

UNIVERSITY OF SOUTHERN CALIFORNIA
MARSHALL SCHOOL OF BUSINESS
BUAD 307 MARKETING FUNDAMENTALS SUMMER 2018
MONDAYS AND WEDNESDAYS: 12:00 – 2:30 P.M.; LOCATION: JFF316

Instructor: Amy (Lei) Pei
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Office Hours: By appointments only.
Appointments available MW after class. Please email me in advance to make an appointment first.

COURSE DESCRIPTION

Marketing, broadly defined, is the study of markets. BUAD 307 discusses various concepts in modern marketing. The topics to be covered may include consumer behavior, pricing, advertising, information economics, bargaining, market segmentation, new product development, and competition. The goal is helping you better understand how markets work and use this understanding to guide management decisions.

COURSE OBJECTIVES

Upon successful completion of this course, students should be able to explain many market phenomena and think critically about practices of consumers and firms in the market. This course is designed to (1) serve as a general introduction to marketing for students in a variety of disciplines, (2) prepare you for higher-level courses in marketing, if you decide to pursue the subject to a deeper level.

COURSE FORMAT/APPROACH

Class meetings will revolve around formal lectures, video presentations, and in-class activities such as case discussions, in-class exercises and presentations. In order to get the most from this course, it is extremely important that you are prepared for class. I will only highlight the material covered in the text or readings, on the assumption that you can do the required background reading yourselves and you would prefer to take the initiative and acquire *additional* information and experiences in class that *supplement* your basic theoretical readings.

Therefore, it is important for you to prepare for class adequately before coming to the classes: otherwise you will learn substantially less from the discussions and exercises, and not only will you not be able to participate in class effectively, but it is also likely that you will not perform well on the exams and projects.

Readings will be available on the BlackBoard at <https://blackboard.usc.edu/>. Closer to the time of each class, the site will contain useful materials including: announcement, PowerPoint slides from class lectures, syllabus, assignment, etc. For most topics, two versions of notes will be posted. The Pre version (incomplete version) will be posted on/before the day of starting a topic, if there is any update on the lecture notes, a Post version (complete version) will be posted on/after the day of ending a topic. You are required to print out the pre-class version of notes to bring to each session of the class.

While I would prefer for class participation to be entirely voluntary, class can get pretty dull if I am the only one talking. As such, expect some amount of “cold calling.” In almost all cases, I will call on someone at random to provide an **opinion**, and not necessarily a fact from the text. Everyone has an opinion about something, so please be ready to provide it. Remember, we learn best when we participate in the process. The cold calling is not designed to embarrass you, but rather to engage you.

REQUIRED READINGS

- Dhruv Grewal and Michael Levy (2016), M: Marketing 6th ed., McGraw-Hill Irwin, ISBN 9781260587159
 - Older editions are fine.
- Lecture notes on BlackBoard

GRADE BREAKDOWN AND EXPECTATIONS

COMPONENT	PERCENTAGE OF GRADE	DATE (SEE COURSE SCHEDULE)
CLASS PARTICIPATION	15%	
PRESENTATION	20%	
MIDTERM EXAM	30%	6/25
FINAL EXAM	35%	7/30
TOTAL	100%	

Alternative weighing scheme (if you do better on the final than on the midterm):

COMPONENT	PERCENTAGE OF GRADE	DATE (SEE COURSE SCHEDULE)
CLASS PARTICIPATION	15%	
PRESENTATION	20%	
MIDTERM EXAM	20%	6/25
FINAL EXAM	45%	7/30
TOTAL	100%	

Generally speaking, letter grade guidelines (which CAN change slightly, depending on overall class performance) are approximately as follows: “A” grades (A, A-) start at 90; “B” grades (B-, B, B+) start at 80; “C” grades (C-, C, C+) start at 70; “D” grades (D-, D, D+) start at 60; “F” grades (F) are 59 or below. The grade ranges given here are approximations only and are subject to change in situations where class averages on the various assignments are unusually high or low.

