

**FLORIDA GULF COAST UNIVERSITY
LUTGERT COLLEGE OF BUSINESS
MARKETING DEPARTMENT
MAR 3023 INTRODUCTION TO MARKETING
EXCHANGE PROGRAM TO UNIVERSITY OF BARCELONA
SPRING 2020**

COURSE INFORMATION

Course name: Introduction to Marketing (Exchange Program to University of Barcelona)

Credit hours: 3

CRN: 14151

Faculty of Record:

Dr. Taehoon Park, Ph.D.
Assistant Professor of Marketing

Office:

Lutgert Hall 3344

Office hours:

Tuesday 2:00 PM – 3:30 PM
Wednesday 2:00 PM – 3:30 PM
Thursday 2:00 PM – 4:00 PM
By appointment

Phone:

(239) 590-7363

Email communication:

CANVAS

This is a study abroad course. University and LCOB rules for credit transfer are followed. Credits will transfer once student has successfully satisfied all course requirements set by Exchange Program to University of Barcelona and by the faculty of record at FGCU.

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.
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IMPORTANT INFORMATION:

The course syllabus and schedule, including the grading policy, is tentative. I reserve the right to make changes as may be necessary throughout the semester. Any changes that take place will be announced through CANVAS.

ACADEMIC BEHAVIOR STANDARDS AND ACADEMIC DISHONESTY

FGCU's stated policies on academic honesty will be strictly enforced. Students are expected to have read, be familiar with and follow these policies.

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>

Students must only submit materials that are their own creation and include attribution for any ideas or language that is not their own. All sources used in the preparation of an assignment and all direct quotes must be clearly identified. No materials are to be submitted in more than one course without the prior written permission of each instructor.

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

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 class for a religious observance is not required to provide a second party certification of the reason for the absence.

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

Contact: <http://library.fgcu.edu/LBS/about/contactus.htm>