

FLORIDA GULF COAST UNIVERSITY
LUTGERT COLLEGE OF BUSINESS
DEPARTMENT OF MARKETING
Spring 2020

MAR 3023 (CRN 13306)
T/R: 1:30-2:45
Room 1202, Lutgert Hall
Dr. Van Auken

INTRODUCTION TO MARKETING
COURSE SYLLABUS

I. 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 a focus on the marketing mix, marketing institutions, and marketing decision-making environments.

II. 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. Slides on this common material are presented under Marketing Programs within the FGCU Share Drive. Learning objectives for these slides and additional material appear under individual class-meeting objectives in this syllabus.

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.

Finally, the course addresses two College-wide goals. They appear as follows:

- Demonstrate knowledge of ethical issues.
- Understand the main concepts and definitions in marketing.

III. TEXTBOOK

Kerin, Roger A., and Steven W. Hartley, *Marketing: The Core.*, Eighth Edition, Mc Graw-Hill, 2020.

IV. COURSE METHOD

The course reflects the usage of an integrated pedagogical framework consisting of the text, lectures, slides, articles, and cases.

Note: Our class meetings will not be a review of text material. Lectures are designed to highlight significant course topics, and time will be allocated for discussions of cases and other germane material. Since a mere reading of the textbook will not get you through this course, class attendance is imperative.

V. COURSE REQUIREMENTS

Hello Quiz

Before you start to power through your course work, the Federal government and FGCU require verification of your attendance by answering a simple question in a quiz format.

- You must complete this quiz by Saturday, January 11th, at 11:59 pm.
- The access code to take this quiz will be emailed to you via Canvas mail.

The following assessments will govern grade determination:

Assignment(s)	8%
Examination One	23%
Examination Two	23%
Examination Three	23%
Examination Four	<u>23%</u>
	100%

Exams will cover text and lecture material, as well as important information derived from CANVAS slides and video presentations. Exams will be objective in nature.

If a student misses a formally announced exam, a make-up exam will be given at a designated date. Without a verified excuse, a total of 10 points will be deducted from the student's make-up exam score. Make every effort to attend all formally announced exams.

Note: The final grade may be reduced up to 10 percent for excessive class absences (i.e., those in excess of four class misses). Also, a plus-and-minus grading system will be followed in the presentation of final grades. Finally, the use of electronics in class is prohibited unless permission is granted by the instructor.

VI. INSTRUCTOR INFORMATION

Dr. Stuart Van Auken

Office: Lutgert Hall, Room 3328

Phone: 239-590-7382

E-mail: svanauke@fgcu.edu

Office Hours: T/Rs: 3:00-5:00 and Wednesdays, 3:00-4:00.

VII. 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>

VIII. Disability Accommodations Services

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 contact the Office of Adaptive Services located in Howard Hall 137. The phone number is 239-590-7956 or TTY 239-590-7930.

There will be no audio or video recording of this class unless approved by the Office of Adaptive Services.

IX. Student Observance of Religious Holidays

For insight into FGCU General Counsel Policies, please go to the following web location:

<http://www.fgcu.edu/generalcounsel/policies-view.asp>

X. CLASS MEETINGS:**1. Orientation****Foundations**

Chapter 1

CANVAS: Reading: **Marketing Myopia** and Slides

Learning Objective: Define marketing and recognize the role of need satisfaction, alternative points-of-view concerning the enterprise, and systems thinking, including ethics and the marketing concept.

2. Strategic Planning and the Marketing Process

Chapter 2

CANVAS Slides

Learning Objective: Explain strategic market planning, the direction of a firm's response via product/market expansion, and mission development.

3. Strategic Planning and the Marketing Process continues

Chapter 2 *continues*

Case Study: **Trap-Ease America** (CANVAS)

Learning Objective: Describe the BCG grid and develop perspectives into the Resource-Advantage Theory of Competition.

4. Marketing Environment

Chapter 3, pp. 72-84

CANVAS Slides

Learning Objective: Explain the role of market knowledge and the primary external influencers on a firm's response.

