

Florida Gulf Coast University
Lutgert College of Business
Marketing Department
MAR 3023 Introduction to Marketing CRN 11208
Spring 2020

Course name: Introduction to Marketing
Class schedule: Monday, Wednesday and Friday, 9:30 AM – 10:20 AM
Course mode: On campus, face-to-face meetings
Classroom: Lutgert Hall, Room 1202
CRN: 11208
Credit hours: 3

Instructor: Christine Wright-Isak, PhD Assistant Professor of Marketing and Advertising
Office: Lutgert Hall 3319
Office hours: Monday 11:30 PM – 12:30 and 130 PM – 3:30 PM
Wednesday 11:30 PM – 12:30 PM
Friday, 11:30 PM – 12:30 PM
By appointment

Email: cwright@fgcu.edu (only send me messages through University email)
Emergency (only) contact: TXT to (239) 248-8811

Catalog course description:

Prerequisite: Junior standing. The study of the nature of marketing systems and the marketing function within organizations. Emphasis on the identification and satisfaction of consumer needs in a dynamic environment, including focus on the marketing mix, marketing institutions, and marketing decision-making environments.

Course objectives:

Upon completion of this course students should be able to:

- Recognize the role of marketing within the firm's decision-making process.
- Demonstrate an understanding of the processes for analyzing, segmenting, and targeting customers in both consumer and business markets.
- Express an understanding of the process of product development, brand positioning, and brand management.
- Explain the role of pricing in the firm's decision-making process and common pricing practices.
- Identify common models of distribution and retailing.
- Describe different promotional tactics (advertising, personal selling, public relations, direct marketing, and sales promotion).
- Develop an awareness of social, ethical, and international issues in marketing.

These learning objectives will be met by operationalizing 29 concepts, processes, forces, etc. in every section of MAR 3023 that is taught. Thus every student, regardless of the instructor and/or text, will have the same exposure to course material.

In addition to the above course goals, MAR 3023 also addresses the following two goals that appear in the marketing area's Academic Learning Compact:

Upon course completion students should be able to:

- Discuss the nature of marketing systems and the role of marketing within an organization.
- Analyze how individual consumers and groups make buying decisions and the associated marketing implications.

Course materials:

Required text:

Marketing: The Core, 8th Edition by Roger Kerin & Steven Hartley
ISBN: 9781260997552

Overview of CWI Course Policies: Based on Real World Professional Behavioral Norms and Expectations that lead to more rapid career advancement.

Class conduct is judged by real world business etiquette in order to underscore subtle but essential components of real world career advancement. Excessive absences will result in course grade reduction just as failure to attend management meetings results in career disadvantage. The same is expected for project team brand assignment meetings.

Emergency or other situations requiring absence from class should be communicated whenever possible to the professor in advance of the class – this is real world professional courtesy and affects professional reputation.

Use of electronic devices during lecture has the same effect in class as their use during real-world management meetings or presentations – it is rude and can diminish chances for career advancement. Thus, it will also diminish class participation perceptions and possibly result in final grade reduction by adversely affecting your class participation score. *Extra credit opportunities are offered by surprise in class; you must be present to qualify for them. They contribute to the class participation 50 points.*

Finally, personal – face to face – interactions are essential if one is to succeed in corporate settings and in other business situations. Therefore this course does not use electronic assignment management, makes minimal use of Canvas and expects direct communication (with agreed upon individual digital follow up when needed) to be the first choice of interaction. Canvas is used to certify attendance at the beginning of the semester.

[These parameters summarize more detailed aspects of course organization that follow later in this syllabus.]

Course format:

A combination of discussions, lectures, guest speakers, and various visual materials will be used in this course. The lectures will cover the assigned topics but will not necessarily present the material as covered in the text. You are expected to attend all classes and be prepared to discuss the readings during class. You may be called upon during class. It is your responsibility to attend class, participate in discussions, and take notes.

PowerPoint notes from class are not provided. You are expected to take your notes.

