

**COURSE NAME:** Introduction to Marketing

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

**SEMESTER:** Spring

**PREREQUISITE:** Intro/Principles of Microeconomics (11:373:121 or 01:220:102)

**CONTACT INFORMATION:**

Instructor(s): Dr. Sanjib Bhuyan (<https://sites.rutgers.edu/bhuyan/>)

Office Location: Cook Office Building, Room 104

Phone: 848-932-9123      Email: [bhuyan@sebs.rutgers.edu](mailto:bhuyan@sebs.rutgers.edu)

Office Hours: email me for a Zoom or an in-person appointment.

**COURSE WEBSITE, RESOURCES AND MATERIALS:**

- Intro to Marketing (11:373:231): [https://dafre.rutgers.edu/bhuyan/ebe231\\_sp22\\_bhuyan](https://dafre.rutgers.edu/bhuyan/ebe231_sp22_bhuyan).
- **Course Materials:** I will be using the primary textbook listed below to teach concepts, their application and for all graded assignments. So, although it is not required (mandatory) for students to buy the textbook, I highly recommend it, including sharing of a textbook among multiple students.

**Primary textbook:** Armstrong, Gary & Kottler, Philip (2020). *Marketing: An Introduction*. 14<sup>th</sup> ed. Hoboken, NJ.

**Recommended/Supplemental readings:** WSJ, Bloomberg BusinessWeek, business section of any newspaper.

*Students are responsible for the assigned readings before coming to class.* Additional readings on relevant current events or topics will be assigned in due time (as handout, via email or in Canvas, or as reserve readings).

- **Canvas AND your RU email:** If you are registered for this course, you should be able to access this course (11:373:231) in your Canvas page and login using your RUID and PW. We may be using Canvas extensively for accessing course materials (syllabus, articles, assignments, quiz/exams, videos, etc.), submitting assignments, administering quizzes, etc. Make sure you USE the RU email assigned to you.

**COURSE DESCRIPTION:**

When people hear the word "marketing," they typically think of it as selling and/or advertising. However, selling and advertising are only part of a larger marketing mix, which is a set of marketing tools that work together to satisfy customer needs and build customer relationships. So, marketing is defined as the process by which organizations (companies, non-profits) create value for customers and build strong customer relationships in order to capture value from customers in return (Armstrong and Kottler, 2020). Successful companies (firms) are those that typically consistently satisfy the needs of customers better than competitors. The basic marketing principles apply to both for-profit (e.g., Amazon) and not-for-profit (e.g., United Way) organizations.

Class topics that will reflect the learning goals presented below. I will give a broad lecture(s) that will provide an overview of the relevant topic. It is very important that students do the assigned readings **in advance** of the lecture(s) since each lecture(s) will be built on the text. NOTE that **the lecture(s) will NOT be a reiteration of the reading**, i.e., the textbook *per se*. Rather, lecture(s) will go well beyond the textbook in breadth and depth of content as well as industry applications.

### **LEARNING GOALS:**

The overall objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing basics, including but not limited to clarify the myth that "marketing" does not equate to selling and/or advertising! By completing this course, students will:

1. Understand what "marketing" really is (that it is not just selling and advertising!) and its importance to individual firms and the overall economy
2. Understand how consumer behavior drives marketing management
3. Identify and classify marketing segments and target markets
4. Able to identify the key elements of marketing mix (4Ps of marketing) variables, and gain in-depth knowledge use of product mix, new product development, and product life cycle
5. Have a clear understanding of
  - a. What marketing channels and distribution strategies are
  - b. Role of promotion/advertising in marketing
  - c. Relation between price and value and various pricing strategies
  - d. Importance of branding
  - e. How to communicate value – promotion, and
  - f. Relevance of socially responsible marketing in today's markets
6. Enhance critical thinking skills and problem-solving skills in through use analytical tools (e.g., concepts, techniques) that are offered in this course (e.g., break-even analysis).
7. Take advantage of the opportunity to (i) refine oral and written communication skills and (ii) improve ability to work effectively in a team; both are essential to a career in business/industry.

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

Student's work throughout the semester should show strong and coherent evidence of these learning objectives, embodied primarily in the writing and thinking they do. Grading will be based on written work (tests, homework, quiz, term paper) and class participation. I aim for fairness in grading. Please remember that grading is a subjective process whose end is not always satisfactory to everyone. Also please remember that your grade in this course is not a prediction of your success after graduation, nor is it an evaluation of your worth as a person.

### **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:**

<b>What are the topics?</b> (the average time spent is 2 weeks per topic)	<b>What chapters to read?</b> (Armstrong, Gary & Kottler, Philip (2020). <i>Marketing: An Introduction</i> . 14th ed. Hoboken, NJ)
The fundamentals	Chapters 1 & 2
Consumers hold the keys	Chapters 5 & 6
Product	Chapters 7 & 8
Pricing	Chapter 9
Placement (distribution)	Chapters 10 & 11
Promotion	Chapter 12
World view	Chapter 16

**FINAL EXAM/PAPER DATE AND TIME**

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

**ACADEMIC INTEGRITY**

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 professional 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.