

Lecture:	14836 (Thursdays 2:00 – 3:50 PM Pacific Time)
Professor:	Hank Wasiak
Office:	HOH 604 and https://usc.zoom.us/my/hankwasiak
Office Hours:	By appointment
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CLASS DAYS AND TIMES

A lecture class in Edison Hall is on your schedule for **Thursdays at 2:00 - 3:50 PM** (Section 14836 – HOH Edison Hall). This time is also use for the midterm exam.

Your assigned discussion section is one of the following:

<u>Thursdays (JFF 316)</u> 4:00 - 5:50 PM Pacific Time (Section 14838)	<u>Fridays: (JFF 322)</u> 10:00 - 11:50 AM Pacific Time (Section 14842) 12:00 - 1:50 PM Pacific Time (Section 14844)
<u>Thursdays (JFF 236)</u> 6:00 - 7:50 PM Pacific Time (Section 14840)	2:00 - 3:50 PM Pacific Time (Section 14846)

COURSE DESCRIPTION

CATALOG: “BUAD 307 is a fundamentals course. Emphasis is placed on providing a solid grounding in basic marketing terms and concepts. The course also begins to develop a general management viewpoint in the analysis, development, and evaluation of marketing decisions.”

MY COMMENTS: Among business disciplines, marketing is the primary contact point between a firm and its customers. Marketing is the power tool and driver of business. The essence of marketing is the ability to move people to take action—from purchasing a product or service, to building communities of like-minded people, to saving lives and everything in between. This class will help you learn how organizations create value by evaluating market opportunities, understanding buyers’ needs, attracting purchasers, and building customer relationships.

Marketing provides an awesome opportunity (and an even more profound responsibility) to create and build positive momentum.

The essence and nature of marketing has evolved and is going through a dynamic and profound digital transformation. Digital technology and empowered consumers are at the epicenter of these changes. The digital transformation of business has brought about more change to the practice of marketing in the last 10 years than the past 45 combined. The old playbooks are being tossed aside. It's exciting to be part of creating new ones. Digital transformation has made the importance of having a strong grounding in the core principles and practices of marketing more essential than ever—the critical cost of entry. This course provides a thorough best practices marketing foundation brought to life through the lens of conducting business in the digital era.

COURSE OBJECTIVES

The following objectives are measurable marketing skills and areas of marketing knowledge that students will have mastered by the end of the course. They support the *Marshall School of Business Learning Goals*, as found later in this syllabus.

Upon completion of this course, students should be able to:

1. Apply fundamental marketing terms, concepts, principles, and theories and their effective applications to real-world situations in a global market.
2. Describe how the marketing function is organized and fits into an organization, including the relationships between marketing issues and those of other business disciplines.
3. Make effective marketing decisions in real world settings using critical thinking skills.
4. Effectively communicate marketing analysis.
5. Effectively collaborate to analyze marketing options.
6. Identify and make judgments about questionable marketing practices by applying an ethical decision framework.
7. Identify and evaluate the advantages, disadvantages, opportunities, and tradeoffs involved in different marketing strategies and choices.
8. Address the dual roles of formal analysis and creativity in designing and implementing effective marketing programs.

COURSE FORMAT / BLACKBOARD

All course materials are found in Blackboard (<https://blackboard.usc.edu>) It is expected that students will have completed any required activities and assignments *before* attending their discussion session each week. Students should ensure that they can access all of the online tools via Blackboard prior to the start of classes.

COVID-19 PROTOCOLS

Please be sure to follow all USC COVID-19 guidance. Visit USC's COVID 19 resource center for the latest information/guidance. <https://coronavirus.usc.edu/>

COURSE MATERIALS

Available on Amazon and USC Bookstore

Required:

- M: Marketing, 8th Edition
By Dhruv Grewal and Michael Levy (2023)
ISBN10: 1264131186
ISBN13: 9781264131181
Copyright: 2023
<https://www.mheducation.com/highered/product/m-marketing-grewal-levy/M9781264131181.html>
- OR
- Dhruv Grewal and Michael Levy (2021), *M: Marketing, 7th ed.* McGraw-Hill Irwin, ISBN-13: 9781260260359 (earlier edition of the textbook above)

NOTE: DO NOT buy an access code! You only need access to the textbook.

Suggested Reading:

- Wasiak, Hank (2021), *From Mad Man to Happy Farmer* W. Brand Publishing, ISBN 1950385485. <https://amzn.to/37ChM6J>

COURSE NOTES

Copies of lecture slides and other class information are available through Blackboard.

ATTENDANCE POLICY

This is a residential class, and in-person attendance is expected. It is the policy of the Marketing Department that, unless a student has been granted access to video recordings as an express accommodation by OSAS, Panopto video recordings of BUAD 307 class sessions will only be made available to students who have had to miss a class due to illness, participation in University recognized activities, or other legitimate reasons. Individuals wishing to request access should contact me to discuss his or her specific circumstances and, when possible, supply appropriate documentation.

Your ability to benefit from the course and contribute to the class is dependent upon your **in-person attendance and active participation** is expected at both lecture and discussion sessions. **The quality and quantity of activity will be factored into the Class Participation grade.** Also, if students have questions about lecture material, please contact me for discussion and clarification.

IMPORTANT: Attendance will be managed via the Quickly Attendance tracker on Blackboard. The lecture sessions and each discussion session section will have its own Quickly attendance check-in code. Each student will be required to check-in to each session at the end of class, and check-in will be open for 30 minutes afterward. Please follow the instructions provided on Blackboard. Additional details to follow as needed.

