

## **BUAD 307 – Fall 2019**

**Professor:** Davide Proserpio

**Office:** HOH 332

**Email:** [proserpi@marshall.usc.edu](mailto:proserpi@marshall.usc.edu)

**Office hours:** Mon/Thurs 1pm – 3:30pm, or by appointment (to be scheduled via email).

**Course website:** <http://faculty.marshall.usc.edu/Davide-Proserpio/buad307-fall19.html>

(here I will post all the class material: slides, exercises, etc.).

### **Class Hours and Locations**

Section 14851: Lecture/Discussion: 10-11:50am Monday/Wednesday, JFF 316

Section 14846: Lecture/Discussion: 4-5:50pm Monday/Wednesday, JFF 322

Section 14848: Lecture/Discussion: 6-7:50pm Monday/Wednesday, JFF 322

### **Course Description**

BUAD 307 will provide students with a deep understanding of fundamental marketing concepts and terminology. In this course, students will come to understand how marketing factors such as product assortment, pricing, distribution channels, word-of-mouth, promotions, demographic characteristics, and market segmentation can affect the success of a business enterprise. Marketing, broadly defined, is the study of all aspects of MARKETS: the exchange of money and products (or services) that delivers added value to both the buyer and the seller. Marketing is much more than just advertising. When you consider this general definition of marketing, you will see that this course can benefit students in a wide variety of disciplines in business. In this course, students will hone the critical-thinking skills needed to identify what the consumers want, understand how to satisfy consumer needs, and find ways to build an advantage over competitors and maintain a position in the market.

### **Learning Objectives**

One of the primary objectives of this course is to empower you with the knowledge and critical-thinking skills to make marketing-management decisions. 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. The path will prepare you for positions of leadership within the marketing function of a wide variety of organizations – from multi-national corporations, to non-profit organizations, to your own small business.

### **Required Materials**

Textbook: Grewal, Dhruv, and Michael Levy. M: Marketing, 6th edition. Boston: McGraw-Hill Irwin, 2018 (ISBN: 978-1259924033).

Lecture slides, this syllabus, and additional course information will be available on the course website

## **Prerequisites and/or Recommended Preparation**

No prerequisites.

Recommended preparation: Although NOT a prerequisite, an understanding of how to use PowerPoint, Word, and Excel could become useful to you in class. If you are not familiar with PowerPoint, Word, and(or) Excel, you should still enroll in this course. Set aside some time to learn the basics, and learn by doing.

## **Course notes and attendance**

Please note that the professor reserves the right to make changes to this syllabus at any time throughout the semester. Changes to this syllabus – if any – will be announced and explained in class.

Attending the classes is an important part of learning. Your understanding of the course materials will be at a different level if you participate in the classes.

There will be some amount of material that will be delivered in lectures and discussion sections ONLY (i.e., not in the textbook). This is because lectures and discussions are meant to enhance rather than repeat what is in the textbook. **This also means that some exam questions will be based on material discussed in class but not discussed the text book.** It is the responsibility of the student to make up for missed lectures and discussion sections by meeting with a classmate to review what was discussed on the missed day, and by asking the professor questions during office hours regarding missed material.

## **Class Forum: Piazza**

We will use Piazza ([www.piazza.com](http://www.piazza.com)), an online forum. The professor will enroll every student registered in the course. Using Piazza, you can ask questions, start discussions, and exchange useful information. This is the place for you to make friends and help each other. This is also a good place for you to interact with the professor. The professor will participate as well, answering some questions and settling debates. The professor will also use Piazza for any class announcements. Make sure to check Piazza regularly, or setup email notifications in your account settings.

The forum is for the class only; posting irrelevant or inappropriate information will be treated seriously.

## **Grading Policies**

The various components of the course grade are weighted as follows:

Assignments	Points
Midterm	25
Final exam	35
Market research participation	2.5
Participation	7.5
Group project	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) start at 59 or below. The grade ranges given in this paragraph are approximations only and are subject to change in situations where class averages on the various assignments are unusually high or low (because “relative performance” is an important aspect of the course grade). We will explain this further in class.

Your grade will not be based on a mandated target, but on your performance. In fall 2018, the average grade for this class was around a “B”.

## The Two Exams

- One midterm (25% of the total grade) and one final exam (35% of the total grade). Details about each exam will be explained in class.
- Test aids of any kind are strictly prohibited. Cheating on an exam is a **serious offense** (see Academic Integrity section).
- Exams will be multiple choice only. Scantrons will be provided to you for both exams. Please bring only #2 pencils (at least two) and an eraser that will not smudge or rip your scantron if you need to make a change. You may bring a simple calculator. Under no circumstances will you be allowed to use the calculator feature on any of your mobile devices. Your professor will let you know in advance of the exam whether a calculator will be necessary.
- Make-up tests are allowed only in rare circumstances and must be approved by the professor. If you are enrolled in this course, please make sure you are available to take the midterm and final on the scheduled dates. Taking the final early is not an option. Please discuss any scheduling conflicts with me during the first three weeks of the semester.
- Challenges to exam scoring should be brought to my attention no later than one week after graded exams are returned.
- You should be prepared to provide proper identification on the exam day. Please bring your USC ID with you.

