

MAR 3023 FUNDAMENTALS OF MARKETING Spring, 2006
Section 1108 MWF 12:00 am to 12:50 pm
Building 11/Room 217

Instructor Information:

Ronald Bush, Ph.D.

Professor

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Office Hours: MW: 9:00 am to 11:00 am; T: 1:00pm to 5:00 pm and by appointment. Also please feel free to email me.

Course Objective: To introduce students to the fundamentals of marketing. Students will learn the philosophy used to guide marketing decisions, a framework for understanding the many variables involved in the marketing process, the terminology of marketing, analytical tools and models used to make marketing decisions. Students will also be introduced to ethical and global issues in the field of marketing.

PREREQUISITES: Students must have completed 45 hours of college coursework before taking this course.

TEXT: Lamb, Charles W., Jr., Joseph F. Hair, Jr. and Carl McDaniel. *Marketing*. 8th Edition. Thomson South-Western Publishers, 2006.

Textbook Website. You have a textbook website from which you can download PowerPoint slides. Go to <http://lamb.swlearning.com>. You will find the PowerPoint slides under Student Resources. Other resources on this website that you will want to use are: quizzes on each chapter (take these AFTER you have studied and are ready to assess how prepared you are for a test). Information on a career in marketing may be found at this website as well as other interesting features.

Teaching Method: The class will be primarily lecture and discussion. You will find that class lectures will emphasize selected important concepts from the available material in the text and online information sources. Rather than have you “skim” many topics, your instructor will select important topics and you will be required to learn these concepts thoroughly. However, this does NOT mean you should not read your text carefully. There is much additional information in the text that you will be expected to know.

Learning Outcomes: Every student will be required to demonstrate certain skills during this course. There will be 5 assigned skills dealing with various aspects of marketing. The skills are: **1.** articulate a definition of marketing (all students will be required to verbally articulate what marketing is to the instructor). **2.-5.** From a business magazine or other business publication, i.e. *Wall Street Journal*, *Business Week*, *Fortune*, *Forbes*, etc., students will identify how a firm’s marketing mix variable (1. product/service 2. distribution 3. promotion or 4. pricing) is currently

being used to appeal to the market. You must have a separate one-page paper, typed and your source/s correctly cited at the end of the page, for each one of the four marketing mix variables.

Summary of Learning Outcome Assignments

LO 1-Articulation of the Definition of Marketing You must articulate what marketing is to the instructor. It is your responsibility to ensure that you have been given credit for this learning outcome. All LO's that are completed will be indicated on class records displayed on d2L. Due date: Anytime after we cover Chapter 1. Extra points are NOT available for LO 1 (See below). Those not completing this learning outcome *before the first test* may be asked to recite additional definitions in order to get credit for LO 1.

LO 2-Paper on Product/Service Marketing Mix Variable being Used Currently by a Company. Your paper should be clearly labeled, LO 2, along with your complete name. The paper must have your sources correctly referenced using APA (American Psychological Association) format.

LO 3-Paper on Distribution Marketing Mix Variable being Used Currently by a Company. Your paper should be clearly labeled, LO 3, along with your complete name. The paper must have your sources correctly referenced using APA (American Psychological Association) format.

LO 4-Paper on Promotion Marketing Mix Variable being Used Currently by a Company. Your paper should be clearly labeled, LO 4, along with your complete name. The paper must have your sources correctly referenced using APA (American Psychological Association) format.

LO 5-Paper on Pricing Marketing Mix Variable being Used Currently by a Company. Your paper should be clearly labeled, LO 5, along with your complete name. The paper must have your sources correctly referenced using APA (American Psychological Association) format.

Grading of LO's

ALL STUDENTS MUST complete all five learning outcomes. Extra points MAY be earned for high-quality learning outcomes for LO's 2-5. If a learning outcome is "average" it will simply be assigned a PASS. A student cannot complete the course without all passing grades on the learning outcomes. Should a paper be "below average" the student will receive a "Fail" grade they will be required to rewrite the paper until they receive a "Pass." Students without a passing grade for ALL five learning Outcomes will receive an "I" (Incomplete) grade for the course.

Testing and Grading:

Four Tests: There will be four non-accumulative tests. Questions on the four tests will be objective questions (true-false and multiple choice) and there may be short answer essay questions. The fourth test will be given during the time assigned for the course final examination. Each test will be weighted as shown below.

Weighting of Grade Items and Determination of Course Grade:

Test 1= 25% Test 2= 25% Test 3 = 25% Test 4 =25%

The final grade will be determined according to the schedules below:

Letter Grade based on ___ % of Total Points Earned: A = 93 – 100; A- = 90 – 92; B+ = 88 – 89; B = 83 – 87; B- = 80 – 82; C+ = 78 – 79; C = 73 – 77; C- = 70 – 72; D+ = 68 – 69; D = 63 – 67; D- = 60 – 62; F = below 60

NOTE: 1. According to the catalog students seeking the B.S.B.A. must meet a minimum course grade of “C” in all College of Business prerequisites and courses. 2. Public posting of grades is prohibited. Students desiring to know their final grade may simply view their Prometheus account. Final grades will be posted as soon as they are calculated. Calls or personal requests for grades will not be accepted as this delays the calculation of final grades for the entire class.

Make Up Exams: Should a student miss a regularly scheduled exam, he or she will be given an opportunity to take a make up exam. You do not need to inform the instructor PRIOR to the regularly scheduled exam that you wish to take the make up. It is your responsibility to contact the instructor as soon after the test as possible so that you may determine the date and time of the make up test.

Format of the Make Up Exams: In order to maintain a common grading standard, the make up exam will ask questions which are more specific. This is due to the fact that students taking the make up will have had, for whatever reason, more time to study. The make up can be in any form including oral. The make up will be announced usually within one week after the regularly scheduled exam. It is the student's responsibility to find out when the make up test is being given. Failure to take the make up test results in a grade of zero (0).

No test will be given early; please do not ask. If you do ask, you will be instructed to reread this syllabus.

Attendance: Roll will normally be taken with each class and attendance records will be maintained. While there is no grade for attendance there is no question that regular attendance is strongly associated with the course grade. It is up to the student to do what is necessary to attend this class regularly.

Timely Attendance: You are expected to be **in class, seated and ready to participate** in class **at the beginning of class....this does not mean 1 minute after class starts.** When you are late, even a couple of minutes late, you miss very important announcements which put you at great disadvantage in terms of high quality class performance. For example, important information regarding learning outcomes such as how to do them and due dates, is normally announced at the beginning of class.

Expectations for Academic Conduct/Plagiarism Policy

I expect all students enrolled in this course to accept the responsibility of reading, understanding, and meeting all course requirements and policies as set forth in this syllabus and other