All class information and slides will be posted to Blackboard

COURSE INFORMATION: GRADING, ASSIGNMENTS, AND SCHEDULE

Final grades represent how you perform in the class relative to other students. Your grade will not be based on a mandated target or curve, but rather on your performance. Historically, the average grade for this class is a **B+**. Three items are considered when assigning final grades:

1. Your average weighted score as a percentage of the available points for all assignments (the points you receive divided by the number of points possible).
2. The overall average percentage score within the class.
3. Your ranking among all students in the class.

Combined, these have a total of 400 points possible, as shown below:

<u>Assignments</u>	Type	Total Points	% of Grade	Due Date
<u>Class Participation</u>	Individual	40	10%	<u>See Calendar</u>
<u>Market Research Participation</u>	Individual	12	3%	<u>See Calendar</u>
<u>2 Exams (Midterm + Final)</u>	Individual	220	55%	<u>See Calendar</u>
<u>Marketing Plan Final Project</u>	Formal Teams	108	27%	<u>See Calendar</u>
<u>Certification Training</u>	Individual	20	5%	<u>See Calendar</u>
TOTAL		400	100%	

The Marshall School of Business Learning Goals

Emphasis will be placed on the USC Marshall School of Business learning goals as follows:

Goal	Description	Course Emphasis
1	Our graduates will understand types of markets and key business areas and their interaction to effectively manage different types of enterprises.	Moderate
2	Our graduates will develop a global business perspective. They will understand how local, regional, and international markets,	Moderate

	and economic, social, and cultural issues impact business decisions so as to anticipate new opportunities in any marketplace.	
3	Our graduates will demonstrate critical thinking skills so as to become future-oriented decision makers, problem-solvers, and innovators.	High
4	Our graduates will develop people and leadership skills to promote their effectiveness as business managers and leaders.	High
5	Our graduates will demonstrate ethical reasoning skills, understand social, civic, and professional responsibilities and aspire to add value to society.	High
6	Our graduates will be effective communicators to facilitate information flow in organizational, social, and intercultural contexts.	High

Course Calendar/Class Sessions

Please refer to the Course Calendar below or click on the hyperlink.

Assignment Submission Policy

- All assignments (exams, projects, presentations) are due on the date assigned, before class starts, in the specified format(s).
- Assignments received after class starts, but before the end of the class period, will be penalized 10%.
- Assignments received after class, but on the same day (by 11:59 PM PT), will be penalized 20%.
- Late assignments after this point will be accepted if submitted before the next scheduled class period or within 48 hours of the due date with a 30% penalty.

ASSIGNMENT OVERVIEW

CLASS PARTICIPATION (40 pts / 10% of grade)

Each student is expected to attend all classes, be actively engaged and participate in positive and respectful discussions. **Additionally, students will be required to have an active Twitter (X) account and expected to post content to the class twitter (X) newsroom and discuss posts in class. Cutoff date for posts is 4/4/24.** (Additional instructions to follow.)

Experiential Learning Sessions (ELC)

Each student is expected to participate in these sessions. Your attendance and involvement will contribute to the class participation score. These are excellent hands-on learning opportunities that you will enjoy and benefit from. The ELC sessions are scheduled during normal discussion periods per the dates listed in the syllabus calendar.

Section	Time	Place/Room
14838	Thursday, 4:00 - 6:00 PM	JFF ELC – GJKLMN
14840	Thursday, 6:00 - 8:00 PM	JFF ELC – GJKLMN
14842	Friday, 10:00 AM - 12:00 PM	JFF ELC – GJKLMN
14844	Friday, 12:00 - 2:00 PM	JFF ELC – GJKLMN
14846	Friday, 2:00 - 4:00 PM	JFF ELC – GJKLMN

MARKET RESEARCH PARTICIPATION (12 pts / 3% of grade)

All students will be asked to participate in research activities sponsored by the Marketing Department Faculty. This is a requirement of the Marketing Department and is beyond the control of the instructor. Each student will be required to participate as follows:

- A. 1 hour of in-person studies
- B. 6 online studies

The total time commitment will be approximately 2 hours, split between in-person and online studies. All sign-ups will happen online. A handout detailing the requirements and the sign-up processes is attached in [Appendix A](#) and will also be posted to Blackboard.

This document includes instructions on how to register for these studies and explain the process behind this program. Any questions on registering for and participating in research studies should be directed to Brian Huh (huhb@marshall.usc.edu), manager of the Marshall Behavioral Lab. Please register in the research participation interface at your earliest convenience so that you will receive notifications of ongoing studies. The deadline to register with the online system is **Monday, January 29, 2024. NO EXCEPTIONS.**

Should you object to participating in research studies, let me know by **Wednesday January 31, 2024**, and I will provide you with topics for which you can write two papers (approximately 3 pages each) in lieu of participating in the studies. Each paper is graded. Please note that this option is not designed as a make-up assignment, but rather an alternative. If you do not reach out by January 31th it is assumed that you will be participating in the research studies.

2 EXAMS (220 points / 55% of grade) (Dates Listed in [Course Calendar](#))

There will be two exams (midterm and final) during this course worth 110 points each, representing 55% of your total grade. The tests will primarily focus on material covered in class lectures and in-class exercises. The tests are not directly cumulative, but knowledge about marketing communication acquired early in the semester is expected for the second test. Each test consists of multiple-choice and true/false questions and short answer responses.

