



**MAR3023 – 004**

**13332**

**Marketing Management**

**LCVS**

**BU302**

**Monday 1-3:50 PM**

**STUDENT RESPONSIBILITY:**

By staying in this class you agree that you have read and are familiar with all of the course procedures, policies, and practices, and understand that course policies will **not** be changed and exceptions made for individual students. If you choose to wait until the last minute to complete and submit assignments, you assume the full risks and penalties related to that choice. Late work is not accepted. For further details, please see the sections on computer requirements, technical problem resolution, and participation and attendance.

**Instructor Information**

Name: Dr. Ann R. Root

Office Address: 319 Fleming Hall

Email Address: **All messages/email must originate through the course Canvas site, Inbox.**

Phone Number: 561-297-4179

**Instructor's Office Hours**

M 11am-12:30pm

And By Appointment

**TA (Teaching Assistant) Information:**

Name: Patryk Tokarski

Office Address: 201 Fleming Hall

Phone Number: (561) 297-3036

Email Address: **All messages/email must originate through the course Canvas site, Inbox.**

TA's Office Hours: See the course Canvas site for the TA's office hours.

All questions regarding Canvas, McGraw Hill, Connect, grades, technology problems, and exam reviews should be directed to the TA.

**Required Textbook/Connect Information**

**Textbook:** Marketing- 2nd edition, Author: Hunt, Mello and Deitz, Publisher: McGraw Hill

**Loose Leaf + Connect ISBN:** 9781260418422

**Connect Access Cards:** 9781259899058 OR 1259899055

Go to the Canvas home page to see purchasing options.

Exams require Respondus LockDown Browser + Monitor, therefore, you will need a webcam (internal or external) and microphone for this course.

## **Course Description**

Target markets are fragmenting as today's customers are increasingly selective in product choice. Simultaneously product life cycles are shortening, competition is intensifying, and the new product failure rate is growing. Buyers are more knowledgeable and more demanding, while global and technological changes continue at an increasing rate. Successful Marketing is essential for business survival today. This course establishes the foundation for studying Marketing: focusing on the basic and universal principles of Marketing such as consumer and organizational buying behavior, market segmentation, differentiation and positioning, brand management, pricing policies, integrated marketing communications, channels of distribution, social, ethical and regulatory issues, and global implications and trends. Within today's business environment Global Marketing and technological developments such as Digital Marketing, E-commerce, social media, and mobile commerce are significant issues. The implications of these developments will be continuously integrated and examined, and specific classes will focus on these topics.

This course places particular emphasis on joining the conceptual foundations of marketing with practical application. Current examples in advertising, product/service planning, brand management, market segmentation, positioning strategy, product pricing, and distribution strategy will be integrated with the concepts and theories throughout the course.

## **FAU Catalog Course Description**

Channels of distribution, price policies, promotion, consumer demand, product planning, the role of government in marketing, and the social evaluation of marketing.

## **Course Prerequisites and Credit Hours and Class Time Commitments**

This is a 3-credit course. The university and college prerequisite requirements are that you must have 60 credit hours or Junior standing, and ECO2013 and ECO2023 (Micro and Macro Economics) to be eligible to take this course. If you do not meet these requirements you may be administratively dropped by the department during the semester, after drop/add week and at such a time when you will not be able to obtain a fee refund. If you have less than 60 credit hours it is recommended that you go to the College of Business Undergraduate Advising Office in 102 Fleming West to request an override.

## **Course Learning Objectives**

Upon successful completion of this course, students will be able to:

- Explain the role of Marketing in the firm, our society and the global marketplace.
- Define the Marketing Management Process and the role of strategic planning in the Marketing Management Process.
- Define the components of a Marketing Strategy and describe how these components fit together to create a successful Marketing Plan.
- Explain key Marketing concepts and demonstrate how to use these concepts to solve Marketing problems.
- Identify market segments and choose Marketing Mix components appropriate for these segments.

## **Grading Scale**

The following grading scale, based on statewide university guidelines, will be used to determine your final grade. Grades will be assigned as follows:

92.45 and higher-----	A	69.45 through 76.44-----	C
89.45 through 92.44-----	A-	66.45 through 69.44-----	D+
86.45 through 89.44-----	B+	62.45 through 66.44-----	D
82.45 through 86.44-----	B	59.45 through 62.44-----	D-
79.45 through 82.44-----	B-	59.44 and below-----	F
76.45 through 79.44-----	C+		

### **Grade Adjustments**

No grade adjustments or "upping" of grades will be implemented. Whatever grade you earn, according to the grading scale shown above, is exactly and precisely the final grade you will receive.