## Marketing Research Requirement

Marketing research participation is 2.5% of the total grade.

This class is required to participate in two research studies per semester. The professor will explain this in class. Sign-up procedures will be discussed in class. If you object to participating in marketing research studies, please let the professor know by the end of the third week of classes (no later than that), and I will give you an alternative project. Requesting this alternative project will in no way have a negative effect on your grade. However, requesting the alternative project late in the semester will not be an option.

## **Class Participation**

In-class participation is 7.5% of the total grade and will be evaluated based on your level of involvement in class discussions and in-class exercises.

- Class participation is much more than just speaking up during class – it is about demonstrating that you are making an effort to learn the material and discuss it in a meaningful manner with your peers and professor.
- Although attendance is by no means the main component of your participation grade, please keep in mind that you must be present in order to learn from and contribute to class discussions. Attendance is critical. There will be a substantial amount of material that will be delivered in lectures and discussion sections **ONLY** (i.e., not in the textbook), because lectures and discussions are meant to enhance rather than repeat what is in the textbook.
- The professor ***may*** give up to five unannounced attendance quizzes during the semester. The attendance quizzes don't figure directly into your grade, but they alert me about your commitment to the class. These quizzes may be given at any time, in either lecture or discussion section.
- Attendance will also be taken during discussion sections for the same reason.
- Class participation will be evaluated by your professor in relation to your peers. Class participation and the group project grade are the two components of the course where your "relative performance" (i.e., relative to your peers) will be *particularly* important for purposes of earning a high score.
- Students who earn top scores in this category must participate in class discussions actively, thus helping lead their classmates to think critically and analytically while discussing cases, chapters, etc. Earning a high score in this category also requires students to chime in, challenge assumptions, and make relevant comments when the professor asks a question to get discussion section started based on chapter and case readings. Good attendance ***alone*** will ***NOT*** earn a high score in this component of the course grade.

## **Group Project**

The group project is 30% of the total grade.

Select an existing company whose business practices can be researched (further explanation of this will be provided in class). You and your group must work as a team to develop a new product or service that fits in with the current product assortment of that company. (For example, if you select a company that manufactures consumer-packaged goods, your product

or service should fit in with that type of product.) Groups should consist of 5/6 students depending on the class size. Use your knowledge of marketing terms and concepts, along with the critical-thinking skills required by a marketing management project of this nature, to create and describe a marketing plan for your new product or service. The new product or service must be realistic.

**Forming the groups:** You should form a group for the project as soon as possible, and not later than week 4.

**Group project proposal:** It is due in your discussion sections during week 7, as shown on our class schedule. Length should be about 1 page, single-spaced, 12 points Times, margins approximately 1". Your proposal will describe your product idea, your company, your competitors, and your customers. It will also describe why there is a need for this new product or service in the marketplace. Print your group member names and USC IDs at the top of the page. Note that this proposal is separate from the group paper discussed below.

**Presentation:** The project will be presented by each group at the end of the semester (last day of class). Your presentations will be about 12 minutes plus 3 minutes for questions and answers. (This timing may have to be adjusted depending on the number of groups. Your professor will notify you if these timing guidelines are adjusted.) Develop your presentation as if your audience were a group of investors or senior managers from your company of choice. You must convince your audience that adding this particular product or service makes good business sense.

Your presentation should cover the information in your paper (discussed below), plus additional details about the "4P's" as they pertain to your new product or service. More specific instructions will be provided in class as well as via Blackboard.

**Paper:** Besides the final presentation, each group needs to turn in a paper describing the process undertaken in developing the new product, which should include, but it is not limited to: a timeline of the product development, from the idea creation to the preparation of the presentation (this should include how you split the various tasks among the group members, and it should be clear who did what); the marketing strategies and concepts you adopted, with an explanation of their relevance in the development of the product or service; challenges that you encountered during the product development (e.g., unexpected new competitor entering the market). The paper should be a PDF of about 5 pages, single-spaced, 12 points Times New Roman, margins 1", and must be delivered by midnight of the last day of class.

**Peer evaluation within your group:** On the day of the presentations, group members will be asked to submit an assessment of each of their team members' contributions. In order to accurately quantify this assessment, I will ask every member the group to evaluate all team members over several dimensions using a scale 1-5 (1 being poor, and 5 being excellent).