Students are expected to take tests at the scheduled times. Consistent with university policy, makeup tests will be given only to students who have written proof of illness or other emergencies. If you cannot take a scheduled test due to an official university activity, it is your responsibility to let me know at least one week prior to the scheduled test and have official documentation. If you fail to attend a test without prior notice and without a medical or other emergency excuse, you will receive a grade of zero for that test. **Academic integrity rules will be strictly enforced. There is a zero-tolerance policy for violations.**

FORMAL TEAM MARKETING COMMUNICATIONS PLAN FINAL PROJECT (108 points / 27% of grade)

This project is the formal team's effort to use the marketing principles discussed throughout the semester to develop a comprehensive marketing plan. **It is essential that all team members actively participate fully and conscientiously contribute. Lack of active contribution will result in partial and/or no credit. Peer Evaluations are taken into account. Details provided in [Appendix B](#).**

This will include two components:

1. **Executive Summary:** A typed written one-page paper single spaced that provides highlights of the category, strategy, target audience, benefit to be delivered via the product/service components, and the financial implications. Basically, this is the topline for the CEO.
2. **Annotated PowerPoint + Live Presentation:** Deck to be delivered in a maximum 18-minute presentation that should include the “script” and/or amplification for each slide in the notes and can reference additional material included in the appendix. **The presentation will be delivered live in class on the assigned date.**

The Executive Summary, annotated PowerPoint deck, and video presentation will be graded and contribute to the overall final project grade. **Peer evaluations will be required and be factored into an individual team member's overall grade. Active contribution is a MUST.** (NOTE: Examples of prior submissions provided on Blackboard for reference and inspiration, not “duplication.”)

CERTIFICATION TRAINING (20 points / 5% of grade)

The purpose of this course element is to supplement learning from the class with practical hands-on training in a key MARCOM skill. This will be accomplished by the use of best-practice knowledge-based training provided by two leading industry resources—*Google* and

HubSpot. Both offer free training and certification that will build your expertise and your resume.

The courses are self-paced and must be completed by Wednesday 4/24/2024, and you must turn in your proof of completion via the submission portal available on Blackboard.

Listed below are 4 course offerings from which you can choose—**SELECT ONE**—that interests you the most and/or which would be helpful in your career. Complete the training, get certified, build your resume, expand your knowledge base, and earn 5% for your final grade. How good is that? **Completing the certification is required to earn the grade points.**

- **HubSpot (1) [Social Media Marketing](#) / (2) [Inbound Marketing](#) Training and Certification**

HubSpot is a well-known inbound marketing and sales platform, and they offer training and certification for various digital marketing promotion strategies. You will complete the HubSpot Academy training and certification for either *Social Media Marketing* or *Inbound Marketing*. Information about the training and certification available at the following link: <https://academy.hubspot.com/certification-overview>.

- **Google (3) [Ads Search](#) Training and Certification**

Google Ads is the premium paid ad platform online. You will complete the Google Ads Search training and certification exam on your own. Information about the training and certification found at the following link:

<https://skillshop.exceedlms.com/student/path/18128-google-ads-search-certification>.

NOTE: You are welcome to complete more than one certification, but you can only receive a maximum of 20 points in this category. In other words, completing more certifications will NOT earn you extra credit.

CLASS NOTES & MATERIALS POLICY

Notes or recordings made by students based on a university class or lecture may only be made for purposes of individual or group study, or for other non-commercial purposes that reasonably arise from the student's membership in the class or attendance at the university. This restriction also applies to any information distributed, disseminated, or in any way displayed for use in relation to the class, whether obtained in class, via email, or otherwise on the Internet, or via any other medium. Actions in violation of this policy constitute a violation of the Student Conduct Code and may subject an individual to university discipline and/or legal proceedings.

No recording and copyright notice. No student may record any lecture, class discussion or meeting with me without my prior express written permission. The word "record" or the act of recording includes, but is not limited to, any and all means by which sound or visual images can be stored, duplicated or retransmitted whether by an electro-mechanical, analog, digital, wire, electronic, or other device or any other means of signal encoding. I reserve all rights, including copyright, to my lectures, course syllabi and related materials, including in class exercises and worksheets, study guides, summaries, PowerPoint's, case paper questions and analysis, project formats, prior exams, answer keys, and all supplementary course materials available to the

students enrolled in my class whether posted on Blackboard or otherwise. They may not be reproduced, distributed, copied, or disseminated in any media or in any form, including but not limited to all course note-sharing websites. Exceptions are made during the semester only for students who have made prior arrangements with DSP and me.

ADDITIONAL INFORMATION

Add/Drop Process

If you are absent six or more times prior to the last day to withdraw from a course with a grade of “W,” I may ask you to withdraw from the class by that date. These policies maintain professionalism and ensure a system that is fair to all students.

Retention of Graded Coursework

Final exams and all other graded work which affect the course grade will be retained for one year after the end of the course *if* the graded work has not been returned to the student (i.e., if I returned a graded paper to you, it is your responsibility to file it).

Technology Policy: Important. Be “Present” In Class.

Laptop and Internet usage is not permitted during academic or professional sessions unless otherwise stated by the respective professor and/or staff. Use of other personal communication devices during academic or professional sessions is considered unprofessional and is not permitted. ANY e-devices (cell phones, iPads, other texting devices, laptops, I-pods) must be completely turned off during class time. Upon request, you must comply and put your device on the table in off mode and FACE DOWN. You might also be asked to deposit your devices in a designated area in the classroom. Videotaping faculty lectures is not permitted due to copyright infringement regulations. Audiotaping may be permitted if approved by the professor. Use of any recorded or distributed material is reserved exclusively for the USC students registered in this class. Exceptions to this policy may be granted to individual students with appropriate documentation on a case-by-case basis.

Open Expression and Respect for All

An important goal of the educational experience at USC Marshall is to be exposed to and discuss diverse, thought-provoking, and sometimes controversial ideas that challenge one’s beliefs. Everyone has a voice and will be heard. In this course we will support the values articulated in the USC Marshall “[Open Expression Statement](#).”

STATEMENT ON ACADEMIC CONDUCT AND SUPPORT SYSTEMS

Academic Conduct:

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. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” policy.usc.edu/scampus-part-b. Other forms of academic dishonesty are

equally unacceptable. See additional information in SCampus and university policies on [Research and Scholarship Misconduct](#).