At the Marshall School, students are graded on the quality of their work. We very much appreciate hard work and it is usually necessary to work hard in order to produce high quality work. However, effort alone is not sufficient for a good grade. Recall that Marshall is the most selective undergraduate program at USC and one of the top-rated undergraduate business programs in the country. You are here because you are exceptional students, but that also means the school expects a lot from you. The standards are high and should be. That's why Marshall students are so highly regarded and what makes your degree valuable.

CLASS PARTICIPATION AND ATTENDANCE

Attending the classes is THE main component of this course. (1) Substantial amount of learning will be delivered in lectures, discussion sections, and in-class activities. Exams will be based on not only the textbook but also what we talk about in the class, including possibly the questions raised by your fellow students. (2) Changes to this syllabus and class schedules, if any, will be announced and explained in class. I may conduct a few attendance checks throughout the semester. Missing one is OK; missing more without good reasons will affect your grade. It is the responsibility of the student to make up for missed classes by meeting with a classmate to review what was discussed on the missed day and if you still have difficulties catching up, schedule an office hour appointment with me.

Students are expected to carry their name tags to class (for at least first 3 weeks) to help me identify their names. Cold calling will take place to encourage active participation and gain multiple perspectives and points of view to achieve the level of richness of the learning experience each student expects from this course.

The grading of class participation will be based on the student's willingness to actively participate and the quality of the comments expressed, not necessarily quantity. When evaluating participation, I will address the following questions:

- Does the participant attend class regularly arrive on time? Is the participant prepared?
- Do comments add to an understanding of the topic of discussion? Does the participant go beyond simple repetition of case facts to include thoughtful and insightful analyses and conclusions?
- Is the participant a good listener? Are the points made relevant to the discussion? Are they linked to the comments of others? Is there a willingness to interact with other class members?

- Is the participant an effective communicator? Are concepts presented in a logical, concise and convincing manner?

There will be several in-class exercises, including presentations opportunities. In-class presentations are designed to help students better understand marketing concepts/theories and apply them to the real world. The number and topics of presentations will be determined based on the size of the class. However, every student (group) is expected to finish at least one in-class presentation.

EXAMS

Two closed-book exams are noted on the syllabus. The exams will consist of multiple-choices and short answer questions on materials drawn from lectures, in-class discussions and the textbook. Some of the questions may involve quantitative analysis. Make sure to bring a calculator to the exam. Details on exam format and sample questions will be provided later in the semester.

Inform me in writing (e-mail is fine) of any legitimate exam conflicts at least two weeks in advance. If I do not receive written notice at least two weeks before the exam, you will not be given the opportunity to take it at another time.

If you miss an exam due to illness or injury, a make-up will not be scheduled for you unless I receive a letter from your doctor (on letterhead) indicating the date and time of the medical problem that prevented you from taking the test.

OPTIONAL TOPICS AND STUDENT PRESENTATIONS

There are 3 optional topics. You are welcome to submit topic suggestions up until the midterm. After the midterm, the whole class will vote and choose 3 topics.

Students will form groups of 3-4 and teach the class on 1 of the 3 topics of their choice. Marking rubrics for the presentations will be posted after the mid-term.

LAPTOP OR OTHER COMMUNICATION DEVICES POLICY

To maximize the richness of the learning experience, eliminate distractions and to demonstrate the utmost respect for all, you are not expected to use laptops, cell phones, iPads, or any other electronic devices without my permission. If you want to take notes on your laptop/iPad, *you have to show me your notes after class.*

STUDENT WITH DISABILITIES

The Office of Disability Services and Programs (www.usc.edu/disability) provides certification for students with disabilities and helps arrange the relevant accommodations. Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to me as early in the semester as possible. DSP is located in GFS (Grace Ford Salvatori Hall) 120 and is open 8:30 a.m.–5:00 p.m., Monday through Friday. The phone number for DSP is (213) 740-0776. Email: ability@usc.edu. Students requesting test-related accommodations will need to share and discuss their DSP recommended accommodation letter/s with their faculty and/or appropriate departmental contact person at least three weeks before the date the accommodations will be needed.

