

**COURSE NAME:** Introduction to Marketing

**COURSE NUMBER:** 11:373:231

**SEMESTER:** Summer 2020

**MEETING DAYS, TIMES, AND PLACE:** Meets Online

**CONTACT INFORMATION:**

Instructor(s): Dr. Sanjib Bhuyan

Office Location: Cook Office Building, Room 113

Phone: 848-932-9123

Email: [bhuyan@sebs.rutgers.edu](mailto:bhuyan@sebs.rutgers.edu)

Office Hours: N/A

**COURSE WEBSITE, RESOURCES AND MATERIALS:**

Readings will be assigned from: Pride, William M and Ferrell, O.C., **Marketing 2014 Edition, Cengage Learning** (ISBN-13: 978-1-133-93925-2). (You may be able to use **Marketing 2010 Edition** Boston, Ma: Houghton Mifflin Co - ISBN-10:0-547-10747-4; with the zipper on the cover. However, you will be responsible for all possible changes between the two editions).

**COURSE DESCRIPTION:**

This course provides a broad overview of the principles and practices of the marketing system from the institutions involved in its creation to the distribution and sale of goods and services. Marketing 231 examines the role of marketing in society and how it influences business functions and customers. Key concepts and their application to real world marketing problems will be examined.

**COURSE OBJECTIVES:**

The objectives of this course are to provide students with

1. a broad perspective from which to explore and analyze the various components of the marketing discipline
2. an understanding of the marketing environment, social responsibility and marketing ethics
3. mechanisms for understanding the utilization of information to influence consumer behavior

**LEARNING GOALS:**

By the end of this course, students will be able to:

1. Explain the fundamental principles of marketing
  - Price
  - Product
  - Distribution
  - Promotion
2. Analyze and identify the marketing decisions surrounding product, distribution, promotion and pricing
3. Develop/identify the elements of a marketing plan or the branding of a product
4. Discuss and establish a position on ethics-related issues in marketing

**ASSIGNMENTS/RESPONSIBILITIES, GRADING & ASSESSMENT:**

The final grade will be based on a 10-12 page, double-spaced, 12 font, Marketing Project - 30%; quizzes - 50%; and participation in online discussions - 20%. Remember: You are submitting the project to the Chair of the Department. It must be properly written.

**Marketing Project:** Students will be assigned to groups (depending on enrolment) and given a case to develop a marketing project.

**Quizzes:** The quizzes will comprise of about multiple-choice questions. Do not assume that you do not have to study because this course is being offered online. You will be given sufficient time to complete the quizzes but will not have sufficient time to page through the text.

**Discussions:** The discussions will proceed as follows. An article will be posted for discussion. You will be expected to summarize the article and post it on the Discussion Forum. Each student must also comment on the summary of another student. Thus, each student will be expected to have at least two postings to the forum, a summary and a comment. Greater participation will be rewarded. Your postings must demonstrate a grasp of the issues under discussion.

**Extra Points:** You may be given the opportunity to gain a maximum of 5 extra points. That opportunity will very often be related to recent events in the news.

**Quizzes are not cumulative, but the content covered is very much related.**

## ACCOMODATIONS FOR STUDENTS WITH DISABILITIES

Please follow the procedures outlined at <https://ods.rutgers.edu/students/registration-form>. Full policies and procedures are at <https://ods.rutgers.edu/>

Enter additional text here if you wish

## ABSENCE POLICY

Students are expected to attend all classes; if you expect to miss one or two classes, please use the University absence reporting website <https://sims.rutgers.edu/ssra/> to indicate the date and reason for your absence. An email is automatically sent to me.

## COURSE SCHEDULE:

### PART/TOPIC/ASSIGNMENTS/READINGS

1. Overview of Strategic Marketing; Planning, Implementing  
& Evaluating Marketing Strategies; The Marketing  
Environment **Chapters 1, 2 3**
2. Social Responsibility and Ethics in Marketing; Marketing  
Research & Information Systems; Target Markets:  
Segmentation, and Evaluation **Chapters 4, 5, 6**
3. Consumer Buying Behavior; Business Markets and Buying  
Behavior; Reaching Global Markets **Chapters 7, 8, 9**
4. Digital Marketing & Social Networking; Product Concepts;  
Developing and Managing Products **Chapters 10, 11, 12**

5. Services Marketing; Branding and Packaging; Marketing  
Channels and Supply- Chain Management **Chapters 13, 14, 15**

**FINAL EXAM/PAPER DATE AND TIME**

Online Final exam Schedule: <http://finalexams.rutgers.edu/>

**ACADEMIC INTEGRITY**

I would like to remind everyone that violations of the university code of academic integrity, including plagiarism and cheating, **will not** be tolerated by the department or the university. Such violations are harmful to everyone and only serve to poison the atmosphere of openness and mutual trust on which an academic department depends. If there are any questions regarding the integrity code, please refer to the graduate school pamphlet dealing specifically with these matters.

The university's policy on Academic Integrity is available at <http://academicintegrity.rutgers.edu/academic-integrity-policy>. The principles of academic integrity require that a student:

- properly acknowledge and cite all use of the ideas, results, or words of others.
- properly acknowledge all contributors to a given piece of work.
- make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of impermissible materials or impermissible collaboration.
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions.
- treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress.
- uphold the canons of the ethical or professional code of the profession for which he or she is preparing.

Adherence to these principles is necessary in order to ensure that

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments.
- all student work is fairly evaluated and no student has an inappropriate advantage over others.
- the academic and ethical development of all students is fostered.
- the reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.

Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld.

**STUDENT WELLNESS SERVICES**

Just In Case Web App <http://codu.co/cee05e>

Access helpful mental health information and resources for yourself or a friend in a mental health crisis on your smartphone or tablet and easily contact CAPS or RUPD.

Counseling, ADAP & Psychiatric Services (CAPS)

(848) 932-7884 / 17 Senior Street, New Brunswick, NJ 08901/ [www.rhscaps.rutgers.edu/](http://www.rhscaps.rutgers.edu/)

CAPS is a University mental health support service that includes counseling, alcohol and other drug assistance, and psychiatric services staffed by a team of professionals within Rutgers Health services to support students' efforts to succeed at Rutgers University. CAPS offers a variety of services that include: individual therapy,

group therapy and workshops, crisis intervention, referral to specialists in the community and consultation and collaboration with campus partners.

#### Violence Prevention & Victim Assistance (VPVA)

(848) 932-1181 / 3 Bartlett Street, New Brunswick, NJ 08901 / [www.vpva.rutgers.edu/](http://www.vpva.rutgers.edu/)

The Office for Violence Prevention and Victim Assistance provides confidential crisis intervention, counseling and advocacy for victims of sexual and relationship violence and stalking to students, staff and faculty. To reach staff during office hours when the university is open or to reach an advocate after hours, call 848-932-1181.

#### Disability Services

(848) 445-6800 / Lucy Stone Hall, Suite A145, Livingston Campus, 54 Joyce Kilmer Avenue, Piscataway, NJ 08854 / <https://ods.rutgers.edu/>

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: <https://ods.rutgers.edu/students/documentation-guidelines>. If the documentation supports your request for reasonable accommodations, your campus's disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form on the ODS web site at: <https://ods.rutgers.edu/students/registration-form>.

#### Scarlet Listeners

(732) 247-5555 / <https://rutgers.campuslabs.com/engage/organization/scarletlisteners>

Free and confidential peer counseling and referral hotline, providing a comforting and supportive safe space.