

**BUS\_INST 302: Marketing Management**  
**Northwestern University**  
**Spring Quarter 2021**

**Professor: Ginger Pennington, Ph.D.**  
 Department of Psychology & Kapnick BIP Program  
 Swift Hall (2029 Sheridan Rd.), Office #311  
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**Class Times:** T/Th 2 – 3:20 p.m.  
**TA:** Asher Wen, MBA candidate  
[asher.wen@kellogg.northwestern.edu](mailto:asher.wen@kellogg.northwestern.edu)

**Professor's Office Hours:** Wednesdays 11 a.m. – 12 p.m., or by appointment

**Ginger's virtual office on Zoom:** <https://northwestern.zoom.us/my/gingerpennington>

**TA's Office Hours:** Mondays, 2 – 3 p.m., or by appointment

**Asher's virtual office on Zoom:** <https://northwestern.zoom.us/my/asherwen>

**Basic Course Description:**

This class introduces key marketing management principles and teaches students to apply these principles to real-world situations using hands-on activities and case studies. You will learn how organizations determine which customers to serve, which products and services to offer, and how to deliver and promote those products most effectively. We will examine basic principles of consumer behavior and market segmentation, branding, new product development, distribution channels, pricing, advertising and promotional strategies. We will also explore ethical issues related to marketing and the societal implications of marketing practices.

**Required Materials:**

In order to reduce costs and provide greater access, I am using an open source textbook. While this book is less comprehensive than other marketing texts, it has good overall coverage of basic marketing concepts and is well suited for this online course format. The basic text will be supplemented with articles from Harvard Business School (link to digital coursepack below).

- Open Source Online Textbook: *Principles of Marketing* (2015, University of Minnesota Libraries Publishing). This is free, open source material. Accessible for download at the following link: <https://open.lib.umn.edu/principlesmarketing/>
- Harvard Business School course pack (about \$30 for copyright permissions). Access/download electronic articles by creating a log-in here: <https://hbsp.harvard.edu/import/818732>

**Adapting to Online Learning Environment:**

I understand it can be difficult to stay motivated and focused in these strange times we are all living through. My goal is to do my best to help you engage with this course material in a way that feeds your own curiosity and fuels your motivation to learn. While this online-learning format will be different from what you would experience during a typical academic quarter, it also presents opportunities for us to rethink traditional learning approaches and incorporate new methods into the course. Having taught this class remotely in fall and winter quarters, I've learned from what worked well (and not so well), and I have adjusted the course plan accordingly. I'm excited to engage with you this spring and apply those insights!

### Student Learning Objectives:

1. Develop familiarity with fundamental marketing concepts and processes.
2. Understand the role marketing plays in business operations, its impact on organizations' performance, and its influence over consumer decisions.
3. Learn how to identify and find information needed to make sound strategic marketing decisions.
4. Be able to do basic calculations necessary to evaluate potential marketing actions and assess marketing performance.
5. Diagnose marketing-related business problems and devise solutions.
6. Become a more critical consumer of marketing communications and identify factors that influence your consumption choices.
7. Recognize ethical considerations involved in marketing practices.
8. Creatively generate ideas for marketing campaigns.
9. Communicate findings and recommendations in a manner appropriate for a business-oriented audience.
10. Demonstrate ability to work collaboratively with team members and develop habits of professional accountability.

### Weekly Schedule & Staying on Track:

Please use the MODULES section on Canvas to keep on track. Every week corresponds to its own module page. There you can find links to everything you need for the week.

I use a mix of asynchronous (recorded videos) and synchronous (group activities and discussion) methods. Tuesdays will be asynchronous. On asynchronous days, the pre-recorded lectures are broken into segments – with total run time no longer than a typical on-campus lecture. **Thursdays are SYNCHRONOUS**. Students are expected to attend class on Zoom from 2 to 3:20 pm on those days and engage with classmates and myself in discussions, activities, and hands-on work. **If you are not able to commit to being present during class time**, please drop this course and register for a future quarter (BIP 302 is offered every quarter).

We will often break into teams for portions of class. Teams are assigned in week two and are an essential part of this class. Team activities and assignments serve a number of important functions: 1) to help you engage with marketing topics on a deeper level and enhance your critical understanding, 2) to provide me with insight into how much you are learning and any points of misunderstanding, 3) allow me to give you meaningful feedback, and 4) help us build a sense of connection and community even in a remote learning environment.

Whether you are taking this course to fulfill a requirement, explore an area of interest/curiosity to you, or to prepare for a career in business, I want you to come away from it with an enhanced appreciation of marketing, solid foundation of knowledge, and sharpened skills.

