Baruch COLLEGE
The City University of New York
ZICKLIN SCHOOL OF BUSINESS

MKT 3000: Marketing Foundations

Fall 2024

Section: DMA

Class meets: In-Person on Mondays

Location: B - Vert 5-160
12:50PM – 2:05PM

Instructor: Melanie Paul Austin
Email: melanie.paulaustin@baruch.cuny.edu
Office Hours: by appointment (via Zoom or in-person)

COURSE DESCRIPTION

This course is designed to introduce business students to the fundamental concepts and principles of marketing. The knowledge you gain in this course should help you understand how marketing can help businesses succeed in a competitive environment. The skills you will have to practice in this course will help you to become a more valuable employee whether you choose a career in marketing or in other fields. For students majoring in marketing, this course will provide the foundation for more advanced courses and work experience. For students majoring in other disciplines, this course will help you understand how marketing relates to and impacts your functional area and will familiarize you with the mindsets of marketers with whom you will interact professionally. At a more personal level, this course will help you become a better and more informed consumer. Understanding basic marketing theories and practices, you will be able to make more informed purchasing decisions. You will be able to identify unethical marketing practices and know how to discourage such acts in the market place.

LEARNING METHODS AND GOALS

Learning methods in this course will include:

- Reading of the textbook (This is a very important step! Any material from the assigned chapters may be included on a quiz or exam.)
- Online modules and quizzes
- Class discussions and exercises
- Lectures by the instructor

In order to succeed in this course:

- Read assigned material in the text book (All exams and quizzes are based on the assigned reading in the textbook. We will review some parts of the textbook chapters in class and discuss a few key topics together, but lectures are not a substitute for reading the book.)
- Do the online assignments **prior** to class in which it will be discussed.
- Attend all classes and participate. Class discussions will give you opportunity to think critically, apply concepts discussed in the text, and interact with your fellow students. Class

activities will give you a deeper understanding of the material and sharpen your analytical, problem solving, and reasoning skills.
- Do not expect a curve, extra credit, or extensions on late assignments.
- Use a planner to keep track of all the class deadlines.
- Start studying for exams early. There is a lot of material covered on the exam, but it is all manageable if you give yourself enough time to prepare.
- Take the assignments and quizzes seriously. Your goal should not be to finish everything as fast as possible. Instead, focus on learning the material and think about how it can be applied to your interests.
- We do not have enough time in class to cover all the material that is in the book. **Even if we do not spend time on a concept, it might still be on the exams!**

Upon successful completion of this course, you will be able to:

Content-related Outcomes:
- Explain the role of marketing in business
- Explain how marketing puts customers at the center of its thinking in its quest for profitability
- Identify the important role of research in the marketing process
- Identify basic marketing strategies and describe their underlying rationale
- Differentiate segmentation, target marketing, positioning and basic strategies in product, promotion, pricing, and place areas

Cognitive and Application Related Outcomes:
- Identify and analyze marketing problems
- Understand that there are rarely clear-cut situations in marketing; make sound assumptions in dealing with uncertainties
- Using simple marketing concepts, observation, and reasoning, construct basic marketing principles

HYBRID COURSE

This course is a "hybrid" course. Instead of meeting three times a week, we will meet face-to-face only one time per week, and you will participate in online activities the rest of the week. The goal of hybrid courses is to combine the learning benefits of a physical classroom experience with the benefits of interactive technology.

It is very important that you keep in mind that, although we only physically meet once a week, you will be required to complete several tasks online every week by midnight on Sunday. Thus, you should aim to have all your online assignments done well before the 11:59pm deadline.

The schedule on this syllabus lists which chapters are assigned for each week. Each Chapter has two required online activities: 1) a "Smart Book" module; 2) a quiz.

Please email me (melanie.paulaustin@baruch.cuny.edu) if there is any confusion about what is required well before the due date. I strongly encourage you to complete your assignments at least a few hours before the due date in order to ensure it goes through and you get full credit.

COURSE MATERIALS

REQUIRED TEXTBOOK:

Baruch COLLEGE
The City University of New York
ZICKLIN SCHOOL OF BUSINESS

M: MARKETING, 8th Edition by Grewal and Levy
ISBN 9781264871230

REQUIRED ONLINE ACCESS (TWO SITES):
(1) Connect:
https://www.mheducation.com/highered/support/connect/first-day-of-class/d2l.html

Student-facing support for Connect:
P: 800-331-5094
https://mhedu.force.com/CXG/s/ContactUs

Please click the yellow link above to register on the Connect website as soon as possible. You have online assignments on this system due every week. THIS MUST BE DONE VIA BRIGHTSPACE

(2) CUNY's Brightspace system: https://www.cuny.edu/academics/brightspace-transition/
I will use Brightspace to communicate with you via email/announcements, post lecture slides, and post the in-class assignments

ASSIGNMENTS AND GRADING

Assignment	
Midterm Exam	25%
Final Exam	25%
Group Project	15%
Connect - SmartBooks	10%
Connect - Quizzes	10%
Class Participation & Attendance	10%
Research Participation Requirement	5%

EXAMS

Exams will consist of 40-50 multiple choice questions and some short answer questions. All exams will be based on the key concepts from the textbook. The exams are **not** cumulative; they only cover the chapters that I have indicated. However, exams may contain concepts that we have not reviewed in class from the relevant chapters. Most questions on the exams will involve applying concepts that were learned from class and the online assignments. Exams are meant to be a learning opportunity where students have the opportunity to apply concepts from class in new ways. Simply memorizing definitions will not be sufficient for success on exams.

