

## MARKETING MANAGEMENT MGT 3300-B/C Fall 2026

**Instructor:** Dr. Tracey A. Swartz (she/her/hers)

**Dates:** August 24 – December 8 (Final quiz on December **X** from 11:20 AM – 1:10 PM (section B) or December **X** from 2:40 PM to 4:30 PM (section C))

**Class Time:** TR, Section B = 12:30 pm – 1:45 pm, Section C = 2:00 pm – 3:15 pm

**Class Location:** Section B and C: SCOB 202

**Office:** 417 (AKA 4230)

**Office Hours:** By appointment. To make an appointment, email me with several day/time slots during which you are available.

**E-mail:** [Tracey.Swartz@scheller.gatech.edu](mailto:Tracey.Swartz@scheller.gatech.edu)

Email is the best way to reach me. I'll respond as promptly as possible, but please don't expect a reply within a few hours. Plan ahead to avoid last-minute issues.

**Student Success and Inclusion:** My goal is to help you succeed in this course while fostering a supportive, inclusive environment. I care about each of you—as individuals and as valued members of the Georgia Tech community. While not everyone may earn an A, I want you to leave this class having learned material you can apply beyond the classroom.

Assignments are designed to go beyond memorization, encouraging synthesis and application in real-world contexts. Many former students have found this approach helpful in securing internships and jobs. I encourage you to focus on learning over grades, and I welcome your feedback at any time to improve your experience. If you're struggling—academically or personally—please reach out. A list of campus resources is available on Canvas under the GT Student Resources module.

I strive to create an equitable classroom by including diverse perspectives and representation in course content and visuals. I use and encourage correct pronoun use and welcome feedback on how I can make the course more inclusive. An anonymous feedback form is available [here](#) and can be submitted anytime throughout the semester.

### **Required Materials**

Grewal & Levy, M: Marketing, 8e; LooseLeaf print text, ISBN 9798219054440

eBook: <https://www.mheducation.com/highered/custom/product/9798219071355.html>

### **Course Description**

What is marketing and what do marketers do? How do companies determine which customers they want to serve and with what products and services? Would you be surprised to learn that marketing is more than advertising and promotions? Marketing touches every facet of business from strategic planning to new product development to pricing and performance measurement. Even if you don't intend to get a job in marketing or a marketing-related area, this course will set you up for success in your future career with a foundational understanding of core marketing principles.

This course provides a basic introduction to marketing. Marketing focuses on understanding and meeting customer needs and wants. It helps organizations figure out which customers to serve, what products or services to offer, and how to price, promote, and deliver them effectively.

To succeed, companies must align their goals and resources with market opportunities. In today's competitive world, thinking with a marketing mindset is essential. This means understanding both the internal and external environment and how they're affected by the marketing mix—product, place, promotion, and distribution.

### **Course Learning Outcomes**

1. Become aware of and be able to recall the breadth of activities that fall within the marketing domain.
2. Analyze the macroeconomic and microeconomic factors that affect businesses and their marketing decisions.
3. Identify basic characteristics of marketing research. Analyze primary and secondary research to make informed decisions and recommendations for the marketing organization.
4. Apply concepts discussed in class to evaluate basic problems and decisions that frequently confront marketing managers. Apply the relevant methods and tools used to address these problems and make informed recommendations in your course project.
5. Develop a strategic marketing plan that applies course concepts.

**Accommodations:** If you require accommodations, contact the **Office of Disability Services** at (404) 894-2563 or <http://disabilityservices.gatech.edu/> as soon as possible. Bring your accommodations letter to the instructor **within the first two weeks** of class. Students needing **extra time on quizzes** must schedule proctoring services **in advance**. If you're waiting for official accommodations but need support, please **meet with me early** to discuss temporary solutions.

**For health-related accommodations**, documentation must come **from the [Dean of Students](#)**—do **not** send personal medical information or doctor's notes via email. You may notify me that you're submitting paperwork but avoid sharing private details in email communications.