### My Virtual Office Hours

Please do not wait to reach out if you have questions or are struggling. Our TA, Asher, and I are here to help. I will hold “office hours” on Wednesdays from 11 a.m. to 12 p.m. on Zoom. Upon joining the Zoom meeting room (see link below), you will be in a virtual waiting room. I will bring

students into the meeting one-by-one, first come, first served. (If there seems to be a long queue, we will reach out to let you know through chat.) I am also available to meet by appointment on some Mondays and Fridays.

Professor's Virtual Meeting Room: <https://northwestern.zoom.us/my/gingerpennington>

### **TA's Virtual Office Hours**

Our TA, Asher Wen, is a MBA candidate at Kellogg. Asher's office hours are 2- 3 p.m. on Zoom. You can also email him for an appointment time if you are not available at the scheduled office hours time ([asher.wen@kellogg.northwestern.edu](mailto:asher.wen@kellogg.northwestern.edu)).

TA's Virtual Meeting Room: <https://northwestern.zoom.us/my/asherwen>

### **Other Ways to Get Help**

There is a ***Q & A Discussion thread*** on Canvas. I will check that thread daily for student questions. If you see a question from another student that you can help with –feel free to jump in. If I notice frequently asked questions cropping up in office hours or emails, I will add those to the Q & A thread as well.

You are also welcome to email myself and/or our TA with individual questions. We will do our best to respond in a timely manner, but please do not count on an immediate response. (The pandemic situation has turned my home into an online school for three children in addition to my workplace – so the circumstances are a bit challenging!)

If you are struggling and could use more support, please take advantage of the services offered by Academic Support Services (ASLA). They offer drop-in tutoring, study groups, academic coaching, and individual consultations.

## **COURSE COMPONENTS**

**Video Lectures.** The purpose of the videos is not to merely duplicate or regurgitate what is covered in your reading, but to *complement*, clarify, and extend it. You will need to watch these lectures to complete the associated quizzes, engage on the discussion boards, and to do well on the subsequent assignments.

**Prep Quizzes.** Quizzes accompany each week's videos. Complete the quiz by the date/time on syllabus (typically before the next scheduled class). Quizzes are meant to aid your learning and keep you on track with the course material and key concepts. At the end of the quarter, I will assess your average quiz score as good, adequate, or poor when calculating course grades. Missing, late, or failing quizzes will count as a zero toward that average.

Students with an average grade of 85% or higher will receive full credit for this portion of the course grade ("good"). Adequate = 70 – 84.99%. Poor = below 70%.

**Online Discussion Threads.** Each week, one or more discussion threads will be added to the Canvas discussion board. The weekly threads close each Sunday at noon. You will receive a "complete" for your weekly contribution if you provide at least one comment that fully addresses

the prompt AND demonstrates understanding of the focal concepts for the week. (In other words, “just showing up” is not sufficient. Make sure you provide a thoughtful contribution to ensure you receive credit.) Excellent insights and participation can earn you extra credit (e.g., a bump up if your final course grade is “on the border”).

**Synchronous Meetings & Breakout Sessions.** These are a fun learning opportunity and a way for you to connect with classmates and explore marketing topics in more depth. Throughout the quarter, you will work with a smaller group of your classmates to analyze marketing problems / business cases, brainstorm marketing campaign ideas, and share insights about the material covered in the readings and videos. In some classes, you will submit in-class assignments for a grade.

**Assignments.** As mentioned in last section, some assignments are completed and turned in during synchronous sessions; others require work outside of class. Assignments often require team collaboration using Google Docs, Zoom, etc. If “prep” questions are assigned before a synchronous session, please be sure to do them. Although they are not formally graded, it will help you perform better on in-class assignments and also make team work more productive and enjoyable.

### Assessment and Grading

Quiz Performance (good/adequate/poor)	25%
Participation (in class & on discussion board)	15%
Out-of-Class Assignments	40%
In-class Assignment Submissions	15%
Team Evaluation	5%

#### **Grading Scale:**

A: 93 – 100	B-: 80 – 82.99	D+: 67 – 69.99
A-: 90 – 92.99	C+: 77 – 79.99	D: 60 – 66.99
B+: 87 – 89.99	C: 73 – 76.99	F: < 60
B: 83 – 86.99	C-: 70 – 72.99	

**Note:** Out-of-class assignments are on the syllabus, but in-class submissions are not necessarily announced ahead of time. Please be sure to be in class and be prepared!

### **More Information on Breakout Teams:**

Team coordination has long been a component of this course, but it is especially important this quarter, given our online format. In small groups, you will meet weekly with your peers to engage in discussions of highlighted issues and business situations.

Students are often curious about the reasoning behind my assigning teams rather than allowing you to freely choose your group composition. The reasons I use this approach are as follows:

- Assigned teams put everyone on equal footing. You will not be at a disadvantage if you came into course without already knowing any of your peers.
- Assigned teams help increase academic diversity in the groups. To the extent possible, given our class composition, team assignments allow us to construct teams with a mix of majors, class years, etc.
- Maintaining the same teams for several weeks allows you to develop familiarity and rapport with one another (especially helpful for building a sense of connection and community now).
- This structure is more akin to what you will experience in a real-world professional environment, and thus better preparation for your careers.

