

**Department of Agricultural, Food & Resource Economics**  
**Rutgers University, New Brunswick, New Jersey**

**INTRODUCTION TO MARKETING (11:373:231)<sup>1</sup>**  
**Spring 2023**

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**Office Hours:** email me for a Zoom appointment.

**Class Meeting Time and Location:** M & W, 5<sup>th</sup> period (5:50pm-5:10pm); HCK216

**Pre-requisite:** Intro/Principles of Microeconomics (11:373:121 or 01:220:102)

**Course Description and Learning Goals:** When people hear the word "marketing," they typically think of it as selling and/or advertising. However, selling and advertising are only part of a larger marketing mix, which is a set of marketing tools that work together to satisfy customer needs and build customer relationships. So, marketing is defined as the process by which organizations (companies, non-profits) create value for customers and build strong customer relationships in order to capture value from customers in return (Armstrong and Kotler, 2020). Successful companies (firms) are those that typically consistently satisfy the needs of customers better than competitors. The basic marketing principles apply to both for-profit (e.g., Amazon) and not-for-profit (e.g., United Way) organizations.

The overall objective of this course is to introduce students to the concepts, analyses, and activities that comprise marketing basics, including but not limited to clarify the myth that "marketing" does not equate to selling and/or advertising! By completing this course, students will:

1. Understand what “marketing” really is (that it is not just selling and advertising!) and its importance to individual firms and the overall economy

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<sup>1</sup> **COPYRIGHT WARNING!** Students may not **post** ANY class materials, such as syllabus, slides, tests, examinations, and other professor-created documents, including those the notes they take in class (on paper or in electronic media or any media) to sites such as Course Hero. ANY and ALL class materials are subject to the IP rights of the professor as defined in the Rutgers Policy. Sharing class notes via means other than posting is acceptable, e.g., giving another student a copy of your class notes is acceptable.

2. Understand how consumer behavior drives marketing management
3. Identify and classify marketing segments and target markets
4. Able to identify the key elements of marketing mix (4Ps of marketing) variables, and gain in-depth knowledge use of product mix, new product development, and product life cycle
5. Have a clear understanding of
  - a. What marketing channels and distribution strategies are
  - b. Role of promotion/advertising in marketing
  - c. Relation between price and value and various pricing strategies
  - d. Importance of branding
  - e. How to communicate value – promotion, and
  - f. Relevance of socially responsible marketing in today’s markets
6. Enhance critical thinking skills and problem-solving skills in through use analytical tools (e.g., concepts, techniques) that are offered in this course (e.g., break-even analysis).
7. Take advantage of the opportunity to (i) refine oral and written communication skills and (ii) improve ability to work effectively in a team; both are essential to a career in business/industry.

Student's work throughout the semester should show strong and coherent evidence of these learning objectives, embodied primarily in the writing and thinking they do.

Topics that will be discussed in class are outlined below. I will give a broad lecture(s) that will provide an overview of the relevant topic. It is very important that students do the assigned readings **in advance** of the lecture(s) since each lecture(s) will be built on the text. NOTE that **the lecture(s) will NOT be a reiteration of the reading**, i.e., the textbook *per se*. Rather, lecture(s) will go well beyond the textbook in breadth and depth of content as well as industry applications.

**Course Materials:** I will be using the primary textbook listed below to teach concepts, their application and for all graded assignments. So, although it is not required (mandatory) for students to buy the textbook, I highly recommend it, including sharing of a textbook among multiple students.

**Primary textbook (highly recommended):** Armstrong, Gary & Kottler, Philip (2022). *Marketing: An Introduction*. 15<sup>th</sup> ed. Hoboken, NJ. (link: <https://www.pearson.com/en-us/subject-catalog/p/marketing-an-introduction/P200000007027/9780137476459/>)

**Recommended/Supplemental readings:** WSJ, Bloomberg BusinessWeek, business section of any newspaper.

*Students are responsible for the assigned readings before coming to class.* Additional readings on relevant current events or topics will be assigned in due time (as handout, via email or in Canvas, or as reserve readings).