5. Consumer Markets: Influences

CANVAS Slides

Reading: **Consumer Behavior: Yesterday, Today, and Tomorrow** (CANVAS)

Learning Objective: Discuss the major influences on consumer behavior, including attitudes, self-concept, cultural factors, and social-class considerations.

6. Consumer Markets: The Decision Process

Chapter 4

CANVAS Slides

Learning Objective: Develop the implications of automatic-response behavior versus extended decision-making behavior, as well as issues in need of research and the means of data attainment.

7. EXAMINATION NUMBER ONE**8. Ethical Behavior**

Chapter 3, pp. 84-87

CANVAS Slides

Learning Objective: Describe alternative models of ethical behavior.

9. Business Markets and Business Buyer Behavior

Chapter 5

Case Studies: Loctite & NutraSweet (CANVAS)

Learning Objective: Indicate the uniqueness of B to B marketing and its parallel with ultimate consumer marketing.

10. Market Segmentation

Chapter 8

CANVAS Slides

Learning Objective: Develop the basics of market segmentation along with the introduction of benefit segmentation and the heavy-half theory of market segmentation.

11. Market Segmentation *continues*

Chapter 8

Learning Objective: Explain segmentation: general and product-specific lifestyle segmentations.

12. Ethics Assignment: *Mini-Case*

13. Designing Products, Branding

Chapter 10, pp. 280-289

CANVAS Slides

Case Study: Colgate (CANVAS)

Learning Objective: Assemble the marketing mix or the four P's of marketing and explain branding, including brand equity development through branding strategy, and the uniqueness of service branding.

14. Designing Products, New Product Development

Chapter 9

CANVAS Slides

Learning Objective: Develop the new product development process along with the rationale for new product development.

15. Designing Products, Product Life Cycle

Chapter 10, pp. 268-279

CANVAS Slides

Learning Objective: Assess the implications of the product life cycle, including the development of strategies of the offense versus defense.

16. EXAMINATION NUMBER TWO

17. Pricing

Chapter 11

CANVAS Slides

Learning Objective: Explain the variables comprising the marketing pricing model and its importance.

18. Pricing *continues*

Chapter 11

CANVAS Slides

Learning Objective: Develop the litany of pricing strategies.

19. Place

Chapter 12

CANVAS Slides

Learning Objective: Discuss the types of middlemen, middleman functions, and physical distribution.

20. Place *continues*

Chapter 13

CANVAS Slides

Learning Objective: Develop major retail functions and trends, including the significance of Wal-Mart.

21. Promotion, Integrated Marketing Communication

Chapter 15

CANVAS Slides

Video Case: A 30-Second Spot

Learning Objective: Explain the promotion mix, and integrated marketing communication, including the development of the hierarchy-of-effects.

22. Promotion, Online Marketing

Chapter 15

CANVAS Slides

Learning Objective: View the internet's potential, along with the essence of relationship marketing.

23. EXAMINATION NUMBER THREE

24. Promotion, Advertising

Chapter 16

CANVAS Slides

Video Case: Infomercials: Ads, Shows, or Documentaries?

Learning Objective: Recognize the role of advertising, including the development of a strategic platform and assessments of advertising effectiveness.

25. Promotion, Sales Promotion

Chapter 16

CANVAS Slides

Learning Objective: Explain the role of sales promotions when brands are differentiated versus non-differentiated.

26. Promotion, Personal Selling

Chapter 18

CANVAS Slides

Learning Objective: Design the sales management process along with perspectives on effective selling, including the personal selling process.

27. Competitor Analysis

CANVAS Slides

Video Case: Sneaker Wars

Learning Objective: Develop the tenets of competitive analysis along with market leadership and competitive approaches.

28. International Marketing

Chapter 6

CANVAS Slides

Learning Objective: Illustrate the Japanese economic warfare model and reinforce key global strategies.

29. Marketing Services

Chapter 9, pp. 238-242; Chapter 10, pp. 289-291

CANVAS Slides

Learning Objective: Develop the uniqueness of service marketing along with moments of truth and the service triangle.

30. EXAMINATION NUMBER FOUR