Although the points allocated among the students in this internal team evaluation will not translate directly into your group project score, your peer evaluations **will affect** your grade because they reveal what contributions each student made to his or her team.

These evaluations are confidential and will only be reviewed by your professor. Failure to submit a peer evaluation will result in a point deduction from your individual score.

Not every group member is going to have the same talents, but every member is expected to attend group meetings and make regular contributions to enhance their group's chances of success.

## **Marketing in the News**

We will start each class (beginning on September 9) with a few of you presenting a marketing related example that that recently appeared in the news or relates to the topics we have covered in class.

In groups of 2-3, you will pick a date during the semester (list of available dates will be posted on Google Docs) to briefly (5 min) present a real-world marketing example to the class that 1) hit the news in the past 7 days OR 2) relates to topics covered in one of the three previous classes. For example, if you picked October 16 as your date to present, you would discuss a marketing related example that 1) was in the news between October 11 and October 16 OR 2) is related to topics discussed October 2, October 4 or October 11.

## **MARSHALL GUIDELINES**

### **Add/Drop Process**

Most Marshall classes are open enrollment (R-clearance) through the Add deadline. If there is an open seat, students can add the class using Web Registration. If the class is full, students will need to continue checking the Schedule of Classes ([classes.usc.edu](http://classes.usc.edu)) to see if a space becomes available. Students who do not attend the first two class sessions (for classes that meet twice per week) or the first class meeting (for classes that meet once per week) may be dropped from the course if they do not notify the instructor prior to their absence.

See the "Academic Records and Registrar" website for specific add/drop and related deadlines. (<https://arr.usc.edu/>). Please also refer to <https://arr.usc.edu/calendar/> if you intend to drop a class – that link will give you deadlines to drop without a "W" on your transcript.

### **Academic Integrity and Conduct**

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. Please familiarize yourself with the discussion of plagiarism in *SCampus* in Part B, Section 11, "Behavior Violating University Standards" <https://policy.usc.edu/scampus-part-b/>. Other forms of academic dishonesty are equally unacceptable. See additional information in *SCampus* and university policies on scientific misconduct, <http://policy.usc.edu/scientific-misconduct>.

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.

It is a violation of USC's Academic Integrity Policies to share course materials with others without permission from the instructor. 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 summaries, PowerPoints, 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 for students who have made prior arrangements with DSP and me.

Students are expected to be familiar with USC's Academic Integrity Policies (i.e., copying, fraudulent possession of an exam, plagiarism, submission of purchased papers, submitting the same assignment to more than one instructor) and be aware of recommended sanctions (i.e., F for the course, suspension or expulsion) associated with violating such policies. See Appendix A in the SCAMPUS Guidebook for more detail.

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.

## **Statement for Students with Disabilities**

USC is committed to making reasonable accommodations to assist individuals with disabilities in reaching their academic potential. If you have a disability which may impact your performance, attendance, or grades in this course and require accommodations, you must first register with the Office of Disability Services and Programs ([www.usc.edu/disability](http://www.usc.edu/disability)). DSP 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 (or to your TA) 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](mailto:ability@usc.edu).

## Emergency Preparedness/Course Continuity

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

Please access our course site on Blackboard, where the course syllabus and many other important documents will be posted. Whether or not you use Blackboard regularly, these preparations will be crucial in an emergency. USC's Blackboard learning management system and support information is available at [blackboard.usc.edu](http://blackboard.usc.edu).

## Support Systems

*Student Counseling Services (SCS) - (213) 740-7711 – 24/7 on call*

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention. <https://engemannshc.usc.edu/counseling/>

*National Suicide Prevention Lifeline - 1-800-273-8255*

Provides free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week. <http://www.suicidepreventionlifeline.org>

*Relationship & Sexual Violence Prevention Services (RSVP) - (213) 740-4900 - 24/7 on call*

Free and confidential therapy services, workshops, and training for situations related to gender-based harm. <https://engemannshc.usc.edu/rsvp/>

*Sexual Assault Resource Center*

For more information about how to get help or help a survivor, rights, reporting options, and additional resources, visit the website: <http://sarc.usc.edu/>

*Office of Equity and Diversity (OED)/Title IX compliance – (213) 740-5086*

Works with faculty, staff, visitors, applicants, and students around issues of protected class. <https://equity.usc.edu/>

*Bias Assessment Response and Support*

Incidents of bias, hate crimes and microaggressions need to be reported allowing for appropriate investigation and response. <https://studentaffairs.usc.edu/bias-assessment-response-support/>

*The Office of Disability Services and Programs*

Provides certification for students with disabilities and helps arrange relevant accommodations. [dsp.usc.edu](http://dsp.usc.edu)



*Student Support & Advocacy – (213) 821-4710*

Assists students and families in resolving complex issues adversely affecting their success as a student EX: personal, financial, and academic. <https://studentaffairs.usc.edu/ssa/>

*Diversity at USC – <https://diversity.usc.edu/>*

Tab for Events, Programs and Training, Task Force (including representatives for each school), Chronology, Participate, Resources for Students

*USC Emergency Information*

Provides safety and other updates, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible. [emergency.usc.edu](https://emergency.usc.edu)

*USC Department of Public Safety – UPC: (213) 740-4321 – HSC: (323) 442-1000 – 24-hour emergency or to report a crime.*

Provides overall safety to USC community. [dps.usc.edu](https://dps.usc.edu)

## **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 In-complete (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.