**Canvas AND your RU email:** If you are registered for this course, you should be able to access this course (11:373:231) in your Canvas page and login using your RUID and PW. We may be using Canvas

extensively for accessing course materials (syllabus, articles, assignments, quiz/exams, videos, etc.), submitting assignments, administering quizzes, etc. **Make sure you USE the RU email assigned to you.**

<b>Course Outline and Reading Assignments</b>			
(subject to change as deemed necessary)			
<b>Classes</b>	<b>Topic</b>	<b>Reading</b>	<b>Assignment<sup>2</sup></b>
1, 2 & 3, 4	Overview of Marketing	Chapter 1	Read Ch.1 prior to class.
5, 6	Marketing Strategies	Chapter 2	Read Ch.2 prior to class.
7, 8	Consumer Decision Making	Chapter 5	Read Ch.5 prior to class.
9, 10	Segmentation and Targeting	Chapter 6	Read Ch.6 prior to class.
11, 12	Brands	Chapter 7	Read Ch.7 prior to class.
13, 14	Developing and Managing Products	Chapter 8	Read Ch.8 prior to class.
<b>15 (Mar 8<sup>th</sup>)</b>	<b>First Exam</b>	<b>All chapters completed so far</b>	<b>First exam</b>
16, 17 & 18, 19	Pricing	Chapter 9	Read Ch.9 prior to class.
20, 21 & 22, 23	Managing Marketing Channels	Chapters 10 & 11	Read Ch.10 & 11 prior to class.
24, 25	Communicating value - Promotions	Chapter 12	Read Ch.12 prior to class.
26, 27	Sustainable Marketing	Chapter 16	Read Ch.16 prior to class.
<b>28 (May 1st)</b>	<b>Second exam (not comprehensive)</b>	<b>All materials excluding those included in First Exam.</b>	<b>Second exam (not comprehensive)</b>

<sup>2</sup> Quizzes are not mentioned here but there will be at least one quiz for each topic, either in class or via Canvas. The number of HW may be adjusted to reflect course progress.

**The above course outline can be summarized as follows:**

<b>What are the topics?</b>	<b>What chapters to read?</b> (Armstrong, Gary & Kottler, Philip (2022). <i>Marketing: An Introduction</i> . 15 <sup>th</sup> ed. Hoboken, NJ)
The fundamentals	Chapters 1 & 2
Consumers hold the keys	Chapters 5 & 6
Product	Chapters 7 & 8
Pricing	Chapter 9
Placement (distribution)	Chapters 10 & 11
Promotion	Chapter 12
World view	Chapter 16

**Teaching Methods and Expectations:** A variety of methods will be used to accomplish the course objectives. These methods include instructor's lectures, videos, collaborative teamwork, and most importantly class discussions. Lectures and discussions will be used to integrate the topics covered in the course, to explain and amplify information contained in the reading assignments, and to present supplementary material. When possible, outside guest lecturers will be invited to speak to the students on relevant topics. The course is designed to elaborate and clarify the material in the textbook and outside material, stimulate your thinking about key issues related to food marketing, and relate the covered material to real world situations. Emphasis will be placed on active student participation and discussions. Ideally, I will like to create an open atmosphere in which we can creatively and imaginatively analyze ideas and concepts. In the process we will add to our intellectual skills and become more analytical in our thinking about events related to (or not) food marketing.

**You are expected to come to class prepared to discuss the relevant issues. You are strongly encouraged to and are expected to participate actively during class discussions and analyses. You are responsible for the material in the reading assignments and materials handed out in class. Note that for each hour of the class, you may need to devote at least 2 hours outside the classroom.**

**Evaluations:** The main question of interest here is “What did you learn in this class that you did not know before?” One enrolls in a course to learn something new or to expand the horizon of something already learnt, and I hope this course will be able to offer students exactly that.

To evaluate student understanding and progress, there will be two tests as well as several homework and quizzes. Each test generally consists of both multiple-choice and short essay-type questions focusing on relevant concepts, theories, facts, analytical procedures, and models.

The homework, quizzes, and team assignments (term papers as well as HW) are assigned throughout the semester.

