

## BIP 302: Marketing Management (Sec. 20)

Northwestern University

Fall Quarter 2024

### Professor Ginger Pennington

Dept of Psychology & Business Institutions

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Prof Email: [ginger.pennington@northwestern.edu](mailto:ginger.pennington@northwestern.edu)

Zoom: <https://northwestern.zoom.us/my/gingerpennington>

Tues./Thurs. 11 am – 12:20 p.m.

Class Location: 555 Clark B03

Office hours: Fridays 1 – 2:30 or by appt

T.A.: Tabassum Qurashi

Email: [tabassum.qurashi@kellogg.northwestern.edu](mailto:tabassum.qurashi@kellogg.northwestern.edu)

TA office hours: TBA, see Canvas

Location: hybrid, Zoom or Kellogg Hub

### About me:

I have been teaching in the Psychology Department and the Business Institutions Program at Northwestern for 11 years, but my connection to NU goes back to the mid-1990s! After completing the Ph.D. program in Social Psychology in 2002, I taught MBA courses at the University of Chicago Booth School of Business. I spend my time teaching, advising first-year students and Psychology students, and researching topics related to human motivation and judgment. Findings from scholarly research, in combination with my experiences consulting for both nonprofits and for-profit companies, helps me think through some of the challenging concepts in the courses I teach and provides interesting examples to share with students. Feel free to reach out if our class prompts you to want to get more involved in research related to consumers! When I'm not working, I enjoy reading, cooking, community engagement, and spending time with my three children (Zachary, 8; Drew, 17; and Olivia, 19).

### About Tabassum (T.A.):

Tabassum Qurashi is a full-time MBA student at Kellogg and is also pursuing a MS in Design Innovation through McCormick (MMM dual degree program). She began her career in healthcare, working at Northwestern Medicine in Strategy and Operations, before shifting gears to the automotive industry. While at Porsche AG in Palo Alto, Tabassum served as Product Manager on the innovation team and most recently supported the CEO of Porsche Motorsport with Formula 1 marketing analysis, strategy, and partnerships. After a very busy summer traveling for races, she's excited to back and serving as our TA!

### About this Course:

This class is geared toward students without prior coursework in marketing. You will learn basic principles and key marketing concepts, develop the ability to critically analyze marketing-related problems, and gain experience formulating strategy. We will examine how businesses and organizations go about deciding which customers to serve, which products and services to offer, and how to effectively deliver and promote their offerings through strategic communications. In addition to learning important marketing principles, we will explore ethical issues related to marketing practices and consider the social impact of marketing.

My primary goals are for you to:

- Learn core marketing principles, frameworks, and terminology
- Deepen your understanding of the role & scope of marketing in organizations
- Think critically about the impact of marketing activities on individuals & society

- Develop your strategic thinking & problem-solving skills, including:
  - Diagnosing business problems
  - Finding the information needed to make sound strategic decisions
  - Generating creative ideas for effective marketing campaigns
  - Using data & basic calculations to plan & evaluate marketing actions
- Develop habits of professional accountability and team collaboration
- Strengthen business communication skills (comms that are persuasive, succinct, & clear)

By:

- Engaging with content delivered in readings and lectures
- Applying & working with that content in class, through discussions and activities
- Researching & analyzing real-world marketing decisions (both in and outside class)
- Working with classmates to generate a strategic marketing plan
- Effectively communicating your analyses & recommendations

The assignments and tests in the class are designed so that any student who is willing to put in the time to attend class consistently, thoughtfully complete out-of-class work, apply good study strategies, and contact the instructor or TA when they are struggling, can develop a strong understanding of the course material and succeed!

#### Required Materials:

To reduce costs and provide ease-of-access, our main resource is an open-source textbook. There are also assigned readings provided on Canvas as pdf files. I may use supplementary materials to address timely issues that arise. If so, that will be communicated clearly in the weekly Canvas module.

- Open-source textbook: Albrecht, M.G., Green, M., & Hoffman, L. (2023). *Principles of Marketing*. OpenStax. <https://openstax.org/books/principles-marketing/pages/1-unit-introduction> (Note: if you prefer to hard copy, that can be ordered on Amazon for about \$40.)
- Readings and materials provided on Canvas. Each week, please see the weekly **module** page on Canvas. There you can find links to everything you need for the week, including class slides and handouts. I will post all weekly questions, tips, announcements, etc. on the weekly page for easy reference.

