INSTRUCTOR
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Phone: 239-590-1379 (office)
239-437-7477 (home)
Email: mkomar@fgcu.edu or mjkomar@gmail.com
Office Hours: Tuesday & Thursday, 2:00 – 3:00 p.m. AND by appointment

COURSE DESCRIPTION
MAR 3023 – Introduction to Marketing

The study of the nature of marketing systems and the marketing functions within organizations. Emphasis on the identification and satisfaction of consumer needs in a dynamic market environment including focus on the marketing mix, marketing institutions, and marketing decision making environments (Junior standing required)

PURPOSE
The purpose of this course is to introduce students to the fundamental concepts that create customer value and build customer relationships. It begins with understanding customer needs and satisfying those needs better than anyone else. Once a target market is identified, a compelling value proposition must be developed by which the organization can attract and retain customers. The organization that excels in these areas will reap the rewards of market share improvement, profits and brand equity. Other topics covered include global marketing, the importance of ethics and social responsibility, and the emerging technologies in the field of marketing.

COURSE OBJECTIVES AND 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 understanding 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 student 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:
ISBN-10: 0133084043

TEACHING PHILOSOPHY

The textbook provides an excellent framework for introducing students to the study of marketing. My objective is to bring to life these principles of marketing from my real world experiences. The fundamental concepts we’ll discuss will prepare you for further development in your professional career. Coming to class, asking questions, and participating in discussions will enhance your learning experience. Our discussion will provide you with a firm foundation and understanding to begin your journey in the exciting and challenging world of marketing.

TESTS

There are four tests. (Note the dates of these tests in the Course Outline)

Note the dates in your personal calendar. If a student misses a formally announced exam, a make-up exam will be given on a designated date. Without a verified excuse, a total of 10 points will be deducted from the student’s make-up exam score.

Scantron test forms are required for each test. (There are 4 tests, you will need 4 forms.) They are available at the Campus Bookstore. No test can be taken without using the Scantron form.
GRADING

There are 410 total possible points a student can earn during the term. The following will be the grade assigned to the student at the end of the summer session depending upon the total number of points a student actually earns.

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Points Earned</th>
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<tbody>
<tr>
<td>A</td>
<td>369-410</td>
</tr>
<tr>
<td>B</td>
<td>328-368</td>
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<tr>
<td>C</td>
<td>287-327</td>
</tr>
<tr>
<td>D</td>
<td>246-286</td>
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<tr>
<td>F</td>
<td>245 AND BELOW</td>
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Point Distribution

<table>
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<tr>
<th>Assignment</th>
<th>Points</th>
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<tbody>
<tr>
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<tr>
<td>Test #2</td>
<td>100</td>
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<tr>
<td>Test #3</td>
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<tr>
<td>Test #4 (Final)</td>
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Student Performance Example

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<th>Total Possible Points</th>
<th>Actual Points Earned</th>
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<td>Test 2</td>
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<tr>
<td>Test 4 (Final)</td>
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<tr>
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Total Test Points Earned 340=B

Student Success

The student who reads the chapter before class, then attends class, takes notes, and is attentive should do well in the class. I encourage you to review your notes and the concepts discussed in class each day rather than postponing your review to just prior to the test. A gentle reminder: experience has shown preparation and attention to detail reaps rewards. To help you focus, the use of phones, laptops, etc is prohibited during class.
ASSIGNMENT (10 POINTS)

- DUE NO LATER THAN 3:00 P.M. on JUNE 13th
- Your paper should be typed, double spaced with good sentence structure and correct spelling

  In your opinion “Does Marketing Cost Too Much?”
  Why or Why Not?

- A late assignment turned in will earn a grade of ZERO

CANVAS QUIZ

In addition to the above assignment, FGCU requires verification of your enrollment in this class. You will need to complete the Syllabus Quiz posted on CANVAS by May 18th, 11:59 p.m. this is required for all students.

ATTENDANCE POLICY

Attendance is critical for students to achieve the learning outcomes for the class. Students are expected to attend each class and be on time for class.

Attendance will be monitored for each class using sign in attendance sheets. These sheets will be distributed at the beginning of each class. Students are responsible for ensuring they sign the class attendance sheet. Students not signed in are recorded as absent for that particular class. To receive credit for attending class, a student must be present for the entire class period.

When you miss a class, it is your responsibility to obtain any information that was covered in class from other class members.

The following explains the FGCU class attendance policy for authorized and excused absences. These are the only exceptions for a student to miss a class without a penalty to a student’s final grade.

