

# Course Syllabus

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## MRKT 330 Principles of Marketing Syllabus

### Welcome to the Course!

### Instructor Information

**Instructor:** Plavini Punyatoya

**Office:** 4022 CAB      **Phone:** 973-596-8568 (office)

**Office Hours:** Thursdays 3:00 - 4:00 PM, or by appointment (in person or via Zoom)

**Email:** [plavini.punyatoya@njit.edu](mailto:plavini.punyatoya@njit.edu) (<mailto:plavini.punyatoya@njit.edu>)

**Class Time:** Tuesday and Thursday, 4:00 – 5:20 PM

**Class Location:** KUPF 211

### General Information

#### Course Description

Marketing 330 course provides a broad overview of the fundamental frameworks and concepts in contemporary marketing as well as an introduction to current real marketing strategies. A major focus of the course is how to apply the concepts and frameworks of marketing to your future career.

The Principles of Marketing course gives an understanding of how environmental factors (political, legal, economic, competition, sociocultural, and technology) influence the design of products, pricing,

promotion, and distribution strategies. Topics discussed include strategies to satisfy target markets, market segmentation, buyer behavior, marketing ethics, and an introduction to global marketing issues. Fundamentals of marketing are integrated using cases, videos, and class projects.

## Expected Learning Outcomes

Upon successful completion of this course, you will be able to:

- Define the term marketing and explain its role and importance in an individual firm and the overall economy
- Understand the importance of strategic marketing and know the basic outline for a marketing plan:
  1. Analyze the external environment to identify opportunities or challenges to a business.
  2. Identify and classify marketing segments and targets, demonstrating the use of marketing research techniques.
- Describe the elements of the marketing mix (4Ps/4Cs of marketing):
  1. Product/Customer Solution: product mix, product development, product life cycle
  2. Pricing/Cost to Customer: different pricing strategies and objectives.
  3. Place/Convenience / Marketing Channels: different marketing channels and distribution strategies.
  4. Promotion/Communication: the role of all elements of the promotional mix in marketing a product or service, IMC
- Explain marketing's role and importance in a global context
- Identify ethical dilemmas in the context of marketing and make decisions grounded in ethical principles
- Effectively communicate the components of a marketing plan

## Course Expectations

All of you come into this class with experience in marketing. You will need to think beyond your personal experience to understand how marketing impacts a target group and all consumers. In this class, you will learn how to critically analyze the marketing experience and how managers strategically use marketing to further their organizations' goals. We will analyze the basic terms, concepts, and principles in marketing and how marketing managers use these principles in developing marketing plans and strategies.

This is an application-focused course.

As part of the learning environment, I expect you to be reading articles about marketing and analyzing marketing experiences you encounter (advertising, services, retail, internet, mobile, distribution, sales, etc.). The best way to learn about marketing is to apply the principles in your book to the marketing environment that surrounds all of us.

## Class Structure

After the session/class is conducted, I will post all relevant slides on Canvas. Tests and quizzes will be based on textbook chapters. Test questions can also come from the class lectures, discussions, or slides. Students will be assigned to groups to work on the group marketing plan/analysis project.

## Contacting Instructor

The best way to contact me is by email at [plavini.punyatoya@njit.edu](mailto:plavini.punyatoya@njit.edu) (<mailto:plavini.punyatoya@njit.edu>). Please include MRKT 330 as part of the subject line.

## Required Course Materials

1. Book: Marketing: An Introduction, 15th Edition

Gary Armstrong & Philip Kotler (2023) Prentice-Hall, Inc., Upper Saddle River, NJ

Hardcover: ISBN 9780137476459 or e-Book: ISBN 9780137704408

## Course Deliverables/ Final Grade Components

### Grading Components

Your grade for this course will be based on the following components:

Components	Effort	Weight	Total
Three Exams	Individual	3*20%	60%
Homework Assignment	Individual	1*10%	10%
Market Analysis Project	Group	1*15%	15%
Quizzes/Discussions	Individual		15%
<b>Total</b>			<b>100%</b>

### Exams/Tests

There will be three non-comprehensive exams in the course. Sixty percent (60%) of your final grade will be based on these three (3) in-term exams. The exams will cover the assigned reading

materials/chapters from the textbook, case studies, presentations, and other classroom discussion topics.

- Exam #1: Chapters 1 – 6
- Exam #2: Chapters 7 – 11
- Exam #3: Chapters 12 -16

The tests are application-focused and are different from the definitional focus of the questions on the quizzes.

What is the best way to do well on the tests?

