

EST 327.01 Marketing for Engineers, spring 2018

Earth & Space, room 131

Instructor: *Marypat Taveras, Department of Technology and Society, Computer Science, room 1426, Stony Brook University, 631-632-8762 Email - Marypat.Taveras@stonybrook.edu*

Office Hours: Tuesday – Wednesday, 12:30 PM – 2:30 PM or by appointment

Course Description: Within global enterprises, several different core operational functions participate in the design, development and manufacturing of new products. The marketing department mediates the interactions between these core operational functions and the customer.

The goal of this course is to explain how information, information like the relationship between buyers, markets and global organizations, is generated in the marketing department, and influences product design and development.

Learning Objectives

Students will learn target marketing; how to develop brand awareness; how to price a product in the market; where to sell the product or service; and how to effectively promote the product or service.

Students will learn how marketing research guides an organization's marketing plan

Students will learn how to develop a comprehensive marketing plan for an existing product or service

Required Reading:

Cases in Marketing Management, Clow, Kenneth, E., Baack, Donald, Sage Publications Inc., California, 2012 ISBN # 9781412996037

Course Assessment:

Homework Assignments - 110 points (11 assignments at 10 points each)	TOTAL POINTS = 400
Group Marketing Plan Presentation – 60 points (3 presentations per group, 20 points per presentation)	Grading Scale:
Attendance – 30 points	380 + (A)
Final Exam (Tuesday, 5/15 at 8:00 am) – 100 points	359 – 379 (A-)
Final Paper - 100 points	338 – 358 (B+)
	307 – 337 (B)
	276– 306 (B-)
	225 – 275 (C)
	Less than 224 is an (F)

Homework Assignments (10 points each assignment) – Homework will be assigned each week starting February 5th. Assignments will be posted in Blackboard every Monday.

Case Study assignments will be due on Monday at 7:59 AM.

Homework Grading Rubric

Rubric Components	Point Scale				SCORE
	3	4	7	10	
Grasp of Subject Matter	<p>Central idea and clarity of purpose are absent or incompletely expressed</p> <p>Little or no evidence of critical, careful thought analysis and/or insight</p> <p>There are too few, no examples and evidence or they are mostly irrelevant</p>	<p>The central idea is expressed though it may be vague or too broad; Some sense of purpose is main essay</p> <p>Some evidence of critic careful thought and analysis and/or insight</p> <p>There are some examples and evidence, though general</p>	<p>Central idea and clarity of purpose are generally evident throughout the essay</p> <p>Evidence of critical, careful thought and analysis and/or insight</p> <p>There are good, relevant supporting examples</p>	<p>Central idea is well developed and clarity of purpose is exhibited throughout the essay.</p> <p>Abundance of evidence of critical, careful thought and analysis and/or insight</p> <p>Evidence and examples are vivid and specific</p>	Total score 10

Group Marketing Plan Presentation (20 points each presentation) – Students will work in groups of 4 and present components of a marketing plan to the class on Wednesdays. Presentation topic and questions will be posted in Blackboard. Each group will present three times in the semester.

Grading Rubric for Group Marketing Plan Presentations

Criteria	Instructor's Comments
<p>CONTENT:</p> <p>The presentation had relevant and insightful information about the topic. The presentation had a logical progression conveying a point of view about the topic. The presentation provoked interest or involved the audience in compelling ways. The information was presented in interesting and engaging ways.</p> <p>PARTICIPATION:</p> <p>All group members participated in introducing their digital presentation and took turns explaining the origins of their inquiry, their inquiry process, and their design process. All group members were ready and prepared to respond to questions after the digital presentation was over.</p> <p>LENGTH:</p> <p>The presentation was long enough to present information that answered the line of inquiry in depth (between 15 to 18 minutes)</p>	
Total Points:20 points	Score:

Final Paper (100 Points) – due May 2, 2018

Your final paper will be 2 to 3 pages long. A reference page must be included with your work.

You will be given a choice of 4 research topics. Topics are listed below these instructions. Choose one topic and write your paper. Your paper must be based on research found from creditable sources. Your paper is to be written from the perspective of an employee in the marketing department who is giving advice to the marketing vice president. Ask yourself how a marketer would address this issue.

Any paper that is not written in your own words or is not quoted appropriately will receive a “0” grade.

Topics:

1. New Net Neutrality rules have the potential to change streaming Internet services. What will the implications be and how should a streaming Internet service address the possibility of changes to their business models?
2. Should corporations make real commitments to sustainability by reducing production waste and energy consumption? If they decide to make the commitment, how should the use social media to communicate their actions?
3. Should corporations advocate for global solutions to climate change? If they decide to make the commitment, how should the use social media to communicate their actions?
4. When and should corporations publically engage in social issues like sexual abuse or the gun control issue?