Grading:

Your grade will be based exams, individual assignments and team Branding Equity & Strategy assignment.

Exams:

Exams will cover assigned readings, lectures, and other material covered in class (including guest lectures, articles, videos, and discussions). **Exams are closed book and closed notes.** The exams will require you to apply the concepts you have learned. Success on exams requires that you move beyond memorization to a deeper understanding and application of the material.

Make-up exams will be administered only under extreme circumstances (meaning authorized and excused absences); documentation will be required. See <https://www2.fgcu.edu/Catalog/regdetail.asp?FMID=Records+%26amp%3B+Registration&page=9> for more information on the appropriate documentation for authorized and excused absence. Make-up exams may contain different questions and may contain only essay and short-answer questions. Make-up exams include any exams administered outside of the dates on our course schedule. Make-up exams will not be offered due to travel reasons. **THERE IS NO FLEXIBILITY IN TAKING THE FINAL EXAM; IT MUST BE PERFORMED DURING THE UNIVERSITY SCHEDULED TIME AND PLACE, WHICH IS ON THE CALENDAR AT THE END OF THIS SYLLABUS.**

If something (extraordinary and deemed by me as an acceptable excuse) prevents you from taking an exam, you should notify me **BEFORE** the exam starts and we can make alternative arrangements. If I am not contacted in advance I will reserve the right to grant a failing grade of F for the exam.

If class is cancelled by the university on a scheduled exam day, the exam will be administered within the next scheduled class week, a day that will be announced in the class following the cancelled class. Due to class variability, some exams may be moved back in order to cover material in class that will be on the exam. When this occurs an announcement will be made in class only. Exams will never be moved up earlier on the calendar. If you are late to an exam, you may not be able to take the exam. You may be assigned or reassigned seats for exams. You will be asked to remove all items from the testing area except a pencil, your scantron sheet and (possibly) a beverage. In addition, you may be asked to remove any hats, technologically-advanced devices (such as smart watches), etc. during exams.

On exam days, you are responsible for bringing:

- 1) your FGCU ID,
- 2) a Pearson NCS Test Sheet 100/100 Form No. 95679, and
- 3) a #2 pencil.

Exam questions and original scantrons are the property of the instructor/university and are not returned to students. Students are required to complete exams during the designated time allotted. Exams are closed book and closed notes in class. Students may not talk with anyone (except the instructor) during the exams.

If you plan to use Adaptive Services in this course, I highly recommend you provide me with the exam forms 3-4 days before each scheduled exam. You may provide the forms to me after class or during office hours. You must also schedule rooms with Adaptive Services immediately for all exams. If you do not follow these instructions, accommodations may not be available for your exams.

Assignments:

There are two kinds of assignments – those to be completed by individuals and those to be completed by your branding team (details will be provided and team formation will happen in class.)

Federal Proof of Enrollment Requirement:

In addition to the above course requirements, the Federal government and FGCU require verification of your enrollment through Canvas. You will need to complete the **Verification of Attendance quiz on Canvas by the due date**. You should read the syllabus before completing this.

Branding Project

This project is a group assignment in which 3 to 4 students will assess the business situation of a brand, inventory its perceptual equity, reposition it to a specified target market and create an Integrated Brand Promotions Strategy. The multipart project is exactly the same as the project developed and used to teach marketing executives for such actual businesses and brands as Colgate-Palmolive’s Total Toothpaste, Palmolive dish liquid, Mennen Speedstick and others. The approach is also used by Unilever, Proctor & Gamble, and HanesBrands.

Late work:

Individual Assignments turned in late can earn a failing grade of zero. You should be submitting assignments on time or arranging delayed delivery in unusual circumstances *in advance*. *Team project assignments will be reviewed in class and therefore must be on time. No one can hope to pass the project unless each assigned portion is completed in the sequence assigned and on time to ensure end of semester completion.*

Course grade:

The grade distribution* will be as follows:

<u>Description</u>	<u>Percentage</u>
Exams (3 total – individual)	55%
Individual Assignments	10%
Brand Project	35%
Total	100%

It is critical to build and maintain team relationships to fulfill the demands of “the project” and coaching will be provided as needed to accomplish this. Finally, humor is an essential aspect of successful marketing and is part of the learning process for this course.