Use of AI Tools:

I expect you to use AI (e.g., ChatGPT and image generation tools) in this class. Learning to use AI is an emerging skill, especially in Marketing, and I welcome the opportunity to work on these tools during the semester. Think of AI as a supportive collaborator to help “up your game” and build critical thinking skills. We will use AI in a few of our discussion work sessions and synchronous preparatory work for lecture sessions. You will also be permitted to use AI in some aspects of the team project assignment. Specific details are provided in the team project assignment in Appendix B

Exams in this class are “closed book,” so using AI technology while taking an exam constitutes the same type of academic dishonesty as using other non-permitted materials.

Also, while using AI please keep in mind the following:

- AI tools are permitted to help you brainstorm topics or revise work you have already written.
- If you provide minimum-effort prompts, you will get low-quality results. You will need to refine your prompts to get good outcomes. This will take work.
- Proceed with caution when using AI tools and do not assume the information provided is accurate or trustworthy. If it gives you a number or fact, assume it is incorrect unless you either know the correct answer or can verify its accuracy with another source. You will be responsible for any errors or omissions provided by the tool. It works best for topics you understand.
- AI is a tool, but one that you need to acknowledge using. Please include a paragraph at the end of any assignment that uses AI explaining how (and why) you used AI and indicate/specify the prompts you used to obtain the results and what prompts you used to get the results. Failure to do so is a violation of academic integrity policies.
- Be thoughtful about when AI is useful. Consider its appropriateness for each assignment, activity or circumstance. The use of AI tools requires attribution. You are expected to clearly attribute any material generated by the tool used.

Please ask me if you are unsure about what constitutes unauthorized assistance on an assignment, or what information requires citation and/or attribution.

- Collaboration. In this class, you are expected to submit work that demonstrates your individual mastery of the course concepts.
- Group work. Unless specifically designated as a ‘group project,’ all assignments are expected to be completed individually.
- Computer programs. Plagiarism includes the submission of code written by, or otherwise obtained from someone else.

If found responsible for an academic violation, students may be assigned university outcomes, such as suspension or expulsion from the university, and grade penalties, such as an “F” grade on the assignment, exam, and/or in the course.

Students and Disability Accommodations:

USC welcomes students with disabilities into all of the University's educational programs. The Office of Student Accessibility Services (OSAS) is responsible for the determination of appropriate accommodations for students who encounter disability-related barriers. Once a student has completed the OSAS process (registration, initial appointment, and submitted documentation) and accommodations are determined to be reasonable and appropriate, a Letter of Accommodation (LOA) will be available to generate for each course. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at osas.usc.edu. You may contact OSAS at (213) 740-0776 or via email at osasfrontdesk@usc.edu.

Support Systems:

[*Counseling and Mental Health*](#) - (213) 740-9355 – 24/7 on call

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

[*988 Suicide and Crisis Lifeline*](#) - 988 for both calls and text messages – 24/7 on call

The 988 Suicide and Crisis Lifeline (formerly known as the National Suicide Prevention Lifeline) provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week, across the United States. The Lifeline consists of a national network of over 200 local crisis centers, combining custom local care and resources with national standards and best practices. The new, shorter phone number makes it easier for people to remember and access mental health crisis services (though the previous 1 (800) 273-8255 number will continue to function indefinitely) and represents a continued commitment to those in crisis.

[*Relationship and Sexual Violence Prevention Services \(RSVP\)*](#) - (213) 740-9355(WELL) – 24/7 on call

Free and confidential therapy services, workshops, and training for situations related to gender- and power-based harm (including sexual assault, intimate partner violence, and stalking).

[*Office for Equity, Equal Opportunity, and Title IX \(EEO-TIX\)*](#) - (213) 740-5086

Information about how to get help or help someone affected by harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants.

[*Reporting Incidents of Bias or Harassment*](#) - (213) 740-5086 or (213) 821-8298

Avenue to report incidents of bias, hate crimes, and microaggressions to the Office for Equity, Equal Opportunity, and Title for appropriate investigation, supportive measures, and response.

[*The Office of Student Accessibility Services \(OSAS\)*](#) - (213) 740-0776

OSAS ensures equal access for students with disabilities through providing academic accommodations and auxiliary aids in accordance with federal laws and university policy.

[USC Campus Support and Intervention](#) - (213) 740-0411

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

[Diversity, Equity and Inclusion](#) - (213) 740-2101

Information on events, programs and training, the Provost's Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

[USC Emergency](#) - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

[USC Department of Public Safety](#) - UPC: (213) 740-6000, HSC: (323) 442-1200 – 24/7 on call

Non-emergency assistance or information.

[Office of the Ombuds](#) - (213) 821-9556 (UPC) / (323-442-0382 (HSC)

A safe and confidential place to share your USC-related issues with a University Ombuds who will work with you to explore options or paths to manage your concern.

[Occupational Therapy Faculty Practice](#) - (323) 442-2850 or otfp@med.usc.edu

Confidential Lifestyle Redesign services for USC students to support health promoting habits and routines that enhance quality of life and academic performance.

Emergency Preparedness/Course Continuity

In case of a declared emergency if travel to campus is not feasible, the *USC Emergency Information* website (<http://emergency.usc.edu/>) will provide safety and other information, including electronic means by which instructors will conduct class using a combination of USC's Blackboard learning management system (blackboard.usc.edu), teleconferencing, and other technologies.

Incomplete Grades

A mark of IN (incomplete) may be assigned when work is not completed because of a documented illness or other “emergency” that occurs after the 12th week of the semester (or the twelfth week equivalent for any course that is scheduled for less than 15 weeks).