GROUP PROJECT

Throughout the semester, students will apply the concepts we are learning to a group project. In groups, students will create a presentation that reviews a current event related to marketing. This project will have a deliverable of **both** a PowerPoint presentation and short paper which will be submitted on Brightspace before class time. You will also need to run your group project idea by me in advance of the presentation for approval. Each group presentation will be about 10 minutes and each member of the group must participate in the presentation. For a more complete

breakdown of this project, please see Brightspace. ***Group members that are absent on the day of their presentation will receive a zero on this assignment.***

CONNECT

Smart Book (SB) Assignments (Online - Connect)

Because this is a "hybrid" online and in-person course, each week you are required to spend time learning through online activities on the Connect system. Online assignments are meant to replace class time as well as homework for each class. For each chapter, you will be required to complete the "Smart Book" learning module. The Smart Book module should be completed *after* reading the chapter. It is a quiz-like format that customizes the questions as you go along (i.e., if you get a question wrong, the module knows you need to spend more time on similar concepts and goes through those concepts again). **The Smart Book module must be completed by 11:59pm on Sunday to receive credit, NO exceptions or extensions.** For this portion of your grade, I am interested in whether or not you are completing the Smart Book, so, treat this as a learning exercise. I will drop your lowest SB grade to calculate your grade (10%).

Weekly Quizzes (Online - Connect)

Each week, you will be responsible for completing a 10-question quiz on the online Connect system for each chapter listed in the schedule. The questions on the quizzes will be based on material from the chapter assigned for that week. **The quizzes must be completed by 11:59pm Sunday night to receive credit, NO exceptions or extensions.** Unlike the above Smart Book module, for this portion of your grade, I am interested in the number of questions you got right or wrong. So, it is suggested that you first read the chapter, then complete the Smart Book module for that chapter to review key concepts, and then complete the quiz once you are more comfortable with the material. Your score on all the quizzes from the entire semester will be averaged for your overall quiz grade, which is 10% of your final grade. **Note**: quizzes are open book, you may use your textbook while taking them. It is considered cheating if you use a test bank or complete quizzes with others. I will drop your lowest quiz grade to calculate your grade (10%).

***Please note:** Sometimes students experience Internet connectivity issues when trying to submit online assignments at the last minute. I recommend submitting online assignments at least a few hours before 11:59PM.*

CLASS PARTICIPATION & ATTENDANCE

In-class participation is essential and strongly encouraged in this course. A portion of class time will be spent on in-class activities where you can apply what you learned from the online portion of the week. Each class will have a small assignment that will be completed during class time. These assignments are designed to help you understand and apply concepts from the book. You will not be able to successfully complete the assignments if you do not read the book and complete the online assignments before class. Depending on the day, these will be completed alone or in small groups. In-class activities must be handed in at the end of class and contribute to your participation grade.

Attendance is a crucial part for learning in this course. Being absent on the day of an exam will automatically result in a 0 unless you email an explanation to me **prior** to your absence with a valid excuse. You are allowed **two** unexcused absences during this course. Each unexcused absence will result in a **grade penalty.** Business values promptness. Coming in late is disruptive

and disrespectful to your instructor and your classmates, so please make sure to arrive on time each week.

RESEARCH PARTICIPATION REQUIREMENT

This is worth 5% of your final course grade. Please carefully read the handout under the "SONA/Research Participation" section on Brightspace for full details. Please email: subjectpool@baruch.cuny.edu with any questions.

OTHER IMPORTANT INFORMATION

Brightspace Website

This course will have a Brightspace website (in addition to the Connect website). Brightspace is where I will post any additional course materials, post announcements, and send emails to the entire class. Please ensure your Brightspace account is up-to-date with your correct email address.

Academic Integrity

Cheating and plagiarism are serious offenses. The following definitions are based on the College's Academic Honesty website:

Cheating is the attempted or unauthorized use of materials, information, notes, study aids, devices or communication during an academic exercise. Examples include but are not limited to:

- Copying from another student during an examination or allowing another to copy your work
- Unauthorized collaborating on a take home assignment or examination
- Using unauthorized notes during a closed book examination
- Using unauthorized electronic devices during an examination
- Taking an examination for another student
- Asking or allowing another student to take an examination for you
- Changing a corrected exam and returning it for more credit
- Submitting substantial portions of the same paper to two classes without consulting the second instructor
- Preparing answers or writing notes in a blue book (exam booklet) before an examination
- Allowing others to research and write assigned papers, including the use of commercial term paper services
- Signing in for another student on the attendance sheet

Plagiarism is the act of presenting another person's ideas, research or writing as your own:

- Copying another person's actual words without the use of quotation marks and footnotes (a functional limit is four or more words taken from the work of another)
- Presenting another person's ideas or theories in your own words without acknowledging them.
- Using information that is not considered common knowledge without acknowledging the source.
- Failure to acknowledge collaborators on homework and laboratory assignment

My policy is to give a failing grade to any assignment that has been plagiarized or an exam in which you have cheated. In addition, I am required by College policy to submit a report of suspected academic dishonesty, cheating, and/or plagiarism to the Office of the Dean of Students. This report becomes part of your permanent file.

