

Sem: SP 2023

Class Day/Time: Tuesdays / 4:30pm – 6:20pm

Room: Hitchcock Hall 131

Instructor:	Andrew Piletz	E-mail:	Piletz.3@osu.edu
Office Hours:	Wed (10:30am - 12pm), Thu (10am – 12pm)	Location:	Fisher Hall 356B
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Course Description: Marketing is probably one of the most misunderstood career paths. At its core, marketing is consumer-centered business strategy, and the most successful companies today have leveraged marketing strategy to become iconic companies and brands. Simply put, marketing is about deeply understanding the customer and developing solutions to meet their needs. And this class will teach you those fundamentals and show you how to leverage marketing in any career path. Topics covered will include the 4Ps, consumer behavior, segmentation, positioning, and market research.

Course Objectives: After completing this course, students will be able to:

- (1) Identify and explain key marketing concepts and terminology
- (2) Identify the various decision areas within marketing
- (3) Explain the tools and methods used by marketing managers for making decisions
- (4) Describe how a marketing perspective is important in their own personal and professional development

Course Materials: Textbook available via CarmenBooks

- Textbook: Marketing 16th Edition, Kerin and Hartley, McGraw Hill
- Online Platform: McGraw Hill Connect (MH Connect)

You do NOT need to purchase any materials for this course at the bookstore since the textbook fee is included as part of your tuition and is listed as a “CarmenBooks” fee on your Statement of Account. Each person will need a unique MH Connect account to complete class assignments. To access MH Connect click on the “McGraw-Hill Connect” tab in Carmen.

Course Format: In-Person (A hybrid of between-class lectures and in-class engagement)

Prerequisite Courses: Principles of Microeconomics and Macroeconomics (Econ 2001.01 AND 2002.01)

Mode of Delivery: This is a hybrid course that will be delivered in-person once a week in a 110-minute class. Normally this course has three 55-minute classes per week, but we will leverage recorded video lectures that you will watch in-between classes in place of an additional 55-minute session. As such, our in-person class time will be more about application and engagement than lecturing.

Pace of online activities: This course is divided into weekly modules that will be released one week ahead of time. The content in each week’s module should be completed prior to class. For example, module 1 activities should be completed before the first day of class. The “Modules” tab is your go-to tab where all the lectures, assignments, and content are located. Each module has the following sections: Roadmap, Faculty Expertise and Key Materials, Practice and Application, and Class Session. Start each week with the “Roadmap (Start Here)” section as it lays out everything you need to complete that week.

**University Policies,
Services and Resources**
(go.osu.edu/UPolicies)



Fisher Undergraduate
Handbook and QuickLinks
(www.bsbalinks.com)



Fisher Navigator
Resource Portal
(www.nav-1.com)



Evaluation Criteria:

Graded Components	% of Total	Type
Exam #1	20%	↑
Exam #2	20%	↑
Exam #3	20%	↑
Quizzes	15%	↑
MH Connect Mini-Simulations	10%	💬
Attendance	6%	↑
Participation	6%	↑
Market Research	3%	↑
Extra Credit (See Details)	Max 2%	↑

Requirements for each form of graded component. Failing to follow these will represent academic misconduct. See below.

Independent Work [↑]: Strictly non-collaborative, original individual work. You may discuss this assignment with your instructor only. Discussions with other individuals, either in person or electronically, are strictly prohibited.

Collaboration Required [💬]: An explicit expectation for collaboration among students either in class or outside of class (i.e., group work).

Collaboration Optional [💬]: Students are permitted, but not required, to discuss the assignment or ideas with each other. However, all submitted work must be one's original and individual creation.

Grading Scale:

Letter	A	A-	B+	B	B-	C+	C	C-	D+	D	E
(Points)	(4.0)	(3.7)	(3.3)	(3.0)	(2.7)	(2.3)	(2.0)	(1.7)	(1.3)	(1.0)	(0.0)
Range	100% - 93%	90% - 87%	83% - 80%	77% - 73%	70% - 67%	60% - 0%					

Note: Above percentages are % of overall points earned

Grading Policy:

The BSBA program recommends a GPA of 2.6 - 3.0 in all business core classes. Loosely translated this means about 50% of the students in this class are expected to receive a grade of a B or lower. The actual grade assigned will be based on what you earn. All sections of Principles of Marketing follow the same grading policy.

Academic Conduct:

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's Code of Student Conduct, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's Code of Student Conduct and this syllabus may constitute "Academic Misconduct."

The Ohio State University's Code of Student Conduct (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's Code of Student Conduct is never considered an "excuse" for academic misconduct, so I recommend that you review the Code of Student Conduct ([Section 3335-23-04\(A\)](#)) and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct (i.e., committed academic misconduct), you will at very least receive a zero on that assignment, but the sanctions could also include a failing grade in this course and suspension or dismissal from the University.