Attendance: Students should attend all classes. You will be graded on the number of classes you attend. However, students who have a legitimate excuse for missing class will receive attendance credit. Legitimate excuses include: an illness supported by a doctor’s note, a family emergency supported by some sort of proof, a work-related emergency (students will be given approval based on the nature of the emergency).

Academic Dishonesty: *Each student must pursue his or her academic goals honestly and be personally accountable for all submitted work. Representing another person's work as your own is always wrong. Any suspected instance of academic dishonesty will be reported to the Academic Judiciary. For more comprehensive information on academic integrity, including categories of academic dishonesty, please refer to the academic judiciary website at <http://www.stonybrook.edu/uaa/academicjudiciary/>*

Plagiarism is using others’ ideas and words without clearly acknowledging the source of that information. Students are continually engaged with other people’s ideas: they read them in texts, hear them in lectures, discuss them in their classes, and incorporate them into their own writing. As a result, it is very important that each student give credit where it is due. Plagiarism, intentional or unintentional, is considered academic dishonesty and all instances will be reported to the Academic Judiciary. To avoid plagiarism, you must give credit whenever you use another person’s idea, opinion, or theory; any facts, statistics, graphs, drawings, or any other pieces of information, that are not common knowledge; quotations of another person’s actual spoken or written words; or paraphrase of another person’s spoken or written words. Citing all sources and

putting direct quotations in quotation marks are required. For further information on plagiarism and the policies regarding academic dishonesty go to the Academic Judiciary website at <http://naples.cc.sunysb.edu/CAS/ajc.nsf>.

Critical Incident Management

NOTE: “The University at Stony Brook expects students to maintain standards of personal integrity that are in harmony with the educational goals of the institution; to observe national, state, and local laws and University regulations; and to respect the rights, privileges, and property of other people. Faculty is required to report disruptive behavior that interrupts faculty’s ability to teach, the safety of the learning environment, and/or students’ ability to learn to Judicial Affairs.”

Disability Statement:

If you have a physical, psychiatric, medical or learning disability that may impact on your ability to carry out assigned course work, I would urge you to contact the staff in the Disabled Student Services office (DSS), Room 128, ECC, 632-6748/TDD. DSS will review your concerns and determine, with your, what accommodations are necessary and appropriate. All information and documentation of a disability is confidential.

Course Schedule:

DATES	Monday		Wednesday		Homework
1/22 & 1/24	Introduction		Engineering & Marketing		No homework
1/29 & 1/31	Chapter 1, The Nature of Marketing Management		Marketing Plan Overview		
2/5 & 2/7	Chapter 2, Market Analysis		Groups 1, 2, 3, & 4 present, Mission Statement assignment		Case Study Assignment, TerraCycle Inc., page 41
2/12 & 2/14	Chapter 3, Data Warehousing		Groups 5, 6, 7, & 8 present, Mission Statement assignment		Case Study Assignment, Air Miles Canada, page 53
2/19 & 2/21	Chapter 4, Building a Customer-Oriented Marketing Department		Groups 9, 10, 11, & 12 present, Mission Statement assignment		Case Study Assignment, A Difficult Hiring Decision at Central Bank, page 71
2/26 & 2/28	Chapter 5, Customer Acquisition Strategies and Tactics		Groups 13, 14, 15, & 16 present, Mission Statement assignment		Case Study Assignment, The Ultimate Fighting Championships (UFC): The Evolution of a Sport, page 110
3/5 & 3/7	Chapter 6, Pricing		Groups 1, 2, 3, & 4 present, SWOT and Environmental Scan		Case Study Assignment,
3/19 & 3/21	Chapter 7, Advertising, Alternative and Direct Marketing		Groups 5, 6, 7, & 8 present, SWOT and Environmental Scan		Case Study Assignment,
3/26 & 3/28	Chapter 8, Sales Promotions		Groups 9, 10, 11, & 12 present, SWOT and		Case Study Assignment,

			Environmental Scan		
4/2 & 4/4	Chapter 12, Distribution and Supply Chain Management		Groups 13, 14, 15, & 16 present, SWOT and Environmental Scan		Case Study Assignment,
4/9 & 4/11	Chapter 13, Website and Internet Management		Groups 1, 2, 3, & 4 present, Target Audience and Competition		Case Study Assignment,
4/16 & 4/18	Chapter 14, Customer Retention and Recovery		Groups 5, 6, 7, & 8 present, Target Audience and Competition		Case Study Assignment,
4/23 & 4/25	Chapter 15, Marketing Control		Groups 9, 10, 11, & 12 present, Target Audience and Competition		Case Study Assignment,
4/30 & 5/2	Groups 13, 14, 15, & 16 present, Target Audience and Competition		Final Exam Review Marketing Plan paper due		
Tuesday, May 15	Final Exam				