AUTHORIZED ABSENCE: An authorized absence is an absence due to participation in a sponsored activity that has been approved in advance by the program director and the appropriate student affairs office. Such an absence permits the student to make up the work missed when practical or to be given special allowance so that he/she is not penalized for the absence.

EXCUSED ABSENCE: An excused absence is an absence due to other causes such as illness, family emergency, death in the family, or religious holiday. A student seeking an excused absence should obtain documentation such as a physician’s statement, accident report, or obituary and contact all instructors or the Office of the Dean of Student Affairs.

A student who exceeds 2 (two) unexcused absences during the term will have 10% deducted from the total number of points the student has accumulated for the semester.
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](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 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.

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. [http://www.fgcu.edu/generalcounsel/policies-view.asp](http://www.fgcu.edu/generalcounsel/policies-view.asp) (Links to an external site.)

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 basis 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.

**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

**COURSE OUTLINE (Subject to Change)**

**May 11**

Introduction & Course Overview

Chapter 1: Creating and capturing Customer Value
Learning Objective:
- Introducing the basic concepts of marketing

**May 16**

Chapter 2: Company & Marketing Strategy
Chapter 18: Creating Competitive Advantage
Learning Objective:
- Discuss the importance of understanding competitors and how this knowledge can create value for customers.
- Developing a customer driven marketing strategy

**May 18**

Chapter 20: Sustainable Marketing: Social Responsibility and Ethics
Learning Objective:
- Discuss the aspects of sustainable marketing and the role of ethics in marketing.

Chapter 3: Analyzing the Marketing Environment
Learning Objective:
- Describe the environmental forces affecting the company’s ability to serve its customers.

**May 18**

EXAM 1 (Chapter 1, 2,3,18, & 20)

Chapter 4: Managing Marketing Information
Learning Objective:
- Discuss how companies can use information to gain insights to better serve their customers.
May 23  Chapter 5: Consumer Markets & Consumer Buyer Behavior
Learning Objective:
• Describe the consumer market and the factors influencing consumer behavior and their importance to marketers.
• Describe the major types of buyer decision behavior.

Chapter 6: Business Markets and Business Buyer Behavior
Learning Objective:
• Describe the business market and how this market differs from the consumer market. In particular, the business buyer decision process and the factors influencing their behavior.

May 25  Chapter 7: Customer-Driven Marketing Strategy: Creating Value for Target Customers
Learning Objective:
• Discuss how companies develop a customer-driven strategy.
• Describe how the concept of positioning is incorporated into the marketing mix to gain a competitive advantage.

May 25  Chapter 8: Products, Services, and Brands: Building Customer Value
Learning Objective:
• Describe the decisions made by companies to increase the value of their brand in marketing products/services.

May 30  EXAM 2 (Ch. 4, 5, 6, 7 & 8)

May 30  Chapter 9: New Product Development
Learning Objective:
• Describe the product development process and how marketing strategies change during the product life cycle.

June 1  Chapter 10: Pricing: Capturing Customer Value
Learning Objective:
• Identify major pricing strategies and how they relate to customer value perceptions.

Chapter 11: Pricing Strategies
Learning Objective:
• Discuss how companies adjust prices to meet competitive pressures while still attempting to improve profits.

June 6  Chapter 12: Marketing Channels: Delivering Customer Value
Learning Objective:
• Describe the functions of channel members and the importance of integrating the supply chain services to perform these functions cost-effectively.
• What Does It Look Like, When It’s Right.
Chapter 13: Retailing and Wholesaling
Learning Objective:
• Describe these channel members roles in the distribution channel and specifically, identify the major types of retailers

June 8  EXAM 3 (Ch. 9, 10, 11, 12 & 13)

Chapter 14: Communicating Customer Value
Learning Objective:
• Describe the concept of integrated marketing communications and its importance in the marketing mix.

June 13  Chapter 15: Advertising & Public Relations
Learning Objective:
• Describe the role of advertising and public relations in the marketing mix and the importance of positioning.

Chapter 16: Personal Selling & Sales Promotion
Learning Objective:
• Discuss the role of personal selling in building relationships and how sales promotion program can yield short-term results.

June 15  Chapter 17: Direct and Online Marketing: Building Direct Customer Relationships
Learning Objective:
• Discuss how companies can utilize online marketing to deliver value to their

Chapter 19: The Global Marketplace
Learning Objective:
• Describe how companies can enter the international market and the implications for adopting their marketing mix for various international markets.

June 20  FINAL EXAM (Ch. 14, 15, 16, 17 & 19)