#### Guiding Principles:

A top priority for me this quarter is to increase the level of interaction and collaborative learning involved in this course. Students will be actively involved in knowledge-making. To that end, I encourage students to share their perspectives, integrating course material with personal opinions, examples, and critique. We will work together to build a supportive learning community. The following course principles were established with these goals in mind.

- When we discuss business examples, whether as a whole class, in pairs, or in groups, all students should be prepared to contribute. You can prepare by reading the weekly assigned material and completing the weekly questions thoughtfully. Come to class ready to bring up any questions you may have and/or to share examples of real-world examples / connections.
- We will strive to create an environment that is inclusive, respectful of the full range of backgrounds and viewpoints. Each of us is shaped by unique factors including social position, race,

ethnicity, social class, upbringing, religion, sexual preference, political affiliations, etc. Everyone's unique perspective is of value and adds to our understanding of the topics being discussed.

- Class participation is included in the grading scheme. Attendance will be taken using a sign-in sheet. If you arrive late to class, it is your responsibility to remember to find and sign the sheet before leaving! To avoid disruptions, please make every effort to get to class on time and stay for the duration of the class period. If you are aware that you will need to leave a class session early or arrive late, please make every effort to let me know ahead of time and try to sit near the back to minimize disruptions for other students.
- Engagement is about more than attendance, of course. Quality engagement is about being a) prepared, and b) fully present during class. Your participation grade is affected by your contributions during class. I will sometimes call on students by drawing name cards at random from my deck. This is not meant to be intimidating, but rather to help foster healthy engagement and collaboration. Our classroom will be an environment where it is okay to make mistakes! Students will be encouraged to help one another and build on each other's ideas, not to "compete."
- Please avoid using electronic devices during class. My preference is for notes to be taken by hand. See section below on "Electronics Etiquette & Flat Screen Policy" for more information.
- On the first week of class, I will provide you with a "name card." Bring this to every class session. If you lose or misplace it, either let me know or make your own replacement.

### Grading / Assessment:

Your performance in the course will be assessed using several different methods. By combining exams with other forms of evaluation, I can get a more holistic view of your competencies. This balanced approach reduces the stakes of any single component and provides you multiple avenues to demonstrate your learning and critical thinking abilities.

- Weekly Questions 15%
- Class Participation 15%
- Exams (20% each) 40%
- Group submission 1 10%
- Group submission 2 20%
- Adjustment factor (see below) +/-

The scale for assigning letter grades is as follows:

A	100% to 94.0%	B-	< 84.0% to 80.0%	D+	< 70.0% to 67.0%
A-	< 94.0% to 90.0%	C+	< 80.0% to 77.0%	D	< 67.0% to 64.0%
B+	< 90.0% to 87.0%	C	< 77.0% to 74.0%	D-	< 64.0% to 61.0%
B	< 87.0% to 84.0%	C-	< 74.0% to 70.0%	F	< 61.0%

Your final grade will be determined exactly as specified in this syllabus. Please do wait until late in the quarter to meet with me (or our TA) if you are struggling. We care about the success of each student and

want to help you improve! That said, it is important that you put in the effort to reach out to us and adjust your study strategies along the way. As a matter of fairness, I will not provide extra credit or additional assignments, nor will I engage in grade negotiations, even if you are only a fraction of a point away from a cut-off.

### **Grade Adjustments:**

Failure to contribute equally to group project / group submissions, as assessed by the team evaluation at the end of the quarter, will negatively affect that component of your individual grade.

If, after reviewing provided feedback on an exam or assignment, you would like clarification about grading, please reach out by email to the TA or Professor. If you feel an error was made in the grading of a test or assignment, you may submit a request for a second evaluation of your work in accordance with the following guidelines:

- 1) Requests must be submitted in writing within two class periods of having received your grade.
- 2) Requests must be accompanied by a detailed, written explanation of why you feel the assigned grade does not accurately reflect the quality of your work.
- 3) The decision of whether to allow an assignment or project resubmission rests with the professor. At most, a resubmission can earn up to \*75% of the additional points\* available. For example, if the original score was 50/100, the most points a student could earn back (if the resubmission was excellent) would be 37.5 (75% of 50 points), for a grade of 87.5.