ACADEMIC INTEGRITY

USC seeks to maintain an optimal learning environment. General principles of academic honesty include the concept of respect for the intellectual property of others, the expectation that individual work will be submitted unless otherwise allowed by an instructor, and the obligations both to protect one's own academic work from misuse by others as well as to avoid using another's work as one's own (plagiarism). Plagiarism – presenting someone else's ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. All students are expected to understand and abide by the principles discussed in the SCampus, the Student Guidebook (www.usc.edu/scampus or <http://scampus.usc.edu>). A discussion of plagiarism appears in the University Student Conduct Code (section 11.00 and Appendix A).

Students will be referred to the Office of Student Judicial Affairs and Community Standards for further review, should there be any suspicion of academic dishonesty. The Review process can be found at: <http://www.usc.edu/student-affairs/SJACS/>. Failure to adhere to the academic conduct standards set forth by these guidelines and our programs will not be tolerated by the USC Marshall community and can lead to dismissal.

Discrimination, sexual assault, and harassment are not tolerated by the university. You are encouraged to report any incidents to the Office of Equity and Diversity <http://equity.usc.edu/> or to the Department of Public Safety <http://dps.usc.edu/contact/report/>. This is important for the safety of the whole USC community. Another member of the university community – such as a friend, classmate, advisor, or faculty member – can help initiate the report or can initiate the report on behalf of another person. Relationship and Sexual Violence Prevention and Services (RSVP) <https://engemannshc.usc.edu/rsvp/> provides 24/7 confidential support, and the sexual assault resource center webpage <https://sarc.usc.edu/reporting-options/> describes reporting options and other resources.

SUPPORT SYSTEMS

Students whose primary language is not English should check with the American Language Institute <http://dornsife.usc.edu/ali>, which sponsors courses and workshops specifically for international graduate students. The Office of Disability Services and Programs (www.usc.edu/disability) provides certification for students with disabilities and helps arrange the relevant accommodations. If an officially declared emergency makes travel to campus infeasible, USC Emergency Information (<http://emergency.usc.edu/>) will provide safety and other updates, including ways in which instruction will be continued by means of blackboard, teleconferencing, and other technology.

BUAD 307 COURSE SCHEDULE (TENTATIVE, SUBJECT TO CHANGE)
SUMMER 2018

CLASS	DATE	TOPIC	READING
1	5/16	Lecture 0: Overview of Marketing	Syllabus and Ch 1, Ch 2.2
2	5/21	Lecture 1: Introduction	
3	5/23	Lecture 2a: Consumer Behavior	Ch 6
4	5/28	<i>Memorial Day</i> – No Class	Happy Holiday!
5	5/31	Lecture 2b: Value & Choice	Ch 6
6	6/4	(finish up Lecture 2) Lecture 3: Advertising and Information	Ch 18
7	6/6	(finish up Lecture 3) Lecture 4: STP Framework	Ch 9, Ch 12.3
8	6/11	(finish up lecture 4)	Ch 9, Ch 12.3
9	6/13	<i>Marketing Science Conference</i> – No Class	
10	6/18	Lecture 5: Social Networks and Media	Ch 3
11	6/20	(finish up lecture 5) Mid-term review	
12	6/25	MIDTERM	Good luck!
13	6/27	Lecture 6: Pricing	Ch 14
14	7/2	(finish up Lecture 6) Lecture 7: Market Competition	Ch 5
15	7/4	<i>Independence Day</i> – No Class	Happy Holiday!
16	7/9	(finish up Lecture 7) Lecture 8: Distribution & Retailing	Ch 15 & 16
17	7/11	(finish up all core lectures)	
18	7/16	Additional topic 1 Student presentations	
19	7/18	Additional topic 2 Student presentations	
20	7/23	Additional topic 3 Student presentations	
21	7/25	Final Review	
22	7/30	Final Exam	Farewell and good luck!

