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## SYLLABUS: BASIC MARKETING CONCEPTS

MAR3023, Sect. 02  
Summer 2004  
MW, 3:35 PM - 4:50 PM  
RBA 0101

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### CONTACT INFORMATION

Instructor: Susan Brudvig  
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Email: sb03h@fsu.edu

Office: RBB 337F  
Office Hours: Monday 2:00PM – 3:15PM,  
Thursday 12:15PM – 1:30PM,  
and by appointment

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### COURSE DESCRIPTION

This course introduces students to business activities that are designed to plan, price, promote, and place goods and services for current and potential customers. This course acquaints students with the present-day challenges of marketing professionals and introduces students to the tools and methods marketing professionals use to make decisions.

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### COURSE OBJECTIVES

This course aims to assist students in

- Learning key marketing principles, concepts, and terminology.
  - Gaining an appreciation of why a marketing perspective is important.
  - Understanding the role of marketing within a firm and the relationship between marketing and other functional areas of a business.
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### COURSE MATERIALS

Text: Principles of Marketing, 10<sup>th</sup> edition by Kotler and Armstrong (Prentice-Hall, 2004).

Resources: Blackboard will be used for distribution of overheads, chapter outlines, grades, additional reading, and extra credit assignments.

The authors' website at [www.prenhall.com/kotler](http://www.prenhall.com/kotler) provides several resources. The self-quizzes in the study guide are recommended.

A copy of the text has been placed on 2-hour reserve at Strozier library. Request the text by title.

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## **COURSE POLICIES**

Students are expected to extend professional courtesy to their fellow students and to the instructor. Treat classroom meetings as business meetings. Turn off electronic devices during class time. Refrain from talking when others are speaking. Arrive to class prepared and on time.

While it is doubtful that you will do well in this class if you do not regularly attend, there is no formal attendance policy. However, attendance may be recorded on an occasional basis in the event there is an inquiry about a student's progress from a university official. You are responsible for all course content and your class lesson notes, regardless of the reason for missing a class. Your specific questions will be answered, but lessons will not be re-taught.

Assigned reading should be completed before the start of class. Students are responsible for assigned reading, regardless of the reason for not completing a reading assignment. Students should expect to be tested on assigned reading, whether or not the instructor reviewed the material during a lesson.

Students are expected to take examinations during class time on the dates outlined in the syllabus. Exams may be made up only in unusual and extraordinary circumstances, as outlined below. Optional activities (i.e., extra-credit assignments and zero-point quizzes) may not be made up and will not be accepted late, regardless of the reason.

You may contact the instructor by phone, e-mail, or in-person. *Please note:* Because the instructor may not be able to confirm your identity via email or telephone, an in-person meeting may be requested.

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## **EXAM POLICIES**

Exams cover reading assignments and class content such as lectures, comments, drawings, etc. made by the instructor during class.

***Bring a #2 pencil & an eraser to exams.***

Electronic devices of any kind (including, but not limited to, phones, calculators, PDAs, cameras, and laptops) may *not* be used at any time during an examination. Students are expected to uphold the academic honor code at all times, including during an examination.

Make-up exams are strongly discouraged. In the event of unusual or extraordinary circumstance, a make-up exam may be permitted. Do not assume that you will be allowed to make-up the exam until you have received an affirmative acknowledgement from the instructor.

Requirements for taking make-up exams are the following:

- If known in advance: As soon as the situation is known, the student should provide a letter to the instructor outlining the reason the exam will be missed. The student should attach appropriate supporting documents to their letter. Examples of unusual or extraordinary circumstances are a student's elective surgery, a student's out-of-town job interview, or a student's military service.
- In an emergency situation: Notify the instructor that you will miss a scheduled exam as soon as possible. The student will be required to submit a letter to the instructor outlining the reason the exam was (will be) missed. The student will be required to provide appropriate supporting documents. Examples of emergency situations are a death in the student's immediate family and a student's unexpected hospitalization.

Regardless of the reason for missing an exam, a make-up exam will be given in a format of the instructor's choosing (e.g., fill-in blank, short answer, essay) and at a place and time designated by the instructor.

*Note:*

At the instructor's discretion, the maximum number of points that can be earned for an exam may be reduced if a student does not take the exam during class time on the dates outlined in the syllabus.

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## REQUIRED EXAMS

This course has four scheduled examinations covering assigned reading and class lessons. Each exam is worth a maximum of 250 points. Exams are weighted equally in the calculation of your final grade. See the course content outline for exam dates.

Students are expected to take examinations during class time on the dates outlined in the syllabus. Exams may be made up only in unusual and extraordinary circumstances, as outlined above. Failure to take an exam will result in 0 points earned for that exam.

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## OPTIONAL EXERCISES

### *Zero-Point Quizzes*

This course will have three unannounced "zero-point quizzes," beginning the fifth week of the course. The score of a zero-point quiz ranges from 0 to 25, which is added to a student's previous

exam score. Zero-point quizzes test students on their comprehension of assigned reading before the material is covered in a lesson.

Zero-point quizzes are intended to reward students who are completing assigned reading and attending class regularly. No student is penalized for not taking a zero-point quiz or not performing well on a zero-point quiz. Students may not make-up zero-point quizzes, regardless of the reason for missing a class or arriving late to a class.