Examination dates are given below so that you can plan accordingly (**NOTE:** there is NO make-up exam in this course – see policy). **There is NO Final exam in this course.**

**1<sup>st</sup> Exam      Wed, March 8<sup>th</sup> , 2023**

**2<sup>nd</sup> Exam      Monday, May 1<sup>st</sup>, 2023 (not comprehensive)**

**Grading:** It is my responsibility to prepare appropriate evaluation to your progress in learning and give feedback regularly. Grading will be based on written work (tests, homework, quiz, term paper) and class participation. I aim for fairness in grading. Please remember that grading is a subjective process whose end is not always satisfactory to everyone. Also please remember that your grade in this course is not a prediction of your success after graduation, nor is it an evaluation of your worth as a person. Grades for the course will be based on:

**The final grade for the course is based on, i.e., distribution of credits:**

Two exams, @100 each	200
Individual Term project (see details below)	60
HW (case study analysis, video cases)	10
Quizzes	80
Participation (you cannot participate if you don't attend classes! – bonus points)	(10)
<b>TOTAL</b>	<b>350</b>

**Grades:** Final grades will be adjusted based on your overall class performance. Those who earn the A grade typically receive 90% or above of the total points (those earning 50% or below will receive an F grade). *Improvement during the semester will be taken into consideration in determining course grades in borderline cases. University policy regarding incomplete grades will be followed.*

**My commitment regarding Teaching and Learning:** I see my role as a teacher to be a facilitator of learning. My goals include, among others, the transfer and discovery of knowledge and the development of YOUR abilities to think critically and analytically. This is accomplished through both theory and practical work in- and outside the classroom. Teaching and learning require a collaborative effort where I assume the primary responsibility for guiding the learning process and YOU assume the personal responsibility for learning. In this collaborative approach, I expect YOU to participate actively and provide feedback throughout the semester to improve my teaching and your learning.

Even after over two decades of teaching, I still consider myself learning continuously how to teach better. Therefore, I am committed to continuous improvement in the quality of teaching and learning. To achieve this, I will use several mechanisms. First, you are invited to speak to me freely at any time about any aspect of the course. Second, we may conduct a mid-terms evaluation of the course.

At any time, you may also indicate the merits and demerits of the course and your suggestions for improvements. Your feedback will help me gauge how the course is progressing and make it a worthwhile learning experience for you. I will share the summary of your feedback with you and will try to make the necessary adjustments in my teaching based on your feedback. Finally, course evaluation forms will be administered at the end, and I encourage you to write comments on the back in addition to the Likert scale questions. This will be particularly helpful for making effective changes in future.

**Your Responsibilities:** Some of YOUR responsibilities, as a student in this class, include:

1. **Be committed to and responsible** for learning. This includes using all the college-level skills you have for reading, writing, thinking, listening, and the “grit.” For instance, prepare for each class by **READING** assignments **BEFORE** class, ask relevant questions, and study adequately for quizzes, exams, and term papers.
2. Use the principles of **critical thinking** when completing assignments, e.g., analysis of articles and term paper. Some of the elements of critical thinking include: relevancy (your statements must be relevant to the question), accuracy (statements presented as facts and used to support your position must be accurate and clearly supported with evidence), clarity (expand on your idea and provide examples or illustrations to explain what you meant), depth (address the complexity of the problem), breadth (consistently and thoughtfully consider alternative points of view and interpretations), logic (your line of reasoning needs to be logical, and your conclusions must follow your logic), and significance (you must draw conclusions from the experience) [adapted from *Foundation for Critical Thinking* by Richard Paul, 1996].
3. Do your assigned work **on time**. If you think you will need help in the class, get it as soon as possible. The longer you wait to get help, the harder it gets to catch up with the class.
4. **Participate** in class discussions. *There are credits to be earned!* You are strongly encouraged to provide feedback to the Instructor throughout the semester in order to improve this class.
5. If you are having difficulty learning in this class, or having any class-related problem, or just want to stop by, I expect you to contact me via email: [bhuyan@sebs.rutgers.edu](mailto:bhuyan@sebs.rutgers.edu).
6. You have chosen to enroll in this class therefore, **you are expected to** be responsible for all class assignments, including reading, HW, quizzes, etc.
7. Unless stated explicitly, your active engagement in the following is **PROHIBITED** during class: any portable electronic devices (e.g., laptop, cell phone and similar devices), newspaper, and similar other items. **IF** you must make or take a call/mssg, please step outside the classroom without disturbing other students or the instructor. *Continuing to conduct prohibited activities in class after being warned may include but not limited to dismissal from the class.*
8. **Practice online etiquette when applicable.**
9. **Academic dishonesty** will not be tolerated. You are expected to follow all applicable University, School, and Departmental policies and regulations. You may be asked to sign an honor pledge with each assignment, including HW, Quiz, and Exams. All students are expected to abide by the *academic honor system* followed at Rutgers. Any form of cheating, including plagiarism in reports,