An “emergency” is defined as a serious documented illness, or an unforeseen situation that is beyond the student's control, that prevents a student from completing the semester. Prior to the 12th week, the student still has the option of dropping the class. Arrangements for completing an IN must be initiated by the student and agreed to by the instructor prior to the final examination. If an Incomplete is assigned as the student's grade, the instructor is required to fill out an “**Assignment of an Incomplete (IN) and Requirements for Completion**” form which specifies to the student and to the department the work remaining to be done, the procedures for its completion, the grade in the course to date, and the weight to be assigned to work remaining to

be done when the final grade is computed. Both the instructor and student must sign the form with a copy of the form filed in the department. Class work to complete the course must be completed within one calendar year from the date the IN was assigned. The IN mark will be converted to an F grade should the course not be completed within the time allowed.

Grade Disputes

All grades assigned by faculty members are final. Students have the right to seek explanation, guidance, counsel and reasons for the assignment of a grade. Faculty may initiate a change in grade if there is an error in the calculation of a grade. Students may appeal a grade according to university policy as set forth in *The USC Student Handbook*. A faculty member may not change a disputed grade outside the formal appeals process. In response to a disputed academic evaluation by an instructor, a student is entitled to two levels of appeal after review by the instructor: first to the chairperson of the department and then to the appropriate dean of the school. The full university policy can be found in *The USC Student Handbook* (<https://policy.usc.edu/studenthandbook/>) beginning on page 57.

Course Advisory

Students need to be flexible and open to the learning process. Additional readings and/or assignments may be added at the discretion of the professor. Furthermore, unforeseen circumstances may arise which mandate changes in the content and/or structure of the

COURSE CALENDAR/CLASS SESSIONS*

The following class schedule provides the thought flow and topic agenda for the course. The course will draw heavily on the textbook and supplemented by additional material provided by the professor and real time events to add texture and practical application learning. Also, occasionally there will be asynchronous material posted for review prior to discussion sessions (pre-recorded video/PDF/content links). **This content will be used for class discussion/work sessions/breakout rooms, etc. so it is important that you view and absorb any asynchronous materials before class.**

It is likely that the schedule could change and topics rearranged subject to marketplace events and class discussions.

You will get the most out of this course if you stay current, immerse yourself in the internet, digital tools and participate in class discussions. The detailed course calendar follows.

**All details in this schedule are subject to change with adequate notice.*

WEEK	DATE	TOPIC	READINGS
1	1/11	Introduction to Marketing and the Course; Marketing Overview; Customer value	Text CH 1 & 2

	Discussion Section	Introduction to Marketing and the Course; Term project information; In-class Activity	
2	1/18	Digital Marketing: E-commerce, Social Media, Online, and Mobile	Text CH 3; Asynchronous materials
	Discussion Section	Twitter Newsroom; Discussion <i>New content and exercises will relate to the lecture theme of the week</i>	
	1/22	LAST DAY TO REQUEST PROJECT TEAM MEMBERS (Class Survey on Google Forms)	
3	1/25	Digital, E-Commerce, Social, and Mobile PROJECT TEAMS FINALIZED	Text CH 3; Asynchronous material (on Blackboard)
	Discussion Section	Twitter Newsroom; Discussion <i>New content and exercises will relate to the lecture theme of the week</i> Reminder: Research participation registration required by January 29. See Appendix A.	
4	2/1	Conscious Marketing, Corporate Social Responsibility, and Ethics	Text CH 4 & 5
	Discussion Section	Twitter Newsroom; Discussion <i>New content and exercises will relate to the lecture theme of the week</i>	
5	2/8	Purpose-Driven Marketing	Additional material (on Blackboard)
	Discussion Section	In-class Case Project Work Session – Breakout Rooms	
6	2/15	Understanding Buyer Behavior; The Consumer – Marketing’s North Star Segmentation	Text Ch 6 & 7
	Discussion Section	Twitter Newsroom; Discussion TEAM PROJECT CHECK IN <i>New content and exercises will relate to the lecture theme of the week</i>	
7	2/22	Segmentation Targeting Positioning	Text CH 9; Asynchronous material (on Blackboard)
	Discussion Section	EXPERIENTIAL LEARNING CENTER (ELC) ACTIVITY: “Marketing in Action” <i>Meet at ELC Center in the basement of Fertitta Hall</i>	

8	2/29	STP Continued & International/Global Marketing	Text CH 8
	Discussion Section	Twitter Newsroom; Discussion <i>New content and exercises will relate to the lecture theme of the week</i>	
9	3/7	MIDTERM	NONE
	Discussion Section	Team Project Discussion & Work session	
10	3/14	NO CLASS – SPRING BREAK NO CLASS – SPRING BREAK	NONE
	Discussion Section		
11	3/21	Positioning	Text CH 10
	Discussion Section	Twitter Newsroom; Discussion <i>New content and exercises will relate to the lecture theme of the week</i>	
12	3/28	Market Research, Decision Systems, Data Driven Marketing	Text CH 10
	Discussion Section	Twitter Newsroom; Discussion <i>New content and exercises will relate to the lecture theme of the week</i>	
13	4/4	Product/Branding/Pricing	Text CH 11, CH 14
	Discussion Section	EXPERIENTIAL LEARNING CENTER (ELC) ACTIVITY: “Wash Away Clean” <i>Meet at ELC Center in the basement of Fertitta Hall</i>	
14	4/11	Pricing/Channels of Distribution; Transformed Retail Landscape	Text Ch 15 & 16
	Discussion Section	Twitter Newsroom; Discussion <i>New content and exercises will relate to the lecture theme of the week</i>	
4/15		MARCOM FINAL PROJECT DUE	
15	4/18	Promotion/Public Relations Reminder: Last day to turn in paper to substitute for Research participation	Text CH 17 & 18

		PEER EVALUATION DUE	
	Discussion 4/18-19	TEAM PRESENTATIONS	
4/24		CERTIFICATION SUBMISSIONS DUE	
16	4/25	What's Next: Marketing's Continued Transformation	
	Discussion 4/26-26	TEAM PRESENTATIONS	
5/2 – 5/19		FINAL EXAM (location and time TBA)	

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APPENDIX A



**Marketing Research Participation Requirements
BUAD 307 - Fall 2023**

This handout will explain how to fulfill your research participation requirement. Please keep this as a reference throughout the semester. If you have any questions about registering for and participating in studies offered by the marketing department, we are here to help. Please email us at mkt.sona@marshall.usc.edu.