Students With Disabilities
Students with disabilities may receive assistance and accommodation of various sorts to enable them to participate fully in courses at Baruch. To establish the accommodations appropriate for each student, please alert me to your needs and contact the Office of Services for Students with Disabilities, part of the Division of Student Development and Counseling. For more information contact Ms. Barbara Sirois, Director of this office in NVC 2-271 or at (646) 312-4590.

Classroom Conduct
Please refrain from using unnecessary technology during class time. Class will start promptly at the designated start time. Please be on time. It is distracting to me and to other students when people arrive late.

Academic Support
Visiting Baruch's academic support services is correlated with higher grades. I encourage *all* students in this course to take advantage of these services: visit the tutors at SACC, work with the consultants at the Writing Center and Tools for Clear Speech, and take advantage of office hours! Visit early and often!

- **SACC** (Student Academic Consulting Center)
  SACC supports the academic success of undergraduates at Baruch College through small group peer tutoring and other programs, serving students in a wide variety of subjects across the curriculum.
  https://sacc.baruch.cuny.edu/
- **Writing Center**
  The Writing Center offers free support to all Baruch students. Our professional consultants work collaboratively with you to deepen your writing and English language skills.
  https://blogs.baruch.cuny.edu/writingcenter/
- **Tools for Clear Speech**
  TfCS offers a broad range of free tutorial sessions, workshops, and online practice to enhance the oral communication skills of Baruch's non-native English-speakers, multilinguals, and English language learners.
  https://tfcs.baruch.cuny.edu/

TENTATIVE SCHEDULE

PLEASE NOTE THIS SCHEDULE IS SUBJECT TO CHANGE

Date	Content/Modality	Due

Monday 9/9	Course Overview Research Participation Requirement Info Chapter 1	
Sunday 9/15	Online Asynchronous	Chapters 1 & 2 SB & Quizzes
Monday 9/16	Chapters 1 & 2	
Sunday 9/22	Online Asynchronous	Chapters 3 & 4 SB & Quizzes
Monday 9/23	Chapters 3 & 4	
Sunday 9/29	Online Asynchronous	Chapters 5 & 6 SB & Quizzes
Monday 9/30	Chapters 5 & 6	
Sunday 10/6	Online Asynchronous	Chapters 7 & 8 SB & Quizzes
Monday 10/7	Chapters 7 & 8	
Monday 10/14	***NO CLASS*** COLLEGE IS CLOSED	
Tuesday 10/15	***CLASSES FOLLOW MONDAY SCHEDULE*** Midterm Review	
Monday 10/21	**MIDTERM EXAM**	
Sunday 10/27	Online Asynchronous	Chapters 9 & 10 SB & Quizzes
Monday 10/28	Group Work Day 1 Chapters 9 & 10	

Sunday 11/3	Online Asynchronous	Chapters 11 & 12 SB & Quizzes
Monday 11/4	Chapters 11 & 12	
Sunday 11/10	Online Asynchronous	Chapters 13 & 14 SB & Quizzes
Monday 11/11	Chapters 13 & 14	
Sunday 11/17	Online Asynchronous	Chapters 15 & 18 SB & Quizzes
Monday 11/18	Chapters 15 & 18	
Sunday 11/24	Online Asynchronous	
Monday 11/25	Group Work Day 2	
Monday 12/2	Group Presentations Day 1	
Monday 12/9	Group Presentations Day 2 Final Exam Review	
Monday 12/16	**FINAL EXAM @ 1 PM**	

BBA Learning Goals	**Significant Part of Course**	**Moderate Part of Course**	**Minimal Part of Course**	**Not Part of Course**
Analytical Skills		X		
Technology and Data Literacy			X	
Communication Skills: Oral		X		

Communication Skills: Written		X		
Civic Awareness and Ethical Decision-Making		X		
Global Awareness			X	

Assignments	**Course Learning Goals**	**BBA Learning Goals**
In-Class Activities/Lectures	Discuss important marketing topics including real-world examples and student input.	Ethical Decision-making and Civic Awareness Global Awareness Communication Skills: Oral
Group Project	Use knowledge acquired from the course to apply to a current marketing event in written format.	Communication Skills: Written Communication Skills: Oral Analytical Skills
Exams Connect Assignments (SBs and Quizzes)	Use knowledge acquired from the course to answer questions related to marketing topics, in-class discussions, and provide examples of related content.	Analytical Skills Communication Skills: Written