Marketing
(Econ 161A)

I. Course Description
This online course explores the theory and practice of marketing. Topics will include defining marketing as a practice and job function; understanding the marketplace and consumer value; and designing a customer value-driven strategy. The overall goal for this course is to provide students with a general grounding in marketing and to understand the role of the marketing function in today’s business world.

The course will be delivered leveraging a variety of teaching methods, including online recorded lectures, weekly class meetings via Zoom, experiential learning in the form of video assignments and online marketing simulations. This course also includes a group project that will test students’ ability to successfully research and analyze a company’s market situation in order to create a marketing plan for a company of their choice.

II. Course Materials
Required Readings:

* MyLabMarketing is required. See details attached to this syllabus on how to sign up. It is also recommended you explore the material available to you in MyLabMarketing as a useful supplement to this course.

Website:
Course information and materials, including homework assignments and activities, will be posted on the course’s website on Canvas (canvas.ucsc.edu). It is the responsibility of all students to check this site daily for updates and announcements.

III. Lectures and Class Meetings
Recorded Lectures
A series of lectures will be available over the quarter covering each weekly topic as outlined in the course schedule, section VII below. These lectures will be made available to students via Canvas as we progress through the course.
**Weekly Classes**
In addition to the recorded lectures, we will also have weekly class meetings via Zoom every Wednesday evening from 5-6pm. A schedule for these class meetings will be posted on the Zoom page of this course in Canvas. These class meetings are designed to highlight key concepts and keep the course agile in nature, responding to how students are learning over the quarter. Attendance will be taken at these class meetings and there may be an opportunity to earn bonus points.

**IV. Course Requirements**

**Homework Activities**
Homework will be assigned regularly during this course and will need to be submitted online at a designated time and day. All submissions will be timestamped and any late assignments will be subject to a points penalty. These homework assignments will include marketing simulations, videos and other material from MyLabMarketing as well as other assignments as chosen by the Instructor.

**Quizzes**
Over the course of the quarter, six (6) quizzes will be delivered online testing students’ knowledge on recently covered topics. Each quiz will be worth 25 points with the lowest quiz score dropped.

**Exams**
As part of this course, there will be a Midterm and a Final Exam covering key course material drawn from our textbook (PoM), MyLabMarketing exercises, our recorded lectures, as well as other topics delivered and discussed in our online class meetings. Details of these exams will be shared with the class as the course progresses. Both the Midterm and the Final exam will be delivered online.

**Marketing Minute**
Much of today’s marketing, and success in business generally, is related to group work, teamwork and effectively presenting information. The Instructor is also a believer in experiential learning and the benefits of learning by doing. So in order to maximize the benefits of this marketing course, and to better prepare students for life in the business world after UCSC, during the quarter we will be doing a “Marketing Minute” group project. For these Marketing Minutes, students will be divided into Teams of 3-6 students and will develop a marketing plan for a company of their choice (subject to approval by the Instructor). The deliverables for the Marketing Minute assignment will include a PowerPoint/Keynote/Slides presentation of your marketing plan to the class. Scoring for this project will also include a peer evaluation. Additional details on the Marketing Minute assignment will be provided during the course of the quarter.
V. Evaluation and Grading
Your grade for this course will be determined by your performance in the following:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Homework &amp; Activities</td>
<td>200</td>
</tr>
<tr>
<td>Quizzes</td>
<td>150</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>200</td>
</tr>
<tr>
<td>Marketing Minute</td>
<td>200</td>
</tr>
<tr>
<td>Final Exam</td>
<td>250</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,000 points</strong>*</td>
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*Extra Credit available for setting up MyLabMarketing before 4pm on 7/29/200, the evening of our first class meeting. (5 points)

Grade Scale
A       =  94-100%
A-      =  90-93.9%
B+      =  87-89.9%
B       =  83-86.9%
B-      =  80-82.9%
C+      =  77-79.9%
C       =  73-76.9%
C-      =  70-72.9%

Note: Some scores/percentages will be visible to students in MyLabMarketing but official scores/percentages and grades are kept by the Instructor in Canvas.

VI. Important Deadlines, DRC, Academic Dishonesty and Title IX

Important Summer Session Remote 2020 Deadlines:

Session 1:
Drop: Monday, June 29
Request for “W”: Friday, July 10

Session 2:
Drop: Monday, August 3
Request for “W”: Friday, August 14

8-Week:
Drop: Monday, July 6
Request for “W”: Friday, July 24
10-Week:
Drop: Monday, July 6
Request for “W”: Friday, July 24

Summer is unique. **You will not be dropped for non-attendance or non-payment.** You must drop yourself. Dropping before the deadline results in a full-tuition reversal/refund. Withdraw posts a W for the grade and full tuition is charged (no refund).

For all dates and deadlines, including ‘change of grade option’ (P/NP) and grades due, here is the summer academic calendar: [https://summer.ucsc.edu/studentlife/index.html](https://summer.ucsc.edu/studentlife/index.html)

For questions about dropping, requesting a W grade for a course, or withdrawing from the summer quarter, email summer@ucsc.edu.

**DRC Remote Accommodations:**

The Disability Resources Center reduces barriers to inclusion and full participation for students with disabilities by providing support to individually determine reasonable academic accommodations. Operations continue via remote appointments. If you have questions or concerns about exam accommodations or any other disability-related matter, email the DRC Schedulers at drc@ucsc.edu for an appointment.