1. Read the Chapters. Read the Chapter opening vignettes and think about how they relate to the material.
2. Review the PowerPoint slides as well as the textbook.
3. Be able to apply the key terms and concepts discussed in the book and class.

A severe illness or an unplanned emergency is the only legitimate reason for not taking a scheduled exam. Legitimate documentation of the emergency must be presented and approved by the Dean of Students (<https://www.njit.edu/doss/contact.php> → <https://www.njit.edu/doss/contact.php>.) before a makeup exam will be considered. All makeup exams will be administered at the convenience of the instructor.

### ***Homework Assignment***

Ten percent (10%) of your final grade will be based on the required homework assignment designed to ensure student experience in applying course concepts. The assignment is to be uploaded to CANVAS before the due date; late or emailed assignments will not be accepted.

The assignment is about Individual Personal Branding. It will help you understand and create a personal brand. I want you to think about personal branding or brand you. On Canvas, to guide you, I put together a video, readings, or a set of exercises to help you think about personal branding for your product, yourself, in the marketplace for careers. Keep checking Canvas for updates.

The assignment is to help you begin to understand basic Marketing Principles through the concept of how you will market yourself. A consistent theme throughout the class will be taking these marketing ideas and concepts and discussing them in terms of personal branding.

This assignment will also hopefully inspire your ideas about marketing in the business world.

Students must prepare the assignment individually and professionally. The assignment must be typed on standard 8.5" by 11" paper. Papers should be double-spaced, 12-point type (Times New Roman/Calibri/Arial), with appropriate margins (1" on all sides). Include your NAME, Course/Section

number, Date, and ASSIGNMENT TITLE (e.g., Assignment XYZ) at the top of the page. Any assignment turned in that does not follow directions will lose points.

### ***Individual Quizzes and Discussions***

There will be individual quizzes for different Chapters. Each quiz will carry questions from at least two chapters. These quizzes are to help you gain mastery over the terms and concepts in the chapter. The quizzes will not be available after the time they are due. The quizzes have 10 to 20 questions and could include multiple-choice, matching, true-false, etc. Each quiz question is worth 1, 2, or more points, depending on the number of questions on the quiz. The quizzes are definitional in nature and are not similar to the questions on the tests.

Students are expected to read the assigned chapters/materials before class and come prepared to participate meaningfully in class discussions and exercises.

Fifteen percent (15%) of your grade will come from quizzes/pop quizzes and discussions. You will receive either full credit for having done a thoughtful and thorough job or zero credit for doing a poor job or missing it. These may/may not be scheduled in advance, and there will be no makeup. *You must be present in class on the day to earn your points.*

### ***Group Project Market Plan Analysis***

In the business world, you will find that it is imperative to work successfully with other people to meet a common goal. You will often be evaluated on “Teamwork and Collaboration” as a core competency for performance appraisals. This group project is intended to allow students to work together, integrating and synthesizing key concepts from the class by participating in a market analysis project.

Fifteen percent (15%) of your grade will come from the group project. So I encourage you to take it seriously and have fun with it. The market analysis project will be for the group to choose a product, a service, a concept or a person; and do a Market Analysis on your choice. It could be a new product or service, an existing product or service to be used in a new way or existing products, product and service, or services combined in a new way. It could also be a brand. The group will do a market analysis of the potential for the chosen product, service, etc. You will receive more detailed information about the project, deliverables, and metrics in class. Also, check Canvas for updates.

I expect outside sources and research on this market analysis project. Cite your sources in APA format and include a bibliography. The typical write-up is 5 to 6 pages, double-spaced. There will not be a maximum cap, but typically, 5 to 6 pages should be sufficient. Only one submission per group. No late assignments will be accepted. You will be expected to relate your analysis to material from the class, including the book.

Teams should consist of no less than 4 or no more than 5 members. The evaluation will be based on team performance and team peer evaluations.

Note: Team members typically receive the same grade, although adjustments will be made if necessary based on instructor and peer assessment of contributions to teamwork. Following the project, students must turn in an evaluation of the other group members. *Evaluations will be kept strictly confidential.*

### **\* Honors Students – Lectures**

One of the best ways to learn is to teach. As an honor student, you must pick a topic covered this semester that interests you. You must prepare and deliver a ~ 15-minute lecture on the topic, including any current events. You should make it fun, interesting, and relevant to your classmates.