Around the mid-point of the quarter (end of week 5), there will be one opportunity for a team shuffle. Any students who are interested in a change of scenery can submit their name to me, and I will compose a set of new groups for the second half of the quarter. Some teams may change, others may choose to remain consistent.

Please be respectful of your teammates and attend all scheduled meetings, participating fully. At the end of the quarter, every student will submit a team evaluation for each member of the group. Chronically absent or checked out team members will receive a grade deduction for group work. It is not fair to other team members to “free ride” on their work.

## **GENERAL COURSE POLICIES**

### **Use of Camera**

Barring special circumstances, **please have your camera on during synchronous Zoom classes.**

### **Teams**

Aside from the mid-quarter “team shuffle” described directly above, students should expect to remain in their same team throughout the quarter.

### **Absences**

Please note, it is understandable if you miss an occasional class due to sickness, internet disruptions, etc. I realize these are stressful times and that there are disparities in impact across the student body. But please make every effort to participate as fully as possible. If you miss class, it is your responsibility to check Canvas for any announcements and content you missed. You should also reach out to classmates for notes or an overview of what you missed.

### **Re-Grading Requests**

In order to ensure fairness for all students, I do not accept regrading requests without strong justification. Only submit an inquiry if you feel that an error was made in the grading of an assignment or quiz, or that there is a fundamental problem with the construction of quiz or assignment question. In other words, consider the merit of your request carefully. Your grade can be adjusted down or up, as deemed appropriate following a review. If you want to submit a regrade request, submit your reasoning for the request in writing, via email, within one week of receiving your grade. I will not consider requests made outside those parameters (please understand, I am always happy and willing to meet with you to discuss grading comments, provide guidance, answer questions, etc., at any point in the quarter, no time restrictions for that.....just not for the reason of negotiating points!

### **Extra Credit**

The only guaranteed opportunity for E.C. comes from excellent participation (in class and/or on discussion board). To ensure fairness to all students, I will not offer any other E.C. opportunities on a case-by-case basis, so please do not make those requests. Do your best work throughout the term so that your final grade will be neither a surprise nor a disappointment, and promptly seek help from myself or our TA if you need it. Waiting until the end of the quarter to try to bring up your grade is ill-advised. It is much better to address any concerns or confusion as soon as it crops up.

### **Privacy and Respect**

As mentioned earlier, portions of this class will be recorded for educational purposes. These recordings will be shared only with students enrolled in the course. Recordings used as part of this course, whether distributed by the professor/TA or by your classmates, are not to be shared online with others outside of our class without permission. Unauthorized student recording of class sessions and group discussions is prohibited. Please contact Accessible NU if you require special accommodations that conflict with these policies.

### **Students with Special Needs or Disabilities**

Any student requesting accommodations related to a disability or other condition is required to register with AccessibleNU ([accessiblenu@northwestern.edu](mailto:accessiblenu@northwestern.edu); 847-467-5530) and provide me with an accommodation notification from AccessibleNU, **preferably in the first week.** All information will remain confidential.

### **Honor Code and Academic Integrity**

Always do your own work. I expect all students to uphold the highest standards of academic integrity. This means you should not use materials from the internet, your friends, students who took this class previously, etc. Your work should be entirely your own. If I suspect cheating or plagiarizing or dishonesty in your work, I will immediately notify the Dean's office in accordance with university policies. Please be sure you are well informed of the policies by reviewing the standards and rules at: <http://www.northwestern.edu/uacc/8cards.html>. Ignorance of the policies or of how to properly cite sources is not an excuse.

You are not allowed to reference or utilize the exams, papers, or assignments of previous students (from any instructor, at any university). You are not allowed to use slides, notes, or papers about the business cases we use in class from the internet or from friends. I expect you to think for yourself and do your own work in this course. You are also prohibited, per university policy, to distribute or share any of the video content or recordings from this course.

**Course Map:**



**Schedule for Spring Quarter 2021**

Subject to modification if the need arises. Any changes will be clearly announced on Canvas.

Reading Assignments: HBS = Harvard Coursepack  
TX= Online Textbook

OC Assignment: Out-of-class

New discussion threads will be posted each week.

Dates	Topics & Tasks
Week 1 <i>April 1st</i>	<p><b>Introduction to Marketing (and each other)</b></p> <hr/> <p><b>Tues:</b> <i>Introduction</i> (synchronous)</p> <p><b>After Class, read:</b> Chapter 1 (TX) &amp; the classic <i>Marketing Myopia</i> article (HBS)</p> <p><b>Quiz yourself:</b> Practice quiz due by next class</p> <p><b>Contribute to Discussion Board!</b></p>

Complete schedule posted later on 4/1, making a few minor changes