### **Class Conduct**

To maintain a productive learning environment, the following behaviors are not allowed: regular tardiness, early departures, texting, using phones, working on unrelated materials, chatting, or using electronic devices without permission. **Laptops may only be used on final presentation days**—unless you have prior approval. If you require accommodations to use a device for notetaking, please contact me. **All sound-generating devices must be turned off during class.** Unauthorized device use will result in dismissal from class and be marked as an absence. Please print the class notes before arriving.

Professionalism and respectful behavior are always expected. Let classmates speak without interruption and respect differing opinions.

Your responsibilities include being prepared, attending all classes, reading assigned materials beforehand, and completing work on time. If you miss a class, **you are responsible** for catching up on the material. Exam content will include lecture and reading materials. Always refer to **the most recent syllabus and Canvas updates**.

The professor reserves the right to dismiss any student for disruptive behavior. Such instances will count as absences.

### **Class Material**

Class sessions will cover a wide range of material and may not always follow the exact order or content listed on the syllabus. Some topics may require extended class time, while others may not be covered in lecture but will appear in the text—and may be on quizzes.

Regarding the schedule of assigned topics, we may deviate from covering each topic on the scheduled date. As such, you should consider the topics for discussion as the sequence in which the topics will be covered in class.

**Success in this course requires:** regular attendance, active participation, keeping up with readings, and taking thorough notes. You **cannot succeed** without engaging fully in all aspects of the course.

**Evaluation:**

|            | <i>Graded Item</i>                 | <i>Percentage of Final Grade</i> |
|------------|------------------------------------|----------------------------------|
| Individual | Syllabus Assignment                | 2                                |
|            | About Me Assignment                | 2                                |
|            | Attendance                         | 5                                |
|            | Quiz 1                             | 11                               |
|            | Quiz 2                             | 11                               |
|            | Quiz 3                             | 11                               |
|            | Required Research <sup>1</sup>     | 6                                |
|            | Presentation Evaluations           | 6                                |
| Team       | Market Intelligence Report*        | 13                               |
|            | Consumer Intelligence Report*      | 13                               |
|            | Marketing Management Presentation* | 20                               |
|            | <b>Total</b>                       | <b>100</b>                       |

\*Your individual grade will account for intra-team evaluations. This aspect is non-negotiable.

**Grade Scale\*:**

|   |             |
|---|-------------|
| A | >= 90.000   |
| B | = 80-89.999 |
| C | = 70-79.999 |
| D | = 60-69.999 |
| F | < 59.999    |

\*At the Professor’s discretion, rounding may occur based on whether student contributions to class discussions went above and beyond the minimum requirements as noted below.

**Canvas does NOT properly weight your grade.** A grade calculator excel file is posted on the Canvas page. You are to either use that or do your own calculations to see your standing in class.

**Course Requirements: Graded Items**

***Syllabus Assignment***

A course syllabus is a contract between the students and the professor. By staying enrolled in this course, you agree to the contents of this syllabus. Your first assignment is to read the syllabus in its entirety and submit the embedded assignment. *If you read the entire syllabus, you will find the assignment.*

***About Me Assignment***

To effectively create groups, you are to submit an assignment titled About Me. See the assignment on Canvas for more details.

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<sup>1</sup> Students are **required to participate in 3 marketing research studies** as part of the Marketing Department research participant pool. Please see pages 5 of the syllabus for a complete explanation.

### ***Attendance (and Participation)***

While only attendance is officially recorded, your presence and participation are important for your learning. This means being physically and mentally present. Contribute by paying attention, asking questions, and sharing thoughtful comments. It's about quality, not just quantity—if you're engaged, you'll do well.