*Extra-Credit Assignments*

From time to time, an extra-credit opportunity may be provided for students. These opportunities could include completing surveys, attending special events, or writing short essays. When the assignment is given, the available points and due date will be provided.

Extra-credit points are added to your total points at the end of the semester. Regardless of the number of extra credit points earned, the cumulative impact of extra-credit is capped at one grade increase (e.g., from B to B+). Late extra-credit assignments will not be accepted, regardless of the reason.

**FINAL GRADE**

Your final grade is based on the total number of points earned in this course:

<b>Final Letter Grade</b>	<b>Final Points</b>	<b>Final Letter Grade</b>	<b>Final Points</b>
A	950 & up	C+	770 – 799
A-	900 – 949	C	740 – 769
B+	870 – 899	C-	700 – 739
B	840 – 869	D	600 – 699
B-	800 – 839	F	000 – 599

**FINAL GRADE COMPUTATION – AN EXAMPLE**

	<b>Points Earned</b> (max = 1000)	<b>Zero-Point Quizzes</b> (max = 75)	<b>Total</b>
Exam 1	200	10	210
Exam 2	220	0	220
Exam 3	230	15	245
Exam 4	210	--	210
<b>Total</b>	<b>860 (B)</b>	<b>25</b>	<b>885 (B+)</b>
		Extra Credit (max = one letter grade)	15
		<b>Final Points</b>	<b>900 (A-)</b>

This hypothetical example illustrates how a final grade is computed for this course. This student earned 900 final points, a final grade of A-. Without extra credit, s/he earned 885 points (B+). Without quiz points, s/he earned 860 (B).

*Note:*

Students who are not performing well on exams are generally advised to focus their effort on assigned reading and class lessons, rather than on completing extra-credit. Please speak with the instructor if you are having difficulty with this course or are unsure about how you are doing relative to your effort.

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## **ACADEMIC HONOR CODE**

Students are expected to uphold the Academic Honor Code published in *The Florida State University Bulletin* and the *Student Handbook*. The Academic Honor System of The Florida State University is based on the premise that each student has the responsibility to

- 1) Uphold the highest standards of academic integrity in the student's own work,
- 2) Refuse to tolerate violations of academic integrity in the university community, and
- 3) Foster a high sense of integrity and social responsibility on the part of the university community.

See the following web sites for a complete explanation of the Academic Honor Code:

<http://www.fsu.edu/Books/Student-Handbook/codes/honor.html>  
<http://www.fsu.edu/Books/Student-Handbook/>

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## **AMERICANS WITH DISABILITIES ACT**

Students with disabilities needing academic accommodation should:

- 1) Register with and provide documentation to the Student Disability Resource Center;
- 2) Bring a letter to the instructor indicating the need for accommodation and what type. This should be done during the first week of class.

For more information about services available to FSU students with disabilities, contact

Student Disability Resource Center  
97 Woodward Avenue, South  
Florida State University  
Tallahassee, FL 32306-4167  
(850) 644-9566 (voice)

(850) 644-8504 (TDD)  
[sdrc@admin.fsu.edu](mailto:sdrc@admin.fsu.edu)  
<http://www.fsu.edu/~staffair/dean/StudentDisability/>

This syllabus and other class materials are available in alternative format upon request.

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## **SYLLABUS CHANGE POLICY**

This syllabus is a guide for the course and is subject to change with advanced notice.

## COURSE CONTENT AND OUTLINE

Week	Date	Topic	Reading Assignment
1	May 10	Introduction to Course	--
	May 12	Introduction to Marketing	Chap 1; Botox case, pp 36-37
2	May 17	Marketing Strategy	Chap 2
	May 19	Competitive Advantage	Chap 18
3	May 24	Global Marketplace	Chap 19
	May 26	Social Responsibility & Ethics	Chap 20
4	<b>May 31</b>	<b>NO CLASS – Memorial Day Observed</b>	--
	<b>June 2</b>	<b>EXAM 1</b>	
5	June 7	The Marketing Environment	Chap 4
	June 9	Marketing Information	Chap 5; Appendix 1
6	June 14	Consumer Markets	Chap 6; pp. 76-82
	June 16	Business Markets	Chap 7
7	June 21	Segmenting, Targeting, Positioning	Chap 8
	<b>June 23</b>	<b>EXAM 2</b>	
8	June 28	Products & Services; Branding	Chap 9; “Brand Called You” (Bb)
	June 30	Product Development & Product Life Cycles	Chap 10
9	<b>July 5</b>	<b>NO CLASS – Independence Day Observed</b>	--
	July 7	Pricing Approaches	Chap 11
10	July 12	Pricing Strategies	Chap 12
	<b>July 14</b>	<b>EXAM 3</b>	
11	July 19	Place: Channels & SCM	Chap 13
	July 21	Place: Retail & Wholesale	Chap 14
12	July 26	Promotion (MarComm) Strategy	Chap 15
	July 28	Promotion Types	Chap 16; Chap 17
13	<b>Aug 2</b>	<b>EXAM 4</b>	
	Aug 4	Careers in Marketing	--
	Aug 4	Make-up Exams, 12pm-5pm. Instructor permission required.	--