- You can receive credit for the Marketing Research Participation part of your grade in one of two ways. You can
 - (1) participate as a respondent in research studies as outlined below **OR**
 - (2) write a short research paper as outlined by your instructor.

If you are not yet 18 years old you will have to choose (2). Participating in research studies is *voluntary*. You are *not* required to participate. You can choose instead to fulfill your research requirement by writing a short research paper. Please ask your instructor if you have any questions.

- **IF YOU CHOOSE (1)** you must complete all the following steps to receive full credit:
 - (1) using your USC email, register for an account at <http://marshall-mkt.sona-systems.com>.
The **deadline to register is Monday, January 29, 2024.**
 - (2) complete the prerequisite survey during registration
 - (3) participate in **1 IN-PERSON** research sessions conducted at the Marshall Behavioral Research Lab (VPD LL102), session is 1 hour, worth 1.0 credit
 - (4) participate in **6 ONLINE** research studies, each study is 10 min, worth 0.5 credit

If you have received permission by USC to participate remotely during the current semester, please contact Professor Kristin Diehl (kdiehl@marshall.usc.edu) with documentation to arrange alternative accommodations.

- **IF YOU CHOOSE (2)** please contact your instructor for further details regarding the research paper.

Marketing Research Participation Requirements – Instructions for research studies

When participating in *any* research session, have your 5 or 6-digit SONA ID (also known as “participant ID”) that was assigned to you during registration. Your SONA ID can be found in your profile page.

Available times and dates will be posted for sign up on the website. Typically, we will post online research studies on a weekly basis, posted on Monday and/or Thursday. All announcements are made via email to those who are registered online (<http://marshall-mkt.sona-systems.com>).

IN-PERSON studies: Make sure you have ample time to be present for the FULL HOUR and do not have conflicts with other classes, meetings, etc. Latecomers will not be allowed to participate. You must be present and on time, so please show up at least 5 minutes before the session is to start. All IN-PERSON studies will be conducted in the Marshall Behavioral Research Lab located in Verna and Peter Dauterive Hall (VPD), Room LL102 (see red star on map – online directions: <https://maps.usc.edu/?id=1928#!m/552631>)



ONLINE studies: Once you accept the study in the system, the system immediately directs you to the study and you need to complete that study right then in one sitting. Make sure you have 10 minutes of uninterrupted time right when you sign up to complete the study. Only choose to participate in a study if and when you can dedicate the time right then. You will not be allowed to “hoard” signups. Complete the study in a quiet setting with no distractions where you have a stable internet connection and can hear sound from your computer. Your undivided attention is critical.

There are enough studies over the course of the semester to accommodate all students. However, there may not be enough studies if you wait to participate until the final weeks of classes. You should aim to complete many of your credits early for your own peace of mind and to ensure you are able to obtain all the credits you need.

After study completion, you will get an email confirmation of any posted credits (may take up to 3 days).

You can always check the number of studies you participated in by logging into the research web site.

Marketing Research Participation Requirements – Tips & Helpful Information

You will receive an email when a new study is posted. **Only those registered in the system will receive this email notification!** However, you do not have to wait for these

emails! You can always check for open research studies by logging onto the web page. Studies fill up quickly!

Don't wait until the end of the semester to sign up for studies! The end of the semester is the busiest time for everybody and you will be glad you got your research requirement out of the way early. Also, waiting until the last minute most likely will leave you scrambling to find a slot.

The computer system will automatically track your participation in different studies. You can check whether you got credit by logging on to the research web site. If you have not received credit for a study you participated in, please contact the researcher listed on the study description page or email mkt.sona@marshall.usc.edu.

Marketing Research Participation Requirements - How to register for studies on the website