You are responsible for understanding Georgia Tech's attendance policy: <http://catalog.gatech.edu/rules/4/>

This course has 29 scheduled class days. You may miss up to **3 class sessions without penalty**. You do not need to notify the professor about these absences, and they will not affect your grade. Missing **more than 3 classes (whether excused or unexcused)** is considered excessive. If you expect to miss more than 3 classes, you must receive **prior approval** from the professor **before the last day to change your schedule**, as listed on the [Registrar's calendar](#). Documentation from the **Dean of Students** is required for any exception.

For extended or institute-approved absences, notify the professor via email (details not required) and submit documentation to the Dean of Students. Remote attendance or recordings may be offered **only in extreme and documented cases and will not be posted online**.

You only need to notify the professor if you will miss a quiz (with an institute-approved reason) or if you'll be absent for an extended period.

Late arrivals and early departures—regardless of reason—will be recorded and counted toward total absences. Your final attendance score will be based on the % of class attended.

### **Attendance Tracking**

- **Canvas** is used only as a **tracking tool** for attendance. The attendance grade in Canvas is **not your official grade**. The professor's grade roster is the official record.
- Arriving **10 or more minutes late** will result in being marked late in Canvas.
- Arriving **fewer than 10 minutes late** will not be marked in Canvas, but all tardiness and early departures are recorded separately by the professor.
- At the end of the semester, the **total minutes of class missed** (including late arrivals and early departures) will be added up and converted to absences.

### ***Quizzes***

The course schedule lists when quizzes will take place. If you have a scheduling conflict with a quiz, speak with me right away to discuss possible alternatives. **You MUST keep your quiz and answers covered well**. (See pg. 7 for Academic Responsibility under the Honor Code.)

Quizzes 1–3 will each cover four chapters (quiz 3 includes small sections from one additional chapter) and will consist of 28 questions. You'll have 37 minutes in class to complete each quiz, after which you should leave and use the remaining time to work on your project.

The **optional final quiz** is cumulative and includes material from all chapters noted in the schedule. If you miss a quiz for **any reason (excused or unexcused)** you may make it up only by taking the **final quiz** at the end of the semester (see course schedule for date/time). This is the **only** make-up option.

A topic-level review guide is available on Canvas, but it is not comprehensive. To succeed, you should study the textbook carefully (especially topics listed in the review guide), engage fully in your group project, and participate in class.

If you take all three quizzes, you may take the comprehensive final quiz (84 questions; 110 minutes) to try to improve your overall average quiz grade. If you do, **your final quiz score will replace your lowest quiz score, even if it's lower.** Therefore, you should take the final quiz only if you miss one of the non-cumulative quizzes or if you believe that you can improve one of your quiz scores. The make-up/final quiz will be given *only* at the scheduled time. No exceptions will be made, so ***make your end-of-semester travel plans accordingly.***

### ***Research Requirement***

All students in MGT 3300 are required to complete three hours of research participation during the semester. This is a valuable way for you to receive first-hand experience with marketing research, reinforcing some topics we will cover in class.

There are two ways you can fulfill this requirement, and you may combine them as needed:

1. Complete three one-hour marketing research sessions at the Scheller College of Business.
  - Sign up online (details will be provided later in the semester).
  - **Important:** Take a **screenshot that includes the date/time from your device on the final screen** where you select your section and enter your name. This serves as backup proof of completion. You **do not** need to submit the screenshot unless your participation credit is incorrectly marked as zero.
2. Write three 2-page summaries and critiques of marketing research articles. Each review counts for one hour of research participation. Your reviews should adhere to these guidelines:
  - a. **Formatting:** Times New Roman, size 12, double-spaced, 1-inch margins. No extra line breaks between paragraphs. Header info (name, date, article citation) does **not** count toward the 2-page minimum.
  - b. **Submission:** Upload to Canvas as a .doc or .docx file.
  - c. **Article Criteria:** Must be published in the past 2 years in the following journals: Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, or Marketing Science.
  - d. **Deductions:**
    - i. -12.5 points if the citation is missing.
    - ii. -50 points if the article is from the wrong journal. Published more than 2 years ago or both. The late submission policy applies.
    - iii. Points will be deducted for the % less than 2 full pages submitted. Please note from part a what does not count towards the page requirement.
  - e. **YOU MAY NOT USE CHATGPT OR ANOTHER AI SOFTWARE TO WRITE, EDIT, OR OTHERWISE ASSIST WITH YOUR REVIEW.** Use of any AI tool is subject to an Honor Code violation. Plagiarism of any kind is considered an Honor Code violation and will be reported. So, if you cannot fully paraphrase something, please put it in quotes and cite it appropriately.
3. **Combining options:** You may **mix** participation and article reviews (e.g., attend 2 studies and submit 1 article summary). You may also **submit article reviews early**. However, you **cannot** submit a research summary during the **same week** that you participate in a lab session. If you miss a deadline for either option, it **cannot be made up** (except during the late submission period—see p. 6 for details).

This semester the lab sessions will run during the weeks of: September 8, October 20, and November 10. You will be sent emails about the lab session. Please check your GT email address often. Your write up must be uploaded to the appropriate assignment in Canvas by 5pm on the due date showing on Canvas and on the syllabus.

### ***Marketing Management Project***

For your final project, you and your team will act as **marketing consultants** for a company (or one of its products/brands). Your goal is to develop a **strategic marketing proposal** based on real consumer and market insights. This may involve reviving an underperforming product, reversing the decline of a product, or identifying new growth opportunities. Tactically, this may involve introducing a new product, repositioning a product, introducing a product to a new customer segment, making product modifications, or phasing out a product and reallocating resources. See the Project Details and Grading Rubric documents on Canvas for full requirements and expectations.

**Attendance is mandatory on your presentation day. If you are not present in person, your individual project grade will be reduced by 20 points—no exceptions.**

**Peer Evaluations for Group Assignments:** All group assignments require a **Peer Evaluation Form**. These evaluations are used to adjust **individual grades** based on each member's contribution and to encourage full participation from everyone on the team. **If you experience a problem within your group, notify me of the issue ASAP so I can help.** To avoid "he said, she said, they said" situations, your peer-adjusted grade is not negotiable. So, if you experience problems within your group, it is imperative that you come to me immediately and do not wait for grades to be posted. Rarely, students don't understand why they were graded a certain way by their peers. In these cases, contact me to arrange a meeting. Be sure to save documentation of your contribution to the group project and prepare to present that to support your case. I will anonymously share the general feedback as provided by your group. The professor reserves the right to adjust the peer-adjusted grades based on the comments provided. Please note, my ability to return grades is dependent on this being submitted on time. So, ***if this is submitted late or incorrectly filled out, you are subject to a 5% grade penalty on your individual grade for the assignment.*** Refer to the Grading Rubric and Project Details on Canvas for more information including common reasons students receive deductions on peer evaluations.

**Presentation Evaluations:** During the final presentations, you will complete an evaluation of the presenters as an audience member. These evaluations will be compiled and shared anonymously with the presenting groups. The grading rubric outlines how to earn full credit. In general, full credit requires specific, detailed, and constructive **feedback** on each section of the evaluation. Your feedback **MUST** be unique for each presentation and **MUST** reference something specific about the group to show you were actively engaged, while also giving me an additional way to assess your understanding of course content. You'll also learn by evaluating others and identifying ways to improve your own presentation skills. Do NOT summarize what was presented. If you arrive late, you must see me to discuss the possibility (not guarantee) of making up the missed portion. This is a graded **INDIVIDUAL** assignment—collaboration is not allowed. Do not share your evaluation with anyone who arrives late. **Submissions must be in Word document format only.**

**TurnItIn and AI:** All assignments must be submitted through Canvas. All assignments are subject to review by TurnItIn, a plagiarism and AI detection software. **Please cite all sources and quote text that is copied directly from a source for EVERY assignment.** Sources should include a link but otherwise do not need to follow a particular format. If text is quoted from a print source, include p. # and if quoted from website include para. #.