### **Final Grades**

Grades are a reflection of the level of understanding of course content. They are “earned” by the student, not “given out” by the professor. Make sure you “earn” a grade you can live with. To achieve a grade of A or B in this class, expect to:

- Attend 100% of the classes. New content is introduced, explained, and applied during class for better understanding.
- Come to class prepared 100% of the time. This means actively participating in class discussions, exercises, and activities to further understanding.
- Turn in all course deliverables in a timely and professional manner.
- To maximize learning and your competitiveness in the workplace ... STUDY IT! WORK IT! Don't give up. STUDY IT AGAIN! COMPLETE IT! Bring any and all questions to class.

With less preparation and participation, expect a grade of C or lower.

### **Posted Grades**

All grades for course deliverables will be posted on Canvas in a timely manner. Students have two weeks to challenge a grade after it has been posted. When the two-week period is over, the professor will not revisit an assignment.

### **Grading**

#### ***Course Deliverables***

Tests are 100 points each (3)	300 points
Quizzes/Discussions	120 points
Individual Assignment	50 points
Market Analysis Project	90 points
Total	<b>560 points</b>

### ***Course Grade Structure***

Final course grades will be based on the following scale (there will be NO curve):

<b>Grade</b>	<b>Numerical Score (%)</b>
A	90 – 100 %
B+	87 – 89 %
B	80 – 86 %
C+	77 – 79 %
C	70 – 76 %
D	60 – 69 %
F	Below 60 %

Do not ask me to round scores up; I will not change it and will not respond to e-mail requests about changing grades, etc. The only exception to this is if there is a math error in calculating your grade.

## Classroom Policies

### Code of Conduct

Success in business depends on the combined performance of the professional team, not the self-centered interests of one individual. Similarly, a good learning environment is collectively created and requires the contribution of ALL students within the class. To maximize classroom learning:

- **Engage in learning.** Being attentive during class. Give the class your undivided attention and actively contribute to discussions, exercises, and projects.
- **Show respect.** Listening attentively to others' thoughts and ideas.

### Disruptive behavior includes:

- Using computers, cell phones, and headphones. TURN OFF and put away ALL electronic devices.
- Engaging in side conversations.
- Disrespecting others.
- Using language inappropriate to a professional work environment.
- Arriving late and departing before class is dismissed.

### Non-compliance:

- Exhibiting behavior that disrupts the class learning environment will result in a deduction of activity points. Students may also be asked to leave class.
- After continued non-compliance, a student may be permanently removed from the class.

### Email Etiquette

This is a business course, and I expect you to conform to appropriate business letter-writing practice in all of your emails to me. The following are the basics.

Put the course name (e.g. Marketing 330 section #) in the subject line

Identify the subject of the e-mail with a brief but descriptive summary of the topic: include a proper salutation (e.g. Professor Punyatoya) and the assignment details such as the title, homework, or exam.

Proofread your e-mail for proper sentence structure, capitalization, spelling, and punctuation.

Conclude the e-mail message with a proper closing (e.g. Regards, Sincerely) and your full name.

(Note: Do not e-mail requests for additional grade points unless there is an error in the grading. Grades are not 'given out' by the professor; they are 'earned' by the student. So make sure you 'earn' a grade that you can live with.)

## Caveat

The instructor reserves the right to change any aspect of this syllabus or the course schedule at any time if the need arises. It would be solely to improve the course and the learning atmosphere. Students registered for this course assume full responsibility for reading and understanding the course policies stated above.

## Statement on Academic Integrity

*“Academic Integrity is the cornerstone of higher education and is central to the ideals of this course and the university. Cheating is strictly prohibited and devalues the degree that you are working on. As a member of the NJIT community, it is your responsibility to protect your educational investment by knowing and following the academic code of integrity policy that is found at: [NJIT Academic Integrity Code](https://t.e2ma.net/click/fw4pfmb/vccvy8zm/3qgyp0x) <https://t.e2ma.net/click/fw4pfmb/vccvy8zm/3qgyp0x>.”*

*Please note that it is my professional obligation and responsibility to report any academic misconduct to the Dean of Students Office. Any student found in violation of the code by cheating, plagiarizing or using any online software inappropriately will result in disciplinary action. This may include a failing grade of F, and/or suspension or dismissal from the university. If you have any questions about the code of Academic Integrity, please contact the Dean of Students Office at [dos@njit.edu](mailto:dos@njit.edu) (<mailto:dos@njit.edu>).”*

## AI/Generative AI Policy

*This course expects students to work without artificial intelligence (AI) assistance in order to better develop their skills in this content area. As such, AI usage is not permitted throughout this course under any circumstance.*

***I am committed to making this a positive learning experience for you, and I expect the same from you.***