Please be aware that when grading is reassessed, adjustments can be made in either direction, up or down.

## **OVERVIEW OF ASSIGNED WORK**

### **Weekly Submissions:**

Each week, you will be assigned a set of questions to complete as homework. Often, these assignments will include questions that ask you to identify a current example from the news / popular press that is relevant to a particular concept in that week's assigned reading. These assignments are "low-stakes," meaning the main use is to help you think through issues before class, not for me to use as a performance assessment. The weekly assignments:

- Help you prepare for class discussions by thinking critically about key concepts.
- Allow self-assessment of your own understanding
- Build a foundation for upcoming exams and your final project.
- Provide us with feedback on how well students understand key concepts.

Although the homework will not be graded closely for accuracy, it will be evaluated based on effort and completion. You may also be called upon in class to share an insight from the assigned questions. After classes each week, I highly recommend you engage in self-assessment of your answers. Reflect on your responses in light of our subsequent discussions in class and correct any errors. This will help you prepare for upcoming exams and project work. If a topic is still unclear, reach out to us or ask for clarification in class!

**Exams:**

Taken together, the midterm and final exam comprise 40% of your grade. While tests are not the sole measure of your success in the course, they allow me to examine your individual understanding of key concepts in a structured, standardized way. The exams are a mix of item types (multiple choice, matching, fill-in, short essays) and include a “mini case.” Study guides are provided several weeks in advance of each exam to help you focus your study efforts and review material. The second exam will be administered on the last day of the regular quarter, not during finals week.

**Marketing Plan Project (group-based):**

The objective of the marketing plan project is for students to gain experience applying marketing principles to the development of a marketing plan for a company or organization. Students will work in teams to analyze the market environment, identify customer needs, and create a strategy that achieves specific marketing goals. Your aim is to create a well-rounded, actionable marketing strategy that can drive measurable results for an organization. Each team will present your research and recommendations in a formal, well-formatted, professional document.

Teams will be determined in Week 3 by the instructor and TA, considering students' replies to an online survey. Follow the guidelines on Canvas to work on the project in stages. In Weeks 6-7, each team needs to make an appointment with the professor or TA to discuss your progress.

**GENERAL COURSE POLICIES****Absences:**

I realize that sometimes absences from class are unavoidable, and for that reason I have established a clear policy and procedure for students to follow (see below).

If you are sick, please do not come to class! Follow the procedure below. Likewise, if you need to miss class due to a religious obligation, you can let us know using the online form. Student grades will not be affected by one or two such absences, but if you need to miss more than two classes due to one of these reasons, please come speak to me.

If you need to miss class for any reason, please do the following.

1. Let me know using this [LINK](#) to the Absence Notification Form. That form gives you an opportunity to explain the reason for missing class if you choose to do so. There is no need to send me a separate email. (This Google form provides us with a more reliable record than my chaotic email inbox!)
2. Visit the weekly module on our Canvas to access slides and announcements. You are responsible for keeping up on missed material using the resources provided and notes from peers.
3. If you still have questions about any of the material you missed, please come to office hours or reach out for an appointment with either the TA or myself.

We will make every effort to make recordings of class sessions available for students who need to miss a class for documented, approved reason. If this applies to you, send an email directly to your TA to request a link.

If you need to miss multiple classes due to serious illness or another issue, please speak to our TA or myself during office hours about how best to keep up with missed material. You should also consider

reaching out to the [Dean of Students Office](#). They can assess your documentation of the need for any prolonged absence and notify professors on your behalf, requesting flexibility.

### **Electronics Etiquette & Flat Screen Policy:**

This policy is intended to enhance the learning experience and collectively minimize distractions that limit academic success. To help us stay focused and make productive use of our class time, please respect the following policies:

- No smartphones. (To resist the temptation, I recommend shutting down the device entirely when in class or using airplane mode.)
- Flat screens only. If you would like to use a device for note-taking, please use one that can lie flat on the desk (e.g., iPads or tablets, not laptops with elevated screens).
- Limited Use. Use devices solely for course-related activities (note-taking, accessing course materials, etc.). Please ensure notifications and alerts are turned off and close other apps / windows.