You may use AI to help with your research for the project (preference for [perplexity.ai](https://perplexity.ai) vs ChatGPT). However, you **MUST validate and cite your sources.** *Anything that is behind a paywall should be submitted as an appendix to your assignment.* You **MUST** write the content in your own words and should not directly copy text from any AI tool. All sources will be validated and if there is an issue with a source, there will be a 5-point grade penalty per issue. Failure to appropriately cite sources on assignments is considered Honor Code violations and will be reported to the Office of Student Integrity for disciplinary action.

**Late Submission Policy:** Unless otherwise noted, assignments that are submitted past the due date will be accepted for up to three calendar days past the initial due date and time. Each day comes with a 5% penalty that cumulates. Assignments will receive a grade of zero if submitted after 72 hours from the original submission day/time. However, feedback may still be provided to enhance student learning.

### **Academic Integrity**

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. Review [Georgia Tech's Honor Code](#) and the student [Code of Conduct](#).

Students are required to be versed in the full Academic Honor Code. Additional violations of the honor code include:

- Knowingly or unknowingly cheating on any graded item. **As such, you are expected to keep your papers well covered during in-class assignments/exams/quizzes.**
- Signing another student into class.
- Sharing your presentation evaluation with a student who arrives late or misses class. Using AI to write or assist with your presentation evaluation.

Any student suspected of cheating or plagiarism on a quiz, exam, or assignment will be reported to the Office of Student Integrity, who will investigate the incident and identify the appropriate penalty for violations.

### **OTHER IMPORTANT INFORMATION**

**Grade Issues:** Grades will only be changed in cases of **mathematical error**. If you believe a grade is incorrect, submit a **written appeal** within **two class periods** of receiving the assignment or test. **Verbal complaints will not be considered.** All appeals will be reviewed fairly, but a change is not guaranteed. Final grade cutoffs are **strictly enforced** to ensure fairness. Grades posted online are for convenience; **official grades are recorded in my spreadsheet.**

By remaining enrolled in this class, you agree to the contents of this syllabus. As confirmation that you have read the entire content of this document, please upload to the Canvas Syllabus Assignment a picture of your favorite candy by 5 pm on August 22.

**Class Recordings:** Classes will generally **not be recorded**, and **remote attendance is not expected**. However, **student presentations will be recorded** and shared with the presenters. In cases of **institute-approved absences**, recordings may be shared with others for required feedback purposes. Recordings and materials posted on Canvas are for **course use only**. Students may **not record, share, or capture content** without explicit permission. Exams may require students to engage the video camera, but those recordings will not be shared with or disclosed to others without consent unless legally permitted.

**Student-Faculty Expectations Agreement:** At Georgia Tech, we believe that it is important to strive for an atmosphere of mutual respect, acknowledgement, and responsibility between faculty members and the student body. The [Student-Faculty Expectations](#) articulate some basic expectations that you can have of me and that I have of you. In the end, simple respect for knowledge, hard work, and cordial interactions will help build the environment we seek. Therefore, I encourage you to remain committed to the ideals of Georgia Tech while in this class.

