support of opinions; readily offers new interpretations of discussion material. Ideas are expressed clearly, concisely; uses appropriate vocabulary.</td>
</tr>
<tr>
<td>Between 70 and 85</td>
<td>Shows evidence of understanding most major concepts; will offer an occasional divergent viewpoint or challenge; shows some skill in support for opinions. Some signs of disorganization with expression; transition wording may be faulty.</td>
</tr>
<tr>
<td>Between 65 and 69</td>
<td>Has mostly shallow grasp of the material; rarely takes a stand on issues; offers inadequate levels of support. Poor language use garbles much of the message; only an occasional idea surfaces clearly; expression seems disjointed; overuse of the simple sentence and a redundancy with words and commentary; paragraphs often appear unrelated to each other</td>
</tr>
<tr>
<td>Less than 65</td>
<td>A minimal posting of material. Shows no significant understanding of material. Language is mostly incoherent. Does not respond readily to prompting.</td>
</tr>
</tbody>
</table>
4. VIDEO CASES: Each chapter will have a video case associated with it. You must watch each video for each chapter, however, you only need to submit 3 to me for grading. You must submit 1 video case from Chapters 1-6, 1 video from Chapters 7-12 and 1 video from Chapters 13-18. You must submit the video cases in the week we cover the material.

Your answers must be submitted to the drop box before the end of each week (11:59pm Sunday).

Grading
Your final grade will be determined on the basis of these components. Each is described below.

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Exam #1</td>
<td>25%</td>
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<tr>
<td>Exam #2</td>
<td>25%</td>
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<tr>
<td>Final Exam</td>
<td>25%</td>
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<tr>
<td>Marketplace Game</td>
<td>10%</td>
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<tr>
<td>Threaded Discussions</td>
<td>8%</td>
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<tr>
<td>Video Cases</td>
<td>6%</td>
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<tr>
<td>Syllabus Quiz</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
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</tbody>
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90-100%          A
85-89%           B+
80-84%           B
75-79%           C+
70-74%           C
65-69%           D
Less than 65%    F

Administrative
As future business professionals, you are expected to conduct yourselves with professional courtesy to your classmates and to your instructor. Rutgers classroom behavior policies can be found at: http://www.rci.rutgers.edu/~polcomp/judaff/docs/UCSC.pdf

Accommodations for Students with Disabilities
Students who are seeking an accommodation because of a disability are directed to the website http://learn.camden.rutgers.edu/disability/disabilities.html or they can contact the Camden campus Disability Coordinator, Mr. Tim Pure at 856-225-6442, Armitage Hall Room 362. The email address is disabilityservices@camden.rutgers.edu. All contact will be considered confidential.
<table>
<thead>
<tr>
<th>Session</th>
<th>Date</th>
<th>Class Topics and Reading Assignments</th>
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</thead>
</table>
| 1       | WE 1/24| Read and review Syllabus. Creating Customer Relationships & Value thru Marketing  
          |        | Read: Chapter 1  
          |        | Due: Syllabus Quiz |
| 2       | WE 1/31| Developing Successful Marketing & Organizational Strategies; Understanding the Marketing Environment, Ethical Behavior and Social Responsibility  
          |        | Read: Chapter 2 (skim Appendix A) & Chapter 3 |
| 3       | WE 2/7 | Understanding Consumer Behavior; Understanding Organizations as Customers  
          |        | Read: Chapter 4 and Chapter 5 |
| 4       | WE 2/14| Understanding and Reaching Global Consumers and Markets  
          |        | Read: Chapter 6 |
| 5       | WE 2/21| EXAM #1. Chapters 1-6 |
| 6       | WE 2/28| Marketing Research: From Insights to Action; Market Segmentation, Targeting and Positioning  
          |        | Read: Chapter 7 and Chapter 8  
          |        | Due: Marketplace Decision #1 |
| 7       | WE 3/6 | Developing New Products and Services; Managing Successful Products, Services and Brands  
          |        | Read: Chapter 9 and Chapter 10  
          |        | Due: Marketplace Decision #2 |
| 8       | WE 3/11| Pricing Products and Services  
          |        | Read: Chapter 11  
          |        | Due: Marketplace Decision #3  
          |        | NOTE: WEEK IS ENDS ON A FRIDAY DUE TO SPRING BREAK |
| 9       | WE 3/27| Managing Marketing Channels and Supply Chains  
          |        | Read: Chapter 12  
          |        | Due: Marketplace Decision #4 |
| 10      | WE 4/3 | EXAM #2. Chapters 7-12. |
| 11      | WE 4/10| Retailing and Wholesaling; Integrated Marketing Communications and Direct Marketing  
          |        | Read: Chapter 13 and Chapter 14  
          |        | Due: Marketplace Decision #5 |
12  WE 4/17  Advertising, Sales Promotion and PR
   Read: Chapter 15
   Due:  Marketplace Decision #6

13  WE 4/24  Using Social Media to Connect with Consumers
   Read: Chapter 16

13  WE 5/1   Personal Selling/Sales Management; Implementing Interactive
             and Multichannel Marketing.
             Read: Chapter 17 & Chapter 18
             Due:  Marketplace Paper due 5/1

           NOTE: YOU HAVE A 4 DAY WINDOW TO FINISH EXAM.