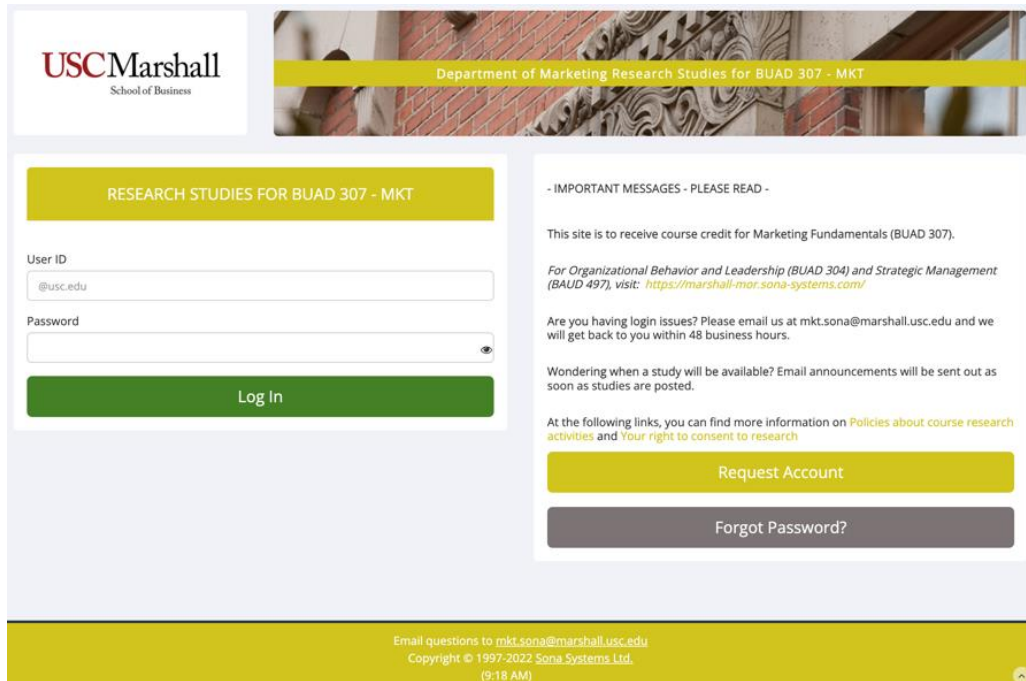


Note for students currently also enrolled in Management and Organization (MOR) BUAD 304/497:

Please be sure to visit the MOR research study website that your MOR professor has given you (see your MOR course syllabus). Each course has its own unique web address for research studies. Credits do NOT transfer from one course to another for credit fulfillment. No exceptions. If you are taking both BUAD 307 and also BUAD 304/497, you will need to create an account separately on each web site.



Step 1: Go to <http://marshall-mkt.sona-systems.com>

Step 2: The first time you are on this site, please request an account by clicking on the "Request Account" button on the lower right of the home page.



Step 3: You will be directed to this screen. Your **usc.edu** email address will serve as the username.

Note that you can only register with your usc.edu account.

For example, use “ttrojan” as your User ID if your  USC email is ttrojan@usc.edu (see red star  for example).


DO NOT use a Gmail/Yahoo email or any account other than usc.edu.


Your login information will be emailed to you as soon as you request the account, so you may login immediately. You will need to check your email for specific login instructions. If you have junk mail (spam) filters configured for your email, please configure the filters to accept email from marshall-akt-admin@sona-systems.net, as emails from the system will often be sent from that address.

To protect your privacy, you will only be identified to researchers with a unique numeric code that the system will assign, not by your name. This form is for participants only. Pls, Researchers and Instructors must contact mkt.sona@marshall.usc.edu for a new account.

At the following links, you can find more information on [Policies about course research activities](#) and [Your right to consent to research](#).

User ID fields:

[USC Student ID]@usc.edu 

[USC NetID]@usc.edu 

Enter a User ID that maps to your valid @usc.edu email address, NOT your student ID#.

It is not necessary to type in @usc.edu when entering your User ID.

ACCOUNT INFORMATION

First Name

Last Name

User ID

User ID (re-enter for verification)

Telephone (optional)

Course

Request Account

Step 4: Check your usc.edu account for a confirmation email with your temporary password.

You will receive an email from the research web page with your temporary password. You should reset this password once you are logged into the web page to something else.

If you don't receive an email within an hour, this is probably because you did not use your usc.edu account and/or used a numeric ID. In that case, please re-do the registration process.

Step 5: Complete the prerequisite information on the website.

Before you can sign up for any studies you will have to complete some initial demographic information. Once you log into the system for the first time, the screen asking you for this information will pop right up.

Step 6: Sign up and complete 1 ONLINE and 6 IN-PERSON studies.

Studies will be posted on a rolling, weekly basis (typically Monday and/or Thursday).

Marketing Research Participation Requirements - Frequently Asked Questions

1. **I've registered but can't sign on to the website.**
 - It is most likely that you did not register using your USC email account (see above)? Try registering again using your USC email ID as your ID.
 - If you think you forgot your password click on the "Lost your password?" link on the homepage and your password will be sent to the email account you used to log in.

2. **I check the website but can't find a study.**
 - Have you completed the pre-screening survey yet? You need to do so to be able to sign up for studies.
 - Studies are typically posted once every week. You will receive an email once new studies are posted.
 - Studies are made available to you as they are organized – your professor does not have any control over when studies will be available or how many there might be.

3. I never receive emails announcing new studies.

Only registered users will receive email announcements, so register as soon as possible. They will be sent to your @usc.edu account, so please check there.

4. What are these studies about?

Studies may cover a wide range of topics related to advertising, service experiences, brand perceptions, and many more. These studies do not require any specific knowledge about marketing. The researchers are only interested in your honest responses as a consumer! The marketing faculty at USC is one of the most research active departments in the world and your participation in these research studies greatly helps promote the reputation of the Marshall School as a major contributor to marketing knowledge.

5. Where are the IN-PERSON studies located? The location of the in-person study will be on campus. The specific building and room will be noted in the study sign-up page.

6. I am under 18. Why can't I participate in studies? If you are under 18, we would need to have your parents' consent for each specific study in which you participated. It is difficult and inconvenient for you to have your parents consent to your participation for each study. Please check with your instructor about completing the research requirement in another way.

7. What do I do when I have technical problems with this system?

On the front page of the web site is a link that allows you to send an email with your question. This email will be sent to a Marshall staff member who will respond to help you as soon as possible. Please do NOT email the first time you have trouble. Spend some time to try to solve your problem by going through this handout.

Appendix B

BUAD 307 – Professor Wasiak
Final Assignment: Marketing Program (Team Project)
108 Points – 27% of Total Grade Points
Spring 2024

TEAMS

Students will form teams of five or six. Each team should designate a team leader to serve as the primary communications interface with me during development. Names of team members must be provided to **Hannah by week 2 discussion session**. If students are finding it difficult to join/form teams let us know and we will designate a team.