**Small Group Tutoring**

Small Group Tutoring (SGT) supports students academically to advance educational equity by designing inclusive learning environments outside of the classroom. In SGT, you can expect the Tutor to facilitate cooperative group activities designed to have students work together on the course content and develop study skills for the course. SGT is offered at least three times each week for the entire quarter. The Tutor is an undergraduate student who took the class, did well, and is trained to facilitate group sessions to focus on students’ needs to succeed in the course. SGT is open to all students enrolled in the class and they must sign up on our online system: TutorTrac. When students sign up for SGT, they are committing to attend every week. For Summer 2020, students can begin signing up for tutoring on **Monday, June 22nd** and tutoring will begin **Wednesday, June 24th**. Students only have to sign up once for tutoring and their appointments will repeat weekly. Sign-ups will close on **Friday, August 14th** for all Summer Session Sign-Ups. This means that after **August 14th**, no new students can sign up for tutoring.

Want SGT to be successful for you? Bring your books, lecture notes, questions, and be open to working collaboratively with your peers. You can sign up using this link: [https://ucsc.go-redrock.com/tracweb40/NoAccess.4sp?errText=insufficient%20credentials%20to%20view%20content](https://ucsc.go-redrock.com/tracweb40/NoAccess.4sp?errText=insufficient%20credentials%20to%20view%20content)

You can also find the link on our website: [https://lss.ucsc.edu/index.html](https://lss.ucsc.edu/index.html)
Academic Dishonesty

Academic integrity is the cornerstone of a university education. Academic dishonesty diminishes the university as an institution and all members of the university community. It tarnishes the value of a UCSC degree. All members of the UCSC community have an explicit responsibility to foster an environment of trust, honesty, fairness, respect, and responsibility. All members of the university community are expected to present as their original work only that which is truly their own. All members of the community are expected to report observed instances of cheating, plagiarism, and other forms of academic dishonesty in order to ensure that the integrity of scholarship is valued and preserved at UCSC.

In the event a student is found in violation of the UCSC Academic Integrity policy, he or she may face both academic sanctions imposed by the instructor of record and disciplinary sanctions imposed either by the provost of his or her college or the Academic Tribunal convened to hear the case. Violations of the Academic Integrity policy can result in dismissal from the university and a permanent notation on a student’s transcript.

For the full policy and disciplinary procedures on academic dishonesty, students and instructors should refer to the Academic Integrity page at the Division of Undergraduate Education.

Title IX:

The university cherishes the free and open exchange of ideas and enlargement of knowledge. To maintain this freedom and openness requires objectivity, mutual trust, and confidence; it requires the absence of coercion, intimidation, or exploitation. The principal responsibility for maintaining these conditions must rest upon those members of the university community who exercise most authority and leadership: faculty, managers, and supervisors.

The university has therefore instituted a number of measures designed to protect its community from sex discrimination, sexual harassment, sexual violence, and other related prohibited conduct. Information about the Title IX Office, the online reporting link, applicable campus resources, reporting responsibilities, the UC Policy on Sexual Violence and Sexual Harassment, and the UC Santa Cruz Procedures for Reporting and Responding to Reports of Sexual Violence and Sexual Harassment can be found at titleix.ucsc.edu.

The Title IX Office is actively responding to reports and requests for consultation. If you are not currently working with someone in the office and want to make a report/request a consult, you can expect the fastest response by using our online reporting link.

For more information please visit the Title IX Operations under Covid-19 page.
### VII. Course Schedule

#### Econ 161A Course Schedule - Summer 2020

<table>
<thead>
<tr>
<th>Week &amp; Dates</th>
<th>Topics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Week of July 27</td>
<td>Intro to Marketing. Prep: PoM Ch.1</td>
</tr>
<tr>
<td></td>
<td>“Marketing Minute” Groups Decided Company &amp; Marketing Strategy. Prep: PoM Ch. 2</td>
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<tr>
<td>2. Week of August 3</td>
<td>Digital Marketing. Prep: PoM Ch. 17</td>
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<td></td>
<td>Marketing Information. Prep: PoM Ch. 4</td>
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<tr>
<td>3. Week of August 10</td>
<td>Consumer Markets. Prep: PoM Ch. 5</td>
</tr>
<tr>
<td>Midterm 8/12 (60 minutes)</td>
<td>Marketing Channels. Prep: PoM Ch. 12</td>
</tr>
<tr>
<td>4. Week of August 17</td>
<td>Integrated Marketing Communications. Prep: PoM Ch. 14</td>
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<tr>
<td></td>
<td>Advertising and PR. Prep: PoM Ch. 15</td>
</tr>
<tr>
<td>5. Week of August 24</td>
<td>Sales Promotion. Prep: PoM Ch. 16</td>
</tr>
<tr>
<td>Marketing Minute Project Due</td>
<td>Final Exam 8/26 (120 Minutes)</td>
</tr>
</tbody>
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The Instructor reserves the right to modify the course syllabus as the need arises.
VIII. MyLabMarketing (MLM) Registration Details

Student Registration Instructions

To register for Econ 161A - Summer 2020:

2. Under Register, select Student.
3. Confirm you have the information needed, then select OK! Register now.
4. Enter your instructor’s course ID: owen86376, and Continue.
5. Enter your existing Pearson account username and password to Sign In.
   You have an account if you have ever used a MyLab or Mastering product.
   » If you don’t have an account, select Create and complete the required fields.
6. Select an access option.
   » Enter the access code that came with your textbook or that you purchased separately from the bookstore.
   » If available for your course, • Buy access using a credit card or PayPal.
   » Get temporary access.
   If you’re taking another semester of a course, you skip this step.
7. From the You’re Done! page, select Go To My Courses.
8. On the My Courses page, select the course name Econ 161A - Summer 2020 to start your work.

To sign in later:

2. Select Sign In.
3. Enter your Pearson account username and password, and Sign In.
4. Select the course name Econ 161A - Summer 2020 to start your work.

To upgrade temporary access to full access:

2. Select Sign In.
3. Enter your Pearson account username and password, and Sign In.
5. Enter an access code or buy access with a credit card or PayPal.