## COURSE CALENDAR FALL 2019

Please note that the course calendar may change slightly to accommodate speakers' schedules. Changes, if any, will be announced in class and on Piazza.

Week	Topics	Textbook reading	Deliverables and due dates
Week 1 August 26/28	<b>Lecture:</b> Welcome and introduction to the course, overview of the syllabus, overview of marketing.	CH 1	
Week 2 August 2/4	<b>Lecture:</b> Marketing strategy; social, mobile, and digital marketing; marketing ethics <b>Lecture:</b> Holiday (Labor Day) <b>Discussion:</b> Experiential Learning Center (ELC): Marketing in Action.	CH 2-4	
Week 3 September 9/11	<b>Discussion:</b> Discussion on marketing strategy.  <b>Discussion:</b> Discussion on social, mobile and digital marketing		
Week 4 September 16/18	<b>Lecture:</b> Analyzing the marketing environment and consumer behavior (book chapters 5-6)  <b>Lecture:</b> Business to business marketing, Segmentation, Targeting and Positioning (STP), marketing research	CH 5-6  CH 7,9,10	<b>Groups</b> should be formed by this week. Notify me if you still don't have a <b>group</b> .  If you cannot participate in the <b>marketing research</b> study notify me today and I will give you an alternative project.
Week 5 September 23/25	<b>Discussion:</b> Continuing discussion on B2B marketing and STP.  <b>Discussion:</b> Discussion on marketing research		

Week 6 Sep 30, Oct 2	<b>Lecture:</b> Product, branding and packaging decisions; developing new products	CH 11-12	
Week 7 October 7/9	<b>Discussion:</b> Discussion on product, branding and packaging decisions; developing new products; <b>Lecture:</b> Discuss project proposals <b>Discussion:</b> Review of the course in preparation of the midterm		<b>Group project proposal due</b> before Oct. 7 lecture. Failure to submit this will result in a <b>5 points deduction from your project final score.</b>
Week 8 October 14/16	<b>Lecture:</b> Midterm exam. <b>Discussion:</b> No class (fall recess)		Midterm exam is October 14
Week 9 October 21/23	<b>Lecture:</b> Services, the intangible product. Service recovery paradox, example of service recovery, fake reviews <b>Discussion:</b> Discussion on services	CH 13	
Week 10 October 28/30	<b>Lecture:</b> Zoe McKiness - Director Marketing Data Science and Engineering <b>Lecture:</b> Pricing concepts for establishing value; online versus offline competition: The case of Airbnb.com	CH 14	
Week 11 Nov 4/6	<b>Discussion:</b> Continue discussion on pricing. Ethical and societal dilemmas (price discrimination). <b>Lecture:</b> Experiential Learning Center (ELC): Washaway Clean		
Week 12 November 11/13	<b>Lecture:</b> Supply chain and channel management. Retailing and multichannel marketing <b>Discussion:</b> Discussion on supply chain and channel management	CH 15-16	

<p>Week 13 November 18/20</p>	<p><b>Lecture:</b> Integrated marketing communications, and advertising.</p> <p><b>Discussion:</b> Guest speaker: Rahul Khanna - Global Head, Marketing Negotions @ Uber.</p>	<p>CH 17-18</p>	
<p>Week 14 November 25/27</p>	<p><b>Lecture:</b> Discussion on marketing communications and advertising, social media influence</p> <p>Discussion: <b>No class (Thanksgiving)</b></p>		
<p>Week 15 December 2/4</p>	<p><b>Lecture:</b> Review of the course in preparation of the final exam.</p> <p><b>Discussion:</b> Group presentations and peer evaluations</p>		<p><b>Project presentations must be sent to the professor by midnight of Dec. 3.</b></p> <p><b>Project paper due by midnight of Dec. 10.</b></p>
<p>Exam week December 11-18</p>	<p><b>Final exam:</b> the exam is cumulative but with emphasis on the second-half of the course. *** Please make sure you can take the final exam on this date. Taking the final early will not be an option***</p>		<p>Please bring two #2 pencils. The professor will provide the scantrons.</p>