### **Course Evaluation Method**

Your final grade will be determined by the following components:

- ✓ First Online Exam 17.5%
- ✓ Second Online Exam 17.5%
- ✓ Third Online Exam 17.5%
- ✓ Fourth Online Exam 17.5%
- ✓ Connect Chapter Quizzes 10%
- ✓ Connect LearnSmart Assignments 5%
- ✓ Connect Homework 10%
- ✓ Connect Analytics 5%
- ✓ Comprehensive Makeup Exam (taken online; optional if you have taken all four exams; required if you missed one of the regularly scheduled exams)

### **Online Exam Testing Rules**

- ✓ For each exam you will use Respondus Lockdown Browser + Monitor (see section below for further information).
- ✓ Each exam covers a group of 4 chapters and any information discussed in class.
- ✓ Each exam will be given online and will consist of multiple choice questions.
- ✓ You will see one question at a time and no backtracking is allowed.
- ✓ You are only allowed to use blank paper, pencil/pen, calculator (you may NOT use your phone as a calculator), handwritten or printed notes, printed PowerPoints and a printed copy of the textbook.
- ✓ There are no pre-takes or makeups for missed exams except under the following conditions: illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities.
- ✓ You will have a specific time period to take each exam.
- ✓ Canvas will automatically submit your exam.
- ✓ If you do not take the exam on the date and during the times specified, you will be given a zero for the exam, no exceptions.
- ✓ It is expected that you take these tests alone. If you are found to take these tests with others you will be in violation of the Honor Code and subject to severe penalties including expulsion from the University. It is further understood that these are open book tests, but do not believe that this will make the tests easier. The exams are timed and you will not have time to look up concepts.

## **Respondus LockDown Browser + Monitor**

For assurance of academic integrity for all of the course exams, your online test taking behavior will be monitored and reviewed in this class using a program called Respondus LockDown Browser with Monitor.

### **System Requirements**

1. \*Windows: 10, 8, 7
2. \*Mac: OS X 10.10 or higher
3. For Mac users: Safari must function properly on the computer
4. iOS: 7.0+ (iPad only). Must have a compatible LMS integration.
5. Adobe Flash Player
6. Web camera (internal or external) and microphone.
7. A broadband internet connection

\* **IMPORTANT NOTE:** If you have an operating system that is older than the versions mentioned above then Respondus LockDown Browser + Monitor may continue to run but you may encounter unexpected results.

### **Respondus LockDown Browser with Monitor Instructions**

1. Close all programs.
2. For the first test, click on the link to download the Respondus application. This can be found in each section where the exam information is located. You will only need to download it once for the semester unless you use a different computer for a future exam.
3. Locate the "LockDown Browser" shortcut on the desktop and double-click it.
4. For Mac users, launch "LockDown Browser" from the Applications folder.
5. If prompted to close a blocked program (e.g. screen capture, instant messaging) choose "Yes."
6. Login to your Canvas course.
7. Navigate to the Exam and select the appropriate Exam.
8. Do the Startup Sequence
  - You will first need to review and agree to the Terms of Use
  - The Webcam Check will confirm your webcam and microphone are working properly. The first time the Webcam Check is performed on a computer, Adobe Flash Player will require you to select "Allow and Remember."
  - You will then be asked to take a picture of yourself, a picture of your photo I.D., and administer a room scan

The test and timer will begin after the Startup Sequence is complete. You cannot exit LockDown Browser until the test is submitted for grading. If you encounter a problem, you need to submit a ticket with LockDown Browser. The link to do this is located in the exam section on Canvas.

### **Test Environment Requirements**

**The online testing environment should mimic the 'in class' testing environment and must conform to the rules and guidelines below.**

**You MUST have the following:**

1. A webcam that you can move in a 360-degree circle so that the room can be scanned and verified. You can do this with a laptop's webcam or a removable webcam on a desktop monitor.
2. A quiet room – you will be flagged if people are walking in and out of the room or if there is noise in the background.
3. A valid photo ID (government-issued ID such as a driver's license, passport or FAU Owl card).
4. Microphone built into the computer or the webcam.