Evaluation & Assessment Methods: See the composition of the grades listed below. In addition, ten assessment questions are embedded in the quizzes in the first Exam equivalent and copies of A-level project books are retained to demonstrate expectations that have been fully met.

Grading Policy – Your final grade in this course will be calculated on the following Course Grade Scale (maximum 550 possible points):

A = 525 and above	C+ = 375 - 399
A- = 500 – 524	C = 350 – 374
B+ = 470 – 499	C- = 300 – 349
B = 435 – 469	D = 250 – 299
B- = 400 - 434	F = Below 249

Composition of Course Grade Point Total:

3 Scantron exams @ 100 points each, as on the calendar or announced in class. Total..... 300 points
Project equivalent of one exam.....100 points

Final Exam – A Brand Strategy PowerPoint Team Presentation. based on project.....100 points

Attendance, Class Participation*, Teamwork Evaluations, Extra Credits.....50 points

*Active Class Participation will be evaluated based on, but NOT limited to, these areas:

1. **Engaging in meaningful, subject/topic related discourse**
2. Timely submission of individual projects/assignments
3. ***Performing as a contributing member on your brand assignment team including team meetings that must happen in addition to class time.***
4. Attending scheduled class & team meetings on time.
5. Incorporating materials distributed in class or via email.

Grade appeals and incompletes:

As in baseball, there are no do-overs. However, the Professor will be happy to discuss how your work compared to work that received a higher grade. In very unusual circumstances the Professor may reconsider a grade or offer an opportunity to improve a grade (usually in team situations). In these reconsideration circumstances, the grade may increase, stay the same, or decrease.

Incompletes:

An "I" grade indicates that you have not completed a limited portion of the required course work due to extenuating, unforeseen circumstances (e.g., one assignment or exam due to illness or personal emergency) AND that you have successfully made a completion plan with the professor. University rules say that if you stop attending class and don't complete course withdrawal paperwork, we are required to issue a grade of F. For more information on incomplete grades, go to <http://www.fgcu.edu/CoB/grades.html>.

Attendance:

Regular and punctual attendance is both expected and mandatory for this class. **If you miss class, you are responsible for obtaining all notes and announcements that occurred when you were absent from class.** I will **not** provide handouts, detailed notes, or detailed slides for any reason (even if you have authorized or excused absences). Many but not all supplementary materials are sent by me via FGCU EagleMail. I do not use Canvas for these items and it is your responsibility to watch your emails. Attendance will be recorded in each class for university records. Signing the attendance sheet for another student is dishonest and may result in negative consequences. For information about absences, see <https://www2.fgcu.edu/Catalog/regdetail.asp?FMID=Records+%26amp%3B+Registration&page=9>.

Student communications and conduct:

You are expected to act in a professional manner reflecting the norms of conduct of the corporate workplace. You are expected to conduct yourself professionally in all interactions regarding this course. **Electronic communications need to start with a greeting, and include complete sentences with correct grammar, spelling, and punctuation.** Use the **conversation function in Canvas** to contact me. Avoid emailing me from your personal email accounts; Family Educational Rights and Privacy Act (FERPA) prohibits me from emailing information about grades to accounts other than your FGCU email account.

Discussions (including online discussions) require professional courtesy and language. You must demonstrate respect for others in the course – rude behavior and interruptions will not be tolerated. As a minimum, you need to be familiar with and adhere to all principles as described by the Student Code of Conduct

http://www.fgcu.edu/generalcounsel/files/regulations/FGCU_PR4_002_Student%20Code%20of%20Conduct_06_17_14.pdf). You are responsible for knowing and adhering to the provided guidelines.