will be handled accordingly. Please visit <http://academicintegrity.rutgers.edu/integrity.shtml> for more details. **Each examination may include questions based on the RU academic integrity policy.**

10. **Rutgers Student Food Pantry** (<http://ruoffcampus.rutgers.edu/food/>): You should not be worried about putting food in your plate but the reality is that many students do. But there's help – please contact Rutgers Student Food Pantry for assistance.
11. Last but not the least, kindly note that **this syllabus is like a contract** for enrolling in this course. If you decide to continue with this course beyond the point of drop and add, I shall consider that all rules, policies etc. outlined in this syllabus and/or discussed in the class are acceptable to you.

### ***ASSIGNMENT, EXAM, AND ANY CLASSWORK RELATED POLICIES***

1. **Formatting related:** Follow proper formatting, including TOC, page#, etc. where applicable. Do not forget to write your name, course number, and semester on any submitted work.
2. **Labeling related:** Clearly label items that needs labeling (e.g., \$, lb, ft, proper nouns, etc.). Points may be deducted if completed work is not properly labeled.
3. **Show work details:** Getting the answer correctly is not sufficient, you need to show how you got to the correct answer, i.e., show your work, particularly in work that involves math. Points may be deducted if completed work is missing details.
4. **Penalty for non-completion:** Complete and submit ALL assignments, whether individually or in a group, in a timely manner and in a suitable/professional format. Non-submission of homework and other assignments on the due date/time will result in a @25% deduction of points per calendar day AFTER the due date/time, i.e., if you submit the day after the due date/time, you will lose 25% points for that assignment, and so on.
5. **Getting acknowledgement:** If you submit your completed assignments by email, make sure you receive my acknowledgment of receipt. If you drop off your completed assignment in my mailbox, make sure to get a written acknowledgment from one of the Secretaries in my Department. If you are sliding your completed assignment under my office door, it is your responsibility to obtain an acknowledgment from me.
6. **Missing examinations and quizzes:** *There are NO make-ups for any class assignments, including quizzes, hw, and exams.* **You may miss a maximum of one quiz during the entire semester without incurring any penalty. That is, if you miss a quiz, it will be replaced by your average quiz score, including those that you missed, for the semester.** IF you must **miss an exam** and have a valid, documented excuse (e.g., illness documented by a physician's note – *no need to mention what the ailment is* - is a valid excuse), you have the option of (i) writing a short paper on a class-related and instructor approved topic, or (ii) increase proportionately the weight of the other exams and having the final grade determined accordingly. Without any documented valid excuse, you will be given zero grade for the missed exam(s).
7. **Plagiarism** carries severe penalty, including but not limited to, suspension and expulsion. **Note that Rutgers subscribes to a service ([www.turnitin.com](http://www.turnitin.com)) that can and will detect and verify plagiarism and all faculty members have access to this service. I will be using Turnitin to check**

the originality of your written work. **I suggest that YOU use Turnitin before submitting your final report (that is, revise accordingly before final submission); you can do that under “Assignments” in this course’s Canvas site.** The cutoff point is 25% in terms of the ‘similarity index.’ So, if your report is flagged by Turnitin as above 25% in its originality report, you will lose 75% of total points; and if your paper is flagged at 50% or above, you will be reported to the proper authorities who handle academic integrity issues at Rutgers. Please consult Rutgers University’s policies on academic integrity for details.