**Testing Area:**

1. Sit at a desk or table (not on a bed or couch).
2. Lighting in the room must be bright enough to be considered "daylight" quality. Overhead lighting is preferred; however, if overhead is not possible, the source of light should not be behind you.
3. You may not use a second monitor, cell phone, or other websites.
4. Close all other programs and/or windows on the testing computer prior to logging into the proctored test environment.
5. Do not have a radio or television playing in the background.
6. Do not talk to anyone; do not talk to yourself; no communicating with others by any means.
7. No other person except the test-taker is permitted to enter the room during testing.
8. Only blank paper, pencil/pen, calculator (you may NOT use your phone as a calculator), printed notes, printed PowerPoints and a printed copy of the textbook are allowed on your desk/table.

**Unacceptable Behavior That Can Result in a Zero on the Exam**

**\*The following are examples of UNACCEPTABLE EXAM BEHAVIOR and the most common ways in which students earn a zero on the exam:**

1. Looking around: eyes must either be on the computer screen or on your desk where the book/notes are located at all times.
2. Leaving the room and then returning during the testing period at any time.
3. Taking the computer into another room to finish taking the test (exam must be completed in the same room the "Exam Environment View" is completed in).
4. Using headsets, ear plugs or similar audio devices.
5. Using the phone. The only exception is to contact Respondus or Canvas support in the event of a technical issue.
6. Other people in the room.
7. Any talking, by you or another person, including reading the questions out loud.
8. Looking under the desk.
9. Placing anything in your lap; notes and textbook must be on the desk.
10. Dual monitors: if you have dual monitors one of them must be turned off and facing the opposite direction.
11. Opening other browsers while in the testing window browser.
12. Trying to compromise the functionality of the webcam, microphone, or software capabilities in any way during the authentication process or while taking the exam.

### Allowed Materials

1. Physical textbook (you may NOT use the e-book)
2. Course PowerPoint slides (they must be printed out, you can NOT open Microsoft PowerPoint)
3. Typed or written course notes, you can NOT access computer files
4. Calculator (you may NOT use your phone)
5. Pen/pencil and blank paper

**You can NOT take this exam in a computer lab or in any public area where people may be talking and moving about.**

### Exam Technical Issues:

- If you get kicked out of the exam, immediately re-enter. Your time will continue decreasing, but you will be able to re-enter the exam and pick up where you left off.
- If you have a technical issue, submit a ticket to LockDown Browser using the link below. You can also find this link throughout the Canvas course.
  - <http://support.respondus.com/support/>
- All technical issues are your responsibility.
- Submit a ticket to the Help Desk if you believe you encountered an issue with Canvas. If ITSS emails me that it was a Canvas issue only then will I make accommodations as needed for you to complete the exam.

**If the problem occurred due to your own technical issues, then your grade will stand as it is.**

### **Common student technical problems include:**

1. Trying to open other windows, programs, or files while you are taking the exam.
2. Using an unapproved browser. Check the Canvas home page for browser issues. Do not use Internet Explorer.
3. Also check the home page for any current Canvas technical issues that you should be aware of.
4. Don't use Wi-Fi. If you do, you bear ALL responsibility, even if you are using FAU's Wi-Fi.
5. If you are "kicked" out due to internet issues, you must re-enter the test immediately to complete it. This will not count as a second attempt. If you get kicked out of the exam you must go right back in.

### Exam Reviews

There will be no review in preparation for each exam and no general class review of exams after they are taken. **Each student may review his/her exam during office hours with the TA.** All exam reviews must be completed before the start of the next exam.

**Connect Homework (10%), Connect Analytics (5%), Connect Chapter Quizzes (10%), and LearnSmart Assignments (5%)**

**\*\*Use Chrome when completing Connect work. No other Internet browser is recommended\*\***

McGraw-Hill's Connect/LearnSmart is a web-based assignment and assessment solution for every chapter required for this course. **Be aware of due dates! No late work is accepted under any circumstances.** Due dates are detailed in the course outline and schedule. For Connect Quizzes, you are allowed one attempt with 20 minutes. After your attempt, you will see detailed feedback. For Connect LearnSmart Assignments, you are allowed unlimited attempts with unlimited time. For Connect Homework and Analytics, you are allowed two attempts with unlimited time. After your first attempt, you will see your total score. After your second attempt, you will see detailed feedback. After the due date passes, you are allowed study attempts for homework, analytics, and quizzes, but your score will not change.