Expect that the TA or professor may pause class to remind you of this policy if it is not being followed. If the problem persists, you may be asked to leave class to avoid further disruptions.

If you have any questions about this policy or need a special accommodation, please contact me as soon as possible. I appreciate students' cooperation and understanding with this policy.

### **Late Work:**

Your responses to the weekly questions are due on or before Monday at midnight. For full credit, you need to submit them by the deadline. Submissions more than 4 days late will not receive credit. Although these are "low-stakes" assignments, graded for effort (0-2, think of it as "no submission," check, & check-plus), I highly recommend that you put in full effort! Doing so will prepare you for the class sessions, help you learn the material, and improve your performance on exams and projects. From past experience, I can tell you that students who take the weekly questions seriously tend to do much better on the exams.

### **Working with Classmates**

Working with classmates is an important component of this class. In addition to collaborations with peers in class, you will be assigned to a team with whom you will work on a group project (a marketing plan). Two group submissions are required over the course of the quarter. When you are assigned to collaborate with other students inside or outside of class, please be respectful of your peers by being fully prepared and engaged. Always put forth your best effort. For the two-part group project, a group evaluation will be used to assess member contributions, with final grades for the group submissions adjusted accordingly.

### **Asking Questions & Utilizing Office Hours**

During office hours, you can meet with the TA or professor to ask questions or simply to talk about marketing-related issues, brainstorm project ideas, etc.! If you are unable to make it to office hours, you can request an appointment to meet in-person or over Zoom. See our office hours information at the top of the first page.

Please do not wait to reach out if you have any questions or are struggling. 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. We can work to clarify fuzzy concepts and/or help you adjust your study practices moving forward.

## Other Ways to Get Help

Your first stop for help with course content or policies should be the Canvas weekly module page. As the need arises, I will post **FAQ** section on our weekly Canvas page with updates to questions that have arisen during office hours or email. You should also feel free to reach out via email or at office hours with questions.

If you are struggling in this class and could use more support, please take advantage of the services offered by [Academic Support Services \(ASLA\)](#). They offer drop-in tutoring, academic coaching, and individual consultations. Above all, your wellness should be top priority. If you are experiencing distress and in need of mental health support, confidential resources are available through CAPS (<https://www.northwestern.edu/counseling/>), RSL (<https://www.northwestern.edu/religious-life/>), & CARE (<https://www.northwestern.edu/care/>).

## Privacy and Respect

Portions of this class may be recorded by the professor for educational purposes. Unauthorized student recording of class is prohibited, as is distribution or posting of unauthorized recordings. Unauthorized recording is unethical and may also be a violation of University policy and state law. Students requesting the use of assistive technology as an accommodation should contact AccessibleNU. Under the University's Copyright Policy, faculty own the copyright to instructional materials, such as syllabi, lectures, lecture notes, and presentations. Students cannot copy, reproduce, display, or distribute these materials. Students who engage in unauthorized recording, unauthorized use of a recording, or unauthorized distribution of instructional materials will be referred to the appropriate University office for follow-up.

## Students with Special Needs or Disabilities

Northwestern University is committed to providing the most accessible learning environment as possible for students with disabilities. Should you anticipate or experience disability-related barriers in the academic setting, please contact [AccessibleNU](#) to move forward with the university's established accommodation process (e: [accessiblenu@northwestern.edu](mailto:accessiblenu@northwestern.edu); p: 847-467-5530). If you already have established accommodations with AccessibleNU, please let me know as soon as possible, preferably within the first two weeks of the term, so we can work together to implement your disability accommodations. Disability information, including academic accommodations, is confidential under the Family Educational Rights and Privacy Act.

Accessible NU Exams: Students with accommodations for extra time and/or a reduced distraction environment for exams should schedule to take the midterm and final at the ANU offices. Please be sure to reach out at least a week in advance.

## Honor Code and Academic Integrity

Always do your own work. I expect all students to uphold the highest standards of academic integrity. Students in this course are required to comply with the policies found in the booklet, "[Academic Integrity at Northwestern University: A Basic Guide](#)." Please be sure you are well informed of the policies by reviewing the [standards and rules](#).