## INDIVIDUAL TERM PROJECT - DESCRIPTION AND GUIDELINES

According to CFI (Corporate Finance Institute)<sup>3</sup>, industry analysis is a market assessment tool used by businesses and analysts to understand the competitive dynamics of an industry. It helps them get a sense of what is happening in an industry, e.g., demand-supply statistics, degree of competition within the industry, state of competition of the industry with other emerging industries, future prospects of the industry taking into account technological changes, credit system within the industry, and the influence of external factors on the industry.

So, industry analysis, for an entrepreneur or a company, is a method that helps to understand a company’s position relative to other participants in the industry, e.g., Coca Cola vs. Pepsi in the carbonated beverage market. It helps them to identify both the opportunities and threats coming their way and gives them a strong idea of the present and future scenario of the industry. The key to surviving in this ever-changing business environment is to understand the differences between yourself and your competitors in the industry and use it to your full advantage.

Students in this class are required to complete a SWOT analysis of a company that is publicly traded in the US stock market(s). This is an INDIVIDUAL project, i.e., each student does his/her own project work.

**To start your term project**, select a company (preferably a food company but that is not mandatory) that is traded publicly in the U.S. (e.g., Mondelez (NASDAQ:MDLZ); Kraft Heinz (NASDAQ:KHC); Sysco (NYSE:SYI); YUM! Brands (NYSE:YUM)). *You need Dr. Bhuyan’s approval prior to doing any work on the project, so email the name and contact info of the company you have selected to Dr. Bhuyan ([bhuyan@sebs.rutgers.edu](mailto:bhuyan@sebs.rutgers.edu)) by 9pm, January 27<sup>th</sup>, 2023.*

**Once you are approved to proceed with your project, follow instructions below on how to complete your term paper, including a mid-term presentation in mid-February and submission of a completed draft in mid-March.**

**Your term paper has four parts and details are given below. There’s penalty for missing deadlines – see policy elsewhere in this syllabus.**

**It is a formal report, so it needs to have a cover sheet/page, a TOC, and pages numbered according to convention, etc. See "Written report guidelines" below for requirements related to the written report.**

**Do not hesitate to ask if there is any question (in class, or via email or Zoom).** Note that there are page limits for each section, however these page limits do not include the reference pages and

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<sup>3</sup> Source: <https://corporatefinanceinstitute.com/resources/knowledge/strategy/industry-analysis-methods/>



any appendix materials. **For your convenience, term papers submitted by students in the previous year(s) have been placed in Canvas.** >>is it possible to make this assignment into 3-4 diff objectives so that it can be made a team project? However, given it is 200 level course and students are from many majors, team project may not work as it didn't in the first time I taught this course in sp2020<<

- **Part 1: Current Marketing Situation of the company.** This part should at least include the following items and presented as separate sections: a brief history and evolution of the company to its present-day form, its value proposition(s) and mission, its major products or services, its target market(s), its current pricing and promotion strategies, available info on its supply chain, its current and expected competitions, and its future directions. See the Ch2 appendix in Canvas for an example. **[4 pages max; 15 points]**
- **Part 2: Market description of the company.** Describe the market in which your company operates, e.g., if you selected Kellogg's, then describe the cereal market (industry) using available information from both public (e.g., Census reports, WSJ, etc.) and private domains (e.g., IBISWorld). See the Ch2 appendix in Canvas for an example. **[2 pages max; 10 points]**
- **Part 3: SWOT Analysis of the company.** Conduct a SWOT Analysis of the company. Information collected for Part 1 will be useful here. See the Ch2 appendix in Canvas for an example. **[3 pages max; 15 points]**
- **Part 4: Financial performance.** Carry out some basic financial performance analysis (ROI, stock performance, etc.) of the company (at least for last 5 yrs) and using information you presented in Parts 1, 2, and 3 earlier, draw inferences on the financial performance of the company. **[2 pages max, including graphs; 5 points]**
- **Part 5: Conclusion.** What did you learn? This section should address the following questions and should be based on your analyses presented in Parts 1-4. Questions: (a) what did you learn about the company from this exercise? and (b) What decisions would you take as the company's CEO to grow the company and why those decisions? **[2 points; 1 page max]**

ONCE you have successfully completed Sections 1-5, complete the final report by putting together Parts 1-5 and by adding an Executive Summary of your report after TOC **[2 points; 1 page max]**.