If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

GRADED COMPONENTS DETAILS

Exams (60% of total grade)

The exams will be multiple choice and will cover both textbook and lecture content. The exams are not cumulative so each exam will only cover material since the last exam. If you have a planned conflict, you must notify the TA within the first two weeks of class. Expect to be challenged. Exams take what you've learned on the quizzes a step further. They are less about memorization, and more about applying what we've been discussing. Second-language students may use a hard copy translation dictionary during the exam. Makeup exams for all three exams will be conducted during exam week (see the schedule at the end of the syllabus). No other makeup times will be available. Makeup exams will only be allowed for students who notify the teaching team in the first three weeks of the class of a planned conflict. Please note that the exams are closed-book and closed-note.

Quizzes (15% of total grade)

You will have a quiz every week you are assigned textbook reading or online lectures. The purpose of the quizzes is to ensure you have a baseline knowledge of that week's material prior to class so you are prepared to engage in our application-based classes. The purpose is NOT to penalize you for not remembering every word of the text or lecture. As such, any grade of 80% or above will receive an 100% grade. Please note that this adjustment will not update real-time in Carmen but will be manually updated at a later date. The quizzes will cover textbook reading, online lectures, and the Brought-To-Life (BTL) Videos. Each quiz will have 20 multiple choice questions and you'll have 30 minutes to complete it. They will be delivered via Carmen using the online proctoring service called Proctorio. Please note that the role of quizzes is very different than exams. Quizzes are more basic and will test your knowledge of the key terms and concepts while exams will test your application of those key terms and concepts. Please note that the quizzes are closed-book and closed-note.

MH Connect Mini-Simulations (10% of total grade)

There are five mini-simulations over the course of the semester. These simulations center around a fictitious backpack company and your assignment is to apply your classroom learning against a simulated business environment to see if you can achieve the goals set before you. I highly encourage you to use these assignments to practice and understand the consequences of different marketing actions. In fact, I have given you an unlimited number of tries to get it right so don't be afraid to make mistakes. And with enough effort you should be able to get 100% credit on these simulations.

Attendance (6% of total grade)

I will track your attendance in class using Top Hat, so make sure you install Top Hat prior to the first class. This portion of your grade will be calculated as the total number of classes attended divided by the total number of classes in the semester. You will receive two free missed classes. This covers BOTH excused and unexcused absences. Any additional missed classes will lower your attendance grade. Please review your attendance on Top Hat after each class to validate its accuracy.

Participation (6% of total grade)

I'm not a fan of one-way lecture type learning so this class will be geared toward active learning. You will be expected to engage in every class and there will be multiple ways to do that. There will be Kahoot! / Top Hat activities and group exercises in most classes. Your participation in the Top Hat activities will be monitored and the professor and the TA will be auditing group exercises to make sure you're staying on topic. You should be able to get full credit on participation as long as you're actively engaging in the class activities.

Market Research (3%)

In order to increase student exposure to marketing research, the Fisher College of Business requires the students taking introductory courses in Marketing (BUSML 3250), to complete **SIX research credits** over the course of the semester by participating in the Marketing Research Experience Program. Your six credits of MREP participation will be worth 3% of your class grade.

Understanding and participating in research is a valuable way for you to receive first-hand experience with the type of research firms use to develop customer insights. In addition, your involvement in research will help faculty and graduate students at Fisher continue to develop state-of-the-art marketing thought, which is ultimately brought back into the classroom.

You can earn your six (6) required MREP credits by participating in six half hour research studies. You can also earn EXTRA CREDIT by completing additional research studies!

Extra Credit (Up to 2%)

Students may earn up to an extra 2% toward their grade by participating in additional research studies. You can participate in up to 4 additional studies, above and beyond the 6 required studies for a total of 10 studies. Each study will add an additional 0.5 points to your overall grade for a potential 2 extra credit points to your overall grade.

How it Works

1. **Register online.** The Marketing Department uses a web-based system (Sona) to schedule and credit research study participation for the MREP program. Go here to access it: <http://fisher-osu.Sona-systems.com>
2. **Login.** Click on the “OSU ID login” link on the left side of the page. Proceed with OSU log in information.
3. **Choose Your Course.** BUSML 3250 and Request Account. Make sure to choose the correct section!
4. **Sign-up.** Click on “Study sign-up.” Studies start posting 1-2 weeks into semester, and email reminders will be sent too (emails will come from fisher-osu-admin@Sona-systems.net so check junk/spam filters). Students can participate in any study, but only once per study. For many studies, you must be 18 years of age or older in order to participate, unless parental permission is included in the protocol applications approved by the OSU IRB. Therefore, if you are under 18, you should consult with the Fisher Behavioral Lab Manager to determine your availability for studies and to discuss whether you should choose the paper option (described later in this document).
5. **Participate.** Some studies may require you to sign up for a specific timeslot while others will allow you to take the study at a point before a clearly stated deadline. If you sign up for a specific timeslot, note the date, time, location, and length of time for the study. Follow instructions provided on the website.