Academic behavior standards and academic dishonesty:

Students at Florida Gulf Coast University have the responsibility to practice academic integrity. Students who engage in activities such as cheating, plagiarism and knowingly furnishing false research data will subject themselves to violations of the Student Code of Conduct and could result in dismissal from the Marketing Program. Students are also expected to comply with all requirements and expectations for behavior as laid out in the course syllabus. Faculty reserve the right to use anti-plagiarism software to analyze papers and other written works. For more information on university behavioral and academic standards, the Conduct Process, and the Academic Integrity Process, see the [FGCU Student Code of Conduct](#).

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under **the Student Code of Conduct and Policies and Procedures** sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>.

All exams and assignments are to be your individual work. The work you submit should be from you, not from other sources, which include the Internet, former students, and other current students. Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Academic dishonesty includes cheating and plagiarism. For more details, please go to <http://studentservices.fgcu.edu/StudentConduct/> and http://www.fgcu.edu/generalcounsel/files/regulations/FGCU_PR4_002_Student%20Code%20of%20Conduct_06_17_14.pdf. The policies outlined on this website and PDF file will be followed.

University, LCOB and Department Policies that Apply to this Course:

Academic Behavior Standards and Academic Dishonesty

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under **the Student Code of Conduct and Policies and Procedures** sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at: <http://studentservices.fgcu.edu/judicialaffairs/new.html>

Attendance and Absences – Policy for this Class. Class attendance is required and roll will be taken in each class session. Absences will detract from the class participation grade which can affect the final grade by a full step (e.g. a drop from A to A-)

University Nondiscrimination Statement

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic

predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC's phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

Student Observance of Religious Holidays

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, **upon prior notification to their instructors**, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence.

Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from a class for a religious observance is not required to provide a second party certification of the reason for the absence.

Resources for Faculty General Education

Information on General Education program requirements is available online at http://www.fgcu.edu/General_Education/index.html

Service-Learning

Information on integrating service-learning into the course and course syllabus is available online at <http://www.fgcu.edu/Connect/>

Distance-Learning: Information on distance learning courses is available online at <http://itech.fgcu.edu/distance/>

Online Tutorials

Information on online tutorials to assist students is available online at <http://www.fgcu.edu/support/Approved>

Canvas Learning Management System and Demonstration Site Information on Canvas is available online at <http://canvas.fgcu.edu/> and <https://fgcu.instructure.com/courses/7692>

Library Resources

Main page: <http://library.fgcu.edu/>

Tutorials & Handouts: <http://library.fgcu.edu/RSD/Instruction/tutorials.htm>

Research Guides: <http://fgcu.libguides.com/>

Faculty Support: http://library.fgcu.edu/faculty_index.html

Student Disability Accommodations Services

Approved 3-27-09 by Faculty Senate; Approved 4-30-09 by VPAA; Revised & Approved by Faculty Affairs Team 4-11-16, Faculty Senate Approved 4/15/16 3

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. **The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453.**

In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

Video and Audio Taping of Class Lectures

Students are not allowed to audio tape or video tape class lectures – with the exception of any student that has a documented disability and the OAS determines the best reasonable accommodation for the student is to allow them to audio tape or video tape class lectures.

Lecture Capture Technology/FGCU Capture – Classroom Recording – University policy but not used in this class.

This course may employ technology that will allow for audio and/or video recording of live classroom sessions. This lecture capture technology is utilized for the sole purpose of enhancing student learning. It may provide for supplemental student instruction via secure links to recorded session(s), the live stream of courses, presentations of off-site guest speakers and/or the delivery of course instruction utilizing “flipped classroom” methodologies. Student questions and/or comments may be included as a part of any session being recorded. See FGCU-CAPTURE for additional details and training <http://aets.fgcu.edu/fgcucapture.asp>

SPR 2020 MAR 3025 Introduction to Marketing M-W-F 9:30 AM
Topic and Reading Schedule for CRN 11208