**IMP:** consult term paper samples made available on the course Canvas page.

### IMPORTANT TERM PAPER DUE DATES<sup>4</sup>

***(Assignments must be emailed as a Word attachment by the due date/time; late submission is penalized as per stated policy)***

<b>January 27<sup>th</sup>, 9pm</b>	Email Dr. Bhuyan the name of the company for your term paper <b>[1 point]</b> . <i>Students need approval from Dr. Bhuyan to proceed to work on Parts 1-5, so sooner you complete this task, the sooner you'll be</i>
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<sup>4</sup> There is penalty for late submission; see policy elsewhere in this syllabus.

	<i>able to work on your term paper.</i>
<b>Mid-Feb</b>	Be ready to briefly discuss your term paper in class, plus Q&A. <b>[4 points]</b>
<b>March 24<sup>th</sup>, 9pm</b>	Email Dr. Bhuyan a completed draft report (Parts 1-5) as a Word attachment or Google doc link. Students will receive feedback for revisions and resubmission. <b>[5 points]</b>
<b>Mid-April</b>	Dr. Bhuyan will return the final drafts with comments for revisions and final submission by the April deadline.
<b>April 28<sup>th</sup>, 9pm</b>	Email the final revised paper to Dr. Bhuyan as a Word attachment or a Google doc link <b>[50 points]</b>

**WRITTEN REPORT GUIDELINES** (you will forfeit valuable points if you do not follow these guidelines)

1. **Submit your term paper via email in Word or compatible format only (e.g., share your Google doc link with Dr. Bhuyan). DO NOT submit via Canvas.**
2. ALL written reports, including but not limited to hw and term paper, must be emailed to Dr. Bhuyan at [bhuyan@sebs.rutgers.edu](mailto:bhuyan@sebs.rutgers.edu). **DO NOT submit your written reports via Canvas or whatever the LMS used in this course.**
3. Written reports **must be typed** (use easily readable font and font size, e.g., Times Roman, 12 pt), preferably in MS Word, and submitted via email. *Quality is more important than length.*
4. Your report must be written in the **style of a professional report**. That is, it must have a cover page (with a title of the project, names of project team members, course name and number, semester, instructor's name), a TOC, page numbering, etc. If you are not sure what a professional report is, contact me asap. *Sample reports are made available in this course's Canvas site.*
5. Written reports should be properly sectionalized by topics given outlined in the tasks (e.g., profile analysis), and appropriately marked. See this course's Canvas site for final reports from earlier semesters.
6. You must provide **proper citations in the main body and a reference at the end of your term paper** even if you only rewrite someone else's writing. Plagiarism implies academic dishonesty and if caught, you will be penalized accordingly. **Plagiarism carries a stiff penalty, so give due credit where it is due.** *Wikipedia is good place to start, but it is NOT an acceptable source of reference.* ALL citations must be under the heading "References," and placed at the end of the term paper. **Use either the APA or the Chicago style of referencing only** (see the Canvas site for the rules and/or ask Dr. Bhuyan for a sample).
7. If you are attaching any appendix material (e.g., data print out), make sure that they are well defined and submitted in an organized manner.

8. Last but not the least, **REVISE, REVISE and REVISE** *before* you submit the final version of the term paper in May.

**Statement on Diversity:** This course aims to satisfy the learning needs of ALL students from ALL backgrounds by providing a welcoming environment that respects Rutgers University's diverse student body. It is understood that different students may need different levels of support and thus, structured this course that promotes interaction, collaboration, critical thinking, self-reflection, and evidence-based respectful debates. Diversity among students is an asset and much is gained, and our educational experience is enriched by students with various backgrounds and experiences working together. If you have a documented learning difference that may prevent you from fully realizing your abilities, please contact Rutgers Office of Disability Services at 848-202-3111 ASAP; additionally, contact me at [bhuyan@sebs.rutgers.edu](mailto:bhuyan@sebs.rutgers.edu) to discuss accommodations that may enable you to successfully complete this course.

***Good Luck and Best Wishes!***

**If you have questions regarding this syllabus, or class policies, or about the course, or any class material, please do not hesitate to contact me: [bhuyan@sebs.rutgers.edu](mailto:bhuyan@sebs.rutgers.edu).**