### **TWO IMPORTANT ISSUES:**

1. You **MUST** go through Canvas to access Connect for registration and any subsequent Connect attempts and then return to Canvas after each attempt so that your grades will synch properly. If you go directly to Connect, your grades will not synch properly and you will be responsible for the consequences.
2. It is recommended students avoid completing high-stake assignments on a phone. If you choose to complete assignments on a mobile device and encounter issues, you bear full responsibility for any and all technical problems that result.
3. Use Google Chrome to complete all Connect work. No other Internet browser is recommended.

**\*\*Students use any temporary/courtesy Connect access at your own risk\*\***

### **Connect Technical Help**

If you have technical issues with Connect, you will need to contact:

Phone: 1-800-331-5094

- Sunday: 1 PM- Midnight
- Mon-Thurs: 9 AM- Midnight
- Friday: 9 AM- 7 PM
- Saturday: 11 AM- 5 PM

Chat: <http://mpss.mhhe.com/>

Online Issue Form: <http://mpss.mhhe.com/contact.php>

These hours are based on EST (Eastern Standard Time). Tech support is located in CST (Central Standard Time). Therefore, the hours of operation you use stated online may be different than the hours listed here.

## **Additional Course Policies**

### **General Classroom Behavior**

No cell phones are allowed on the desk during class, including ones hidden behind a large purse or in your lap. According to University policy regarding the use of electronic devices states "in order to enhance and maintain a productive atmosphere for education, personal communication devices, such as cellular telephones and pagers, are to be *disabled* in class sessions." In other words, turn off your cell phones and put them away.

Because each class will start promptly at the scheduled time, and because late arrivals are disruptive and inconsiderate not only to the Instructor but also to other students, if you are late please enter as quietly as possible. If you must leave class early, out of courtesy and respect for the Instructor and your classmates, please let the Instructor know before class begins.

### **Extra Credit**

The Instructor's policy regarding extra credit assignments is that there will be **no extra credit** assignments given at any time during the semester.

### **Missing Exams**

Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absence and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence. Documentation will be required within 1 week of the missed exam.

### **Late Assignments**

Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absence and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence. Documentation will be required within 1 week of the missed exam.

### **Attendance Policy**

Attendance is not required for this class. However, you must watch the video-taped lectures since there will be questions from the lecture based on examples, current events and material not found in the book.

### **Netiquette Policy**

All messages and email must originate through the course Canvas site, Inbox. If you email the instructor or the TA directly your email will be bounced back with the message: "All messages/email must be sent through the Course Canvas site, Inbox."

I am available **continuously** from the first day of the semester until the day grades are due, but not **instantaneously**, so please keep in mind if you send an email after 5pm I will probably not see it until the following morning. I do check my email on Saturdays and Sundays, usually first thing in the morning.



Use of profanity, all caps, accusations and similar email behavior will not be tolerated nor answered, and will be referred to the Dean of Student Affairs. Any changes to the course schedule, class assignments, and important information will be posted as an Announcement on Canvas and emailed to your FAU email account **ONLY IF YOU HAVE YOUR CANVAS NOTIFICATIONS SET TO DO SO.**

## **COURSE OUTLINE AND SCHEDULE MAR3023 Fall 2018**

**All Connect Assignments close at 11:00PM EST the night before the exam opens.  
You will have an exam after every 4 chapters. All exams open at 8am EST and close at 11pm EST on the days indicated below.**

<b><u>DATE</u></b>	<b><u>TOPIC/CHAPTER</u></b>
<b>8/20</b>	<b>Connect assignments for Chapters 1-4 open.</b>
8/20	Course Syllabus and Course Canvas Site Review: Procedures, Practices, and Expectations. Connect Registration and Section 1 Assignments Open
8/27	Why Marketing Matters to You- Chapter 1 Strategic Planning- Chapter 2
9/3	No Lecture. Labor Day
9/10	The Global Environment- Chapter 3 Consumer Behavior- Chapter 4
<b>9/16</b>	<b>Connect assignments for Chapters 1-4 due by 11pm EST.</b>
<b>9/17</b> <b>the</b>	<b>No Lecture. EXAM #1 OPENS AT 8 AM. You have from 8 AM EST until 11 PM EST to complete the exam. Chapters 1-4 and any examples, current events, and videos discussed in class.</b>
<b>9/24</b>	<b>Connect Assignments for Chapters 5-8 open</b>
9/24	Marketing Research- Chapter 5 Product Development- Chapter 6
10/1	Segmentation, Targeting, and Positioning- Chapter 7 Promotional Strategies- Chapter 8
<b>10/7</b>	<b>Connect assignments for Chapters 5-8 due by 11pm EST.</b>
<b>10/8</b>	<b>EXAM # 2 OPENS AT 8 AM. You have from 8 AM until 11 PM EST to complete the exam. Chapters 5-8 and any examples, current events, and videos discussed in class.</b>
<b>10/15</b>	<b>Connect assignments for Chapters 9-12 open</b>
10/15	Supply Chain and Logistics Management- Chapter 9 Pricing- Chapter 10