Tentative schedule: We will attempt to stay as close to the following schedule as possible. However, it **may be adjusted** to accommodate class progress, university closures due to emergencies or to take advantage of guest speakers, if the opportunity should arise. **Note: Some chapters are covered out of sequence compared to the book. There will be handouts of added readings. You must be in class to receive them or make alternative arrangements when you have an excused absence. This schedule may change depending on how the class progresses...it is your responsibility to stay current.**

Week	Date	Topics	Assignments Due
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1	1/06	Intro and Syllabus	
	1/08	Chapter 1: Creating Customer Relationships and Value through Marketing; Actor A – Actor B Principle	
	1/10	Chapter 1: Creating Customer Relationships and Value through Marketing	Verification of attendance quiz (Canvas)
2	1/13	Chapter 2: Developing Successful Organizational and Marketing Strategies	
	1/15	Chapter 2: Developing Successful Organizational and Marketing Strategies	
	1/17	Chapter 3: Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility	
3	1/20	MLK Holiday (No class)	
	1/22	Chapter 3: Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility	
	1/24	Ethics case	Ethics Case in Class
4	1/27	Catchup day – FORM PROJECT TEAMS	
	1/29	Review FOR Exam 1	
	1/31	Exam 1: Chapters 1, 2 and 3	EXAM I CH 1-2-3
5	2/03	PROJECT LAUNCH – BUS DESCRIPTION & Brand Equity	
	2/05	Chapter 4: Understanding Consumer Behavior	
	2/07	Chapter 5: Understanding Organizations as Customers	
6	2/10	PROJECT REVIEW OF BRAND EQUITY IN CLASS	
	2/12	Chapter 7: Marketing Research: From Customer Insights to Actions	
	2/14	Chapter 8: Market Segmentation, Targeting and Positioning	
7	2/17	Chapter 8: Market Segmentation, Targeting and Positioning	
	2/19	Catchup day – REVIEW PROJECT ASSIGNMENTS TO DATE	
	2/21	Review for Exam 2	
8	2/24	Exam 2 (Chapters 4, 5, 7 and 8)	EXAM 2 CH 4-5-7-8
	2/26	Chapter 9 & 10: Developing & Managing Products, Services and Brands	
	2/28	PROJECT ASSIGNMENT: TARGET SEGMENT & DEFINITION	
9	3/02	SPRING BREAK	
	3/05	NO CLASSES THIS WEEK	
	3/07	WORK ON BRAND PROJECT TARGET ASSIGNMENTS	
10	3/09	REVIW PROJECT (TARGET) WORK IN CLASS	
	3/11	PROJECT POSITIONING WORK IN CLASS	
	3/13	Chapter 12 & 13: Channels and Supply Chains & Retailing-Wholesaling	
11	3/16	Chapter 14: Implementing Interactive and Multichannel Marketing	
	3/18	Catchup day	
	3/20	Review for Exam 3	
12	3/23	Exam 3 (Chapters 9,10,11, 12, 13 and 14)	EXAM 3 CH 9-10-11-12-13 & 14
	3/25	Chapter 15: Integrated Marketing Communications and Direct Marketing	
	3/27	Chapter 16: Advertising, Sales Promotion and Public Relations	
13	3/30	Chapter 17: Using Social Media and Mobile Marketing to Connect with Consumers	
	4/01	Chapter 18: Personal Selling and Sales Management	
	4/03	Chapter 6: Understanding and Reaching Global Consumers and Markets	
14	4/06	Project Work Day – Applying Ch 15 to Brand Project	
	4/08	Project Work Day – Applying Ch 16 to Brand Project	

	4/10	Catchp Day	
15	4/13	Project Work Day – Final Project Review & Consultation	
	4/15	Project Work Day – Final Project Review & Consultation	
	4/17	Project Work Day – Final Project Review & Consultation	
16	4/20	Presentations Prep in class	
	4/22	Presentations Prep in class	
	4/24	READING DAY NO CLASSES	
SATURDAY	5/02	FINAL EXAM PRESENTATONS from 7:30 am to 9:45 am	LH 1202