You are not allowed to use class materials from students who have previously taken this course, nor are you allowed to discuss exam content with students in the other section. Do not use presentations or student papers from the internet or from friends. Your group project must be your own work, not sourced in whole or in part from other students' papers or reports found on the internet, or generated using AI. If I suspect cheating or plagiarizing or dishonesty in your work, I will immediately notify the Dean's office in accordance with university policy. Ignorance of the policies is not an excuse.

### FALL 2024 SCHEDULE:

Keep an eye on Canvas announcements & weekly pages for supplementary materials. Also note, I do my best to avoid the need for any changes to this schedule, but sometimes unexpected circumstances arise. Should a change be necessary, I will post announcements & revisions on Canvas.

<b>WEEK 1</b>	<b>Introduction to Marketing Management</b> Reading for this week: Principles Chapter 1
Sept 24	<b>Course Orientation, Introduction to Marketing</b>
Sept 26	<b>Surveying the Marketing Environment</b>
Assigned:	Complete Assignment on Canvas (Weekly Questions 1), due Mon., 9/30
<b>WEEK 2</b>	<b>Strategic Planning &amp; Creating a Marketing Plan</b> Reading: Principles Chapter 2
Oct 1	<b>Strategic Planning Process</b>
Oct 3	<b>Evaluating Marketing Plan Performance / KPIs</b>
Assigned	Complete Weekly Questions 2, due Mon., 10/7
<b>WEEK 3</b>	<b>Understanding Consumer Behavior &amp; B2B Buyers</b> Reading: Principles Chapters 3 & 4
Oct 8	<b>Consumer Behavior &amp; Decision Making</b>
Oct 10	<b>Consumers (cont.) &amp; B2B Buyers</b>
Assigned	Complete Weekly Questions 3, due Mon., 10/14 <b>Teams:</b> Choose your focal company, report choice, & begin research worksheet
<b>WEEK 4</b>	<b>Segmentation, Targeting, &amp; Positioning</b> Reading: Principles Chapter 5 & short case study (see Canvas)
Oct 15	<b>Segmentation &amp; Targeting</b>
Oct 17	<b>Positioning Strategy &amp; Mapping – Finding a Competitive Position</b>
Prepare:	Complete Weekly Questions 4, due Mon., 10/21
<b>WEEK 5</b>	<b>Marketing Research &amp; Intelligence Gathering</b>
Exam 1	Reading: Principles Chapter 6
Oct 22	<b>Review for exam, and begin Market Intel</b>
Oct 24	<b>Midterm Exam</b>
Assigned:	Complete Weekly Questions, due Mon., 10/28 <b>Teams:</b> Use materials on Canvas to narrow your focus. Make an appt for Week 6/7.



<b>WEEK 6</b>	<b>Product Offerings &amp; Branding</b> Reading: Principles Chapter 9 & 10
Oct 29	<b>Marketing Research (cont.) &amp; New Product Strategy</b>
Oct 31	<b>Product Strategy (cont.)</b>
Assigned	Complete Weekly Questions, due Mon., 11/4 <b>TEAMS:</b> Each team is required to meet with TA or prof in Weeks 6-7 Bring rough draft of Part 1, using worksheet/guide on Canvas.
<b>WEEK 7</b>	<b>Pricing &amp; Channels (Place)</b> Readings: Chapters 12 & 17
Nov 5	<b>Basic Marketing Math &amp; Pricing Decisions</b>
Nov 7	<b>Channel Decisions</b>
Assigned:	Complete Weekly Questions, due Mon., 11/11 <b>DUE:</b> Group Submission #1, submit by Sunday, Nov. 10 <sup>th</sup>
<b>WEEK 8</b>	<b>Promotion: IMC &amp; Advertising</b> Reading: Principles Chapters 13 & 14
Nov 12	<b>Promotional communications strategy</b>
Nov 14	<b>Advertising decisions</b>
Assigned	Complete Weekly Questions, due Mon., 11/18
<b>WEEK 9</b>	<b>Digital Marketing &amp; Social Media</b> Reading: Principles Chapter 16
Nov 19	<b>Non-traditional marketing / NTM</b>
Nov 21	<b>Digital promotions, social media, mobile</b>
<b>Week 10</b>	
Nov 26	<b>Second / Final Exam</b>

The **final group submission (#2)** is due on or before Tuesday, Dec. 10<sup>th</sup> (midnight)