- 10/22            Retailing- Chapter 11  
                     Personal Selling- Chapter 12
- 10/28            Connect assignments for chapters 9-12 due by 11pm EST.**
- 10/29            EXAM #3 OPENS AT 8 AM. You have from 8 AM EST until 11 PM EST to complete the exam. Chapters 9-12 and any examples, current events, and videos discussed in class.**
- 11/5              Connect assignments for chapters 13-16 open**
- 11/5              Digital and Social Media Marketing- Chapter 13  
                     Customer Relationship Management- Chapter 14
- 11/12            No Lecture. Veterans Day
- 11/19            Branding- Chapter 15  
                     Social Responsibility and Sustainability- Chapter 16
- 11/25            Connect assignments for chapters 13-16 due by 11pm EST.**
- 11/26            EXAM #4 OPENS AT 8 AM. You have from 8 AM EST until 11 PM EST to complete the exam. Chapter 13-16 and any examples, current events, and videos discussed in class.**
- 12/10            COMPREHENSIVE FINAL OPENS AT 8 AM. You have from 8 AM EST until 11 PM EST to complete the exam. Chapters 1-16. No lecture material is on the final.**

**CHANGES OR MODIFICATIONS TO THE SYLLABUS:** The instructor reserves the right to change or modify the syllabus as necessary in order to

### **University and College Policies**

<http://fau.edu/studentresources/>

<http://www.fau.edu/academic/registrar/FAUcatalog/academics.php>

#### **Code of Academic Integrity Policy Statement**

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. **For more information, please see FAU Regulation 4.001 at: [FAU Regulation 4.001](#).**

#### **Disability / Accessibility Policy Statement**

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's

campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. **For more information, please visit the SAS website at <http://fau.edu/sas/>**

### **Counseling and Psychological Services (CAPS) Center**

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU’s Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. **For more information, go to <http://www.fau.edu/counseling/>**

### **Religious Accommodation Policy Statement**

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices, observances, and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations and work assignments. **For further information, please see FAU Regulation 2.007 at: [FAU Regulation 2.007](#).**

### **University Approved Absence Policy Statement**

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in University approved activities, including athletic or scholastics teams, musical and theatrical performances and debate activities. It is the student’s responsibility to notify the course instructor at least one week prior to missing any course assignment.

### **Incomplete Grade Policy Statement**

A student who is passing a course, but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete (“I”). The assignment of the “I” grade is at the discretion of the instructor, but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete (“I”) grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing (“F”) grade.

### **Withdrawals**

Any student who decides to drop is responsible for completing the proper process required to withdraw from the course.

### **Grade Appeal Process**

A student may request a review of the final course grade when s/he believes that one of the following conditions apply:

- There was a computational or recording error in the grading.
- Non-academic criteria were applied in the grading process.
- There was a gross violation of the instructor’s own grading system.

The procedures for a grade appeal may be found in **Chapter 4 of the University Regulations**.

### **Disruptive Behavior Policy Statement**

Disruptive behavior is defined in the FAU Student Code of Conduct as “... activities which interfere with the educational mission within classroom.” Students who behave in the classroom such that the educational experiences of other students and/or the instructor’s course objectives are disrupted are subject to disciplinary action. Such behavior impedes students’ ability to learn or an instructor’s ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor’s expectations for classroom conduct.

### **Faculty Rights and Responsibilities**

Florida Atlantic University respects the right of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions which do not impede their exercise. To ensure these rights, faculty members have the prerogative:

- To establish and implement academic standards
- To establish and enforce reasonable behavior standards in each class
- To refer disciplinary action to those students whose behavior may be judged to be disruptive under the Student Code of Conduct.