Tips & Reminders

- **Be Early.** Be **5 minutes early** to the session. Sessions begin on time, and late arrivals cannot be admitted.
- **Don't wait.** Sign up early! **If you wait until the last month to do all six credits, then there won't be enough studies for you.**
- **Studies fill up quickly.** After registering online, students should check their email regularly for new studies.
- **Participate!** In fairness to other students, please make every possible effort to attend the studies if you have a specified timeslot. You can cancel sign-ups using the same website where you signed up if you find you are unable to attend.
- **Your MREP credits will not show up in your Carmen class until the end of the semester.** The instructor does not have access to students' credits until the end of the semester. However, students can check their Sona account to see the credits they have earned through research studies at any time during the semester; credit for individual studies are posted on the Sona website shortly after the conclusion of the study. If students have questions about their MREP credits, email the Fisher Lab Manager directly (ryan.1010@osu.edu). The Lab Manager will send your instructor the total number of MREP credits you earned at the end of the semester.
- **Location.** Studies can be both online and in-person, but most are in-person in the Fisher Behavioral Lab on the third floor of Mason Hall. Please arrive early and have a seat outside on the long bench. When the session is ready to begin, the researcher will open the door and take attendance.

Safety and health requirements:

All teaching staff and students are required to comply with and stay up to date on all University safety and health guidance. Non-compliance will be warned first and disciplinary actions will be taken for repeated offenses.

Technology Policy:

For IT help contact the Ohio State IT Service Desk ocio.osu.edu/help servicedesk@osu.edu

1. Required Technology Skills
 - [Navigating Carmen](#): for questions about specific functionality, see the [Carmen/Canvas Student Guide](#).
 - [CarmenZoom virtual meetings](#)
 - [Recording a slide presentation with audio narration](#)
 - [Recording, editing, and uploading video](#)
2. Required Equipment
 - Computer: current Mac (OS X) or PC (Windows 7+) with high-speed internet connection
 - Webcam: built-in or external webcam, fully installed and tested
 - Microphone: built-in laptop or tablet mic or external microphone
 - Mobile device (smartphone or tablet) or landline to use for [BuckeyePass](#) multi-factor authentication. It is recommended that you [register multiple devices](#) in case something happens to your primary device.
3. Required Software
 - [Microsoft Office 365](#): All Ohio State students are now eligible for free Microsoft Office 365 ProPlus through Microsoft's Student Advantage program.

If none of these options meet the needs of your situation, contact the IT Service Desk at 614-688-4357 (HELP) and IT support staff will work out a solution with you.

(CLASS SCHEDULE ON THE NEXT PAGE)

Class Schedule

Date	Topic(s)	Preparation / Reading	Assignments / Activities
Section 1: Defining Marketing and Understanding the Customer			
WK 1: 1/10/23	Class Introduction	Syllabus	- Refer to Roadmap
WK 2: 1/17/23	Intro to Marketing & Marketing Strategy	Chapters 1 & 2	- Refer to Roadmap
WK 3: 1/24/23	The Marketing Environment & Consumer Behavior	Chapters 3 & 5	- Refer to Roadmap
WK 4: 1/31/23	B2B Marketing & Market Research	Chapter 6 & 8	- Refer to Roadmap - Simulation: Market Research
WK 5: 2/7/23	EXAM #1		- Refer to Roadmap
Section 2: Defining the Market and Your Position / 4Ps (Product & Price)			
WK 6: 2/14/23	Segmentation, Targeting, and Positioning	Chapter 9	- Refer to Roadmap - Simulation: Segmentation
WK 7: 2/21/23	<u>Product</u> New Products, Product/Brand Management, Services Marketing	Chapters 10 & 11	- Refer to Roadmap - Simulation: Product Development
WK 8: 2/28/23	<u>Price</u> Pricing & Guest Lecturer	Chapter 13 & 14	- Refer to Roadmap
WK 9: 3/7/23	EXAM #2		- Refer to Roadmap
WK 10: 3/14/23	NO CLASS: SPRING BREAK		
Section 3: 4Ps (Place and Promotion)			
WK 11: 3/21/23	<u>Place</u> Channels of Distribution & Retail Marketing	Chapters 15 & 16	- Refer to Roadmap
WK 12: 3/28/23	<u>Place & Promotion</u> Omnichannel & Integrated Marketing Communication	Chapters 17 & 18	- Refer to Roadmap - Simulation: Integrated Marketing Communications
WK 13: 4/4/23	<u>Promotion</u> Advertising, Promotion, PR, and Personal Selling	Chapters 19 & 21	- Refer to Roadmap - Simulation: Planning & Marketing Mix
WK 14: 4/11/23	Marketing Career Panel		- Refer to Roadmap
WK 15: 4/18/23	Class Wrap & Exam Prep		- Refer to Roadmap
WK 16: TBD (Time TBD)	EXAM #3		- Refer to Roadmap
WK 17: TBD (Time TBD)	MAKEUP EXAM (Location TBD)		