ASSIGNMENT DETAILS

The final assignment is your team's effort to utilize marketing communications management principles discussed throughout the semester. Your team will invent a totally new product/service for a new company/brand or a meaningful stand-alone line-extension concept for an existing company/brand. for the launch of a new enterprise/brand. The business/category can be B2C, B2B or hybrid of both. Important: **The recommendation must be for a quantifiable new business revenue stream....NOT for a new updated marketing campaign or rebrand.**

EXECUTIVE SUMMARY – This is the topline for the CEO/decision makers. It is read before review of the plans and recommendations. Make it succinct and smart and no more than one page. It is a brief synopsis of the program that provides highlights of the category, strategy, target audience, benefit to be delivered, financial/business implications, etc. Most importantly it captures the “why” of the recommendation. Spend time crafting it...make every word count.

1. MARCOM RECOMMENDATION

- a. **18-MINUTE PRESENTATION** – A detailed Marketing Communications Plan delivered in a maximum 18-minute presentation. **The presentation will be delivered live in class.** NOTE: Presentations over 18 minutes will have points deducted.
- b. **ANNOTATED POWERPOINT DECK** – This will provide all the pertinent details of the recommended program in as much detail as is felt necessary. The annotations will be used in-lieu of a companion word document. They should succinctly describe and/or add relevant context to explain the slides. You can also provide an appendix for more detail, creative executions, etc.

Use of AI Tools - Team Project: It is permissible to use AI tools for research (i.e. category, competitive and consumer information), preliminary ideation aids and creation of presentation materials. The new product or service idea must be created and developed by the team. The executive summary must be written by the team, not AI. You are required to identify the AI platforms used and explain how AI was used in bullet-point page in the appendix of the PowerPoint deck. Additional details will be provided the first few weeks of class.

GRADING CRITERIA

Situation/Strategic Analysis – A brief overview of the most critical aspects of the current industry (e.g., trends, consumers, the company, competition, unmet needs). Identify the key challenges and opportunities and can include a SWOT analysis if helpful. Where will the product or service fit in the competitive set?

Product/Service – Describe the product/service, its attributes, packaging, etc. Is it a one-off product/service, part of a line and/or brand extension?

- **Distribution**: Is there a unique distribution point of difference? Is there any relevant information about sales force requirements?
- **Pricing**: What is the price and how was it derived? Does it reflect your overall strategy and how it fits in the competitive framework?

MARCOM Program – Provides the strategic and implementation details of your plan and recommendations.

- **Marketing Objectives**. Should reflect Strategic Analysis.
 - Examples: Achieve X% awareness, trial, repeat and sales.
 - Might also be related to what you want your customers to do (e.g., buy for the first time, buy more, buy during a new day part, buy for a new use, change their perceptions, etc.).
- **Target audience(s)**: Beyond demographics. Create persona(s).
- **Positioning**: What is the unique benefit (emotional/rational), what are the key support points and competitive advantage. Define the brand purpose and include a positioning statement.
- **Creative Brief**: Document that directs all creative content development. (See Below)
- **Creative Content and Contact Strategy & Execution**:

Content Plan – Describe the overall creative Big Idea. **Provide creative examples/executions that describe and demonstrate the various elements...bring the idea to life.** (i.e. print ads, videos, social media posts the format and level of finish is up to each team to decide.

IMPORTANT: The content will be judged on the quality and strength of the idea and creative content, not the degree of finish or production values of the executions.

Contact Plan – What are the proposed delivery platforms (e.g., Digital/mobile, tv, print, radio, social media, pr, direct, sales promotion etc.) and the role each will play in the communications plan. What is the MARCOM budget based upon your revenue/financial objective? It will be difficult for teams to develop precise spending budgets and allocations. However, the topline recommendations should reflect the realities of the business plan and media marketplace.

Goals and Measurement – Indicate what secondary and primary research you should initiate in order to track/confirm/refine and make key marketing decisions regarding your various recommendations.

KEY DATES

Week 2 – 1/22	Last day to request project team members (Class Survey on Google Forms). After this day, teams will be arbitrarily assigned.
Week 3 – 1/25	Formal project teams formed
Week 6 – 2/15	Progress Check in (no submission required)
Week 9 – 3/7-3/8	Project in-class work session (no submission required)
4/15/24	Executive summary and annotated slide deck due (submit via Blackboard)
Weeks 15&16	Presentation discussed in your respective discussion sections

POTENTIAL QUESTIONS TO CONSIDER WHEN DEVELOPING YOUR CONCEPT

Some thought starters and possible discussion points that teams can use as in the development of the product/service concept. This is a guide that can help teams stay focused and on-point.

- What is your product or service offering?
- Why is there a market for this?
- Who are you reaching and why?
- What are its key benefits and values?
- What are your points of differentiation?
- How can you answer the question “Why Buy Me?”
- How can/will you effectively compete and grow?
 - Price
 - Service Offerings
 - Quality
 - Customer Service
 - Convenience
 - Client Services
 - Other
- What is the current state of the industry in which you are competing?
 - Is it growing and expanding, and if so why?
 - What are the key successes or reasons?
 - Is it stagnant or shrinking, and if so why?
 - What are the challenges or problems?
- Who are your existing and forecasted competitors?
 - What are their key successes and challenges?
- What successful advertising and promotional campaigns are prominent in this category?

WRITE YOUR SHORT AND SWEET ELEVATOR PITCH

This is a very short and focused statement about your product/service idea. Think of meeting a big-time potential investor in the elevator and you have that short ride period of time to peak his

or her interest and prompt the response, “Call me, I’m interested in learning more.” **This is not a required or graded component of the project**, but it will be helpful in developing recommendations and plans.

SAMPLE CREATIVE BRIEF OUTLINE

Product:

Key Issue: Problem/Opportunity:

The Promise:

Support:

Our Competition:

Target Consumer: Who are we talking to? Personas Desired Behavior: What we expect

Target’s Net Impression: Mandatories:

Tone & Manner: Brand Voice

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