## CLASS SCHEDULE\*

| Date                | Topic  | Assignments & Readings Due (@ start of class unless otherwise noted)                                   |
|---------------------|--|--|
| 25-Aug              | Course Overview/Ch. 1 Overview of Marketing  | Chapter 1  |
| 27-Aug              | Ch. 2: Developing Marketing Strategies & a Marketing Plan                                | Chapter 2<br>Submit Team Preferences & Date Conflicts About Me<br>Syllabus Assignment (due 5 pm 8/22)  |
| 1-Sep               | Ch.5: Analyzing the Marketing Environment  | Chapter 5  |
| 3-Sep               | Ch. 9: Segmentation, Targeting & Positioning   | Chapter 9<br>Submit product/service/company for approval   |
| 8-Sep               | Ch. 10: Marketing Research & Analytics   | Chapter 10   |
| 10-Sep              | <b>NO CLASS</b>  | GROUP WORKDAY 1: <i>MIR</i>  |
| 15-Sep <sup>+</sup> | <b>Quiz 1: 37 minutes; project work on own</b>   | Ch. 2, 5, 9, 10  |
| 17-Sep              | Ch. 6: Consumer Behavior   | Chapter 6  |
| 22-Sep              | <b>NO CLASS</b>  | GROUP WORKDAY 2: <i>MIR</i><br><b>Research Summary Option (by 5 pm)</b>                                |
| 24-Sep              | Ch. 11: Product, Branding & Packaging Decisions  | Chapter 11<br><b>Market Intelligence Report &amp; Peer Evals</b>                                       |
| 29-Sep              | Ch. 12: Developing New Products  | Chapter 12   |
| 1-Oct               | Ch. 13: Services: The Intangible Product   | Chapter 13   |
| 6-Oct               | <b>FALL BREAK—NO CLASS</b>   |  |
| 8-Oct               | <b>NO CLASS</b>  | GROUP WORKDAY 3: <i>CIR research design</i>  |
| 13-Oct              | <b>Quiz 2: 37 minutes; project work on own</b>   | Ch. 6, 11, 12, 13  |
| 15-Oct              | Ch. 17: Integrated Marketing Communications  | Chapter 17   |
| 20-Oct              | Ch. 18: Advertising, PR & Sales Promotion  | Chapter 18   |
| 22-Oct              | <b>NO CLASS</b>  | GROUP WORKDAY 4: <i>CIR</i>  |
| 27-Oct <sup>+</sup> | Ch. 14: Pricing Concepts for Capturing Value   | Chapter 14   |
| 29-Oct              | Ch. 15: Supply Chain & Channel Management<br>Ch. 16: Retailing & Multi-Channel Marketing | Chapter 15 pgs. 369-374; 376-377<br>Chapter 16<br><b>Consumer Intelligence Report &amp; Peer Evals</b> |
| 2-Nov               | <b>NO CLASS</b>  | GROUP WORKDAY 5: <i>Presentations</i>  |
| 5-Nov               | <b>Quiz 3: 37 minutes; project work on own</b>   | Ch. 14, 16, 17, 18 (+ covered pgs. from 15)  |
| 10-Nov              | <b>NO CLASS</b>  | GROUP WORKDAY 6: <i>Presentations</i><br><b>Research Summary Option (by 5 pm)</b>                      |
| 12-Nov              | Presentations  | <b>Presentation slides—all groups by 11 am</b><br>Submit Presentation Evaluations by 5 pm              |
| 17-Nov <sup>+</sup> | Presentations  | Submit Presentation Evaluations by 5 pm  |
| 19-Nov              | Presentations  | Submit Presentation Evaluations by 5 pm  |
| 24-Nov              | <b>NO CLASS</b>  | <b>Research Summary Option (by 5 pm)</b>   |
| 26-Nov              | <b>THANKSGIVING—NO CLASS</b>   |  |
| 1-Dec               | Presentations  | Submit Presentation Evaluations by 5 pm  |
| 3-Dec               | Presentations  | Submit Presentation Evaluations by 5 pm  |
| 8-Dec               | Makeup Presentation Day  | Submit Presentation Evaluations by 5 pm  |
| X-Dec               | <b>B: Optional Final Quiz: 11:20 am – 1:10 pm</b>  | All material covered over the semester   |
| X-Dec               | <b>C: Optional Final Quiz: 2:40 – 4:30 pm</b>  | All material covered over the semester   |

\*Please note, the class schedule is subject to change.

<sup>+</sup>Indicates the weeks where the research lab option is available to you.