Florida Gulf Coast University
Lutgert College of Business
Department of Marketing – MAR 3023 Syllabus

CRN 11135  Introduction to Marketing  SPRING 2016 M – W – F

Course Information

CRN 11135
Credits: 3.0
Meets M/W/F 1:00 AM- 1:50 AM
Where: LCOB 1202
Emergencies only: TXT 239-248-8811
Phone: 590-7346

Instructor: Christine Wright-Isak Ph.D.
Email: cwright@fgcu.edu
Office Hours:
Mondays 10 - 11 AM & NOON – 1 PM in office
Wednesdays 8 – 9 AM, 10 - 11 AM NOON – 1:00 in office
Or by Pre-Scheduled Appointment
Office: LCOB 3319

Catalog Course Description:

Survey of the marketing of goods and services in a global economy with emphasis on the identification of target markets and the elements required to develop effective marketing strategies. The course describes the market environment elements for consumer satisfaction and organization success, introduces emerging marketing technologies and reinforces the importance of ethics and social responsibility in the orderly operation of the market system.

Course Prerequisite: Junior Standing

Texts & Materials

Required Text: Kotler and Armstrong, Principles of Marketing 15th Edition. The multi-part semester long branding project includes several specific assignments. Some have forms to be completed. These will be distributed in class as each becomes required for further learning and assignment completion.

Student Learning Outcomes:

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.

The Lutgert College of Business learning outcome to “Apply ethical reasoning to business issues” is specifically assessed in MAR3023.

**Teaching Approach:**

The main approach consists of in-class lectures and assigned readings, supplemented by a series of branding assignments that were used in training GE, DuPont and Colgate-Palmolive executives to engage in successful brand equity management. These exercises for an actual brand are applied to all 4 dimensions of the marketing mix help enrich learning by applying text concepts to real world situations. Text reading is essential for learning basic marketing vocabulary and concepts. Class lectures amplify and clarify text reading, adding actual industry examples.

Class attendance is critical as some elements of the lectures will not be found in the text. It is also critical to build and maintain team relationships to fulfill the demands of the branding assignments 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 measurement approaches listed with learning outcome goals.

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

**Composition of Course Grade Point Total:**

Three Scantron Exams @ 100 points each ................................................................. 300 points
Series of Branding Assignments ........................................................................ 100 points
One Final Exam .................................................................................................... 100 points
Attendance, Class Participation*, Teamwork, Extra Credit...............................50 points (see next page for details)
*Active Class Participation*

This will be evaluated based on, but NOT limited to, these areas:

1. Engaging in meaningful, subject/topic related discourse
2. Timely submission of 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.

**Course Policies: Based on Real World Professional Behavior**

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 diminishes chances for career advancement. Thus it will also diminish class participation perceptions and possibly result in final grade reduction. **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.

**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](http://studentservices.fgcu.edu/judicialaffairs/new.html)

**Student Disability Accommodations Services**

**New:** 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 of video tape class lectures. **Professor must be notified before start of classes.**

**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.

**Distance-Learning**
Information on distance learning courses is available online at [http://itech.fgcu.edu/distance/](http://itech.fgcu.edu/distance/)

**Online Tutorials**
Information on online tutorials to assist students is available online at [http://www.fgcu.edu/support/](http://www.fgcu.edu/support/)

**Library Resources**
Main page: [http://library.fgcu.edu/](http://library.fgcu.edu/)
Tutorials & Handouts: [http://library.fgcu.edu/RSD/ Instruction/tutorials.htm](http://library.fgcu.edu/RSD/ Instruction/tutorials.htm)
Faculty Support: [http://library.fgcu.edu/faculty_index.html](http://library.fgcu.edu/faculty_index.html)
Contact: [http://library.fgcu.edu/LBS/about/contactus.htm](http://library.fgcu.edu/LBS/about/contactus.htm)

This course makes limited use of CANVAS – to post the syllabus and one assignment (to be described in class the first week) that needs to be completed before Tuesday August 25, in order to qualify for some forms of financial aid. **Notifications of class information are communicated during lecture or via class email** in order to encourage class attendance and direct communication between instructor and students.
Topic and Reading Schedule

Note: Some chapters are covered out of sequence compared to the book. This schedule may change depending on how the class progresses...it is your responsibility to stay current. Changes will be announced in class when they occur.

Week 1
Jan 6-8  Chapter 1 – The Marketing Concept & Customer Value – AMA Definition of Marketing

Week 2
Jan 11-13-15  Chapter 20 - Ethics
Chapter 2 – Business Customer Relationships – Managing the Marketing Mix
Team Formation – Intro to Branding Assignments

Week 3
Jan 18  NO CLASS TO HONOR MLK HOLIDAY
Jan 20-22  Branding Assignments  Business Description, Brand Equity, Brand Personality

Week 4
Jan 25-27-29  Branding Assignments reviewed in class; bring all project work to class
Chapter 3 – Analyzing Market Environments – Macro & Micro and Cultural Contexts
Chapter 4, Consumer Insights – Marketing Research Data as the basis for strategic decisions

Week 5
Feb 1-3-5  Exam I Review
Branding: Target Definition assigned
Exam I Chapters 20, 1, 2, 3, & 4 in class
Branding Target Assignment Reviewed & upgraded in class

Week 6
Feb 8-10-12  Chapter 5, Consumer Decision Making
Branding Competitive Chart assigned
Exam I Returned – Play the Game
Chapter 6/7 B2B Marketing; Consumer Driven Strategy

Week 7
Feb 15-17-19  Chapter 8/9 Products, Services & Brands & New Product Life Cycles
Branding Competitive Chart Reviewed & upgraded in class
Brand Positioning Statement Assigned
Exam II on Chapters 5, 6, 7 & 9

Week 8
Feb 22-24-26  Branding Review Week – Prep First series for grade evaluation
Brand Positioning Statement Reviewed & Upgraded in class
Exam IIReturned

Week 9
Feb 29  Brand Assignment Series First Half DUE IN CLASS
Mar 2-4  Exam III (Take Home) distributed in class
Chapter 10 & 11 Customer Value & Pricing Strategies
Week 10
Mar 7-9-11  SPRING BREAK – CLASS DOES NOT MEET

Week 11
Mar 14-16-18  Exam III Due in Class
  Chapter  11 Customer Value & Pricing Strategies
  Brand Pricing Assignment: Data Collection, Charting & Strategic Evaluation
  Brand Pricing Assignment Reviewed & Upgraded in Class

Week 12
Mar 21-23-25  Chapter  12 Marketing Channels: Delivering Customer Value
  Brand Channels Chart Assigned
  Brand Channel Assignment Reviewed & Upgraded in Class

Week 13
Mar 28-30  Chapter  14 Integrated Marketing Communications Strategies
  Apr 1  Brand IMC Assignment: Strategic Message Map & Creative Work Plan
  Brand IMC assignments reviewed & upgraded

Week 14
Apr 4-6-8  Chapter  15 Advertising & PR: Applying IBP to Your Brand
  Brand Assignment: Two Promotions
  Consulting on Brand Assignments – Bring All Project Work to Class

Week 15
Apr 11-13-15  Chapter 16/17 Personal Selling and Sales Promotion/ Building Direct Consumer Relationships

Week 16
Apr 18-22-24  Team Final Brand Assignment - PPT Preparation
  Team Consulting on Final Book of Brand Assignment Series
  Team Consulting on Final Brand Book and PowerPoint
  Presentation

MONDAY APR 25  Final Day of Class – Final Brand/Exam Review  ALL MUST ATTEND

Final Exam  SAT APR 30, 2016  10:00 AM – 12:15 AM  LH 1202

BOOK of Brand Assignments  AND PPT ARE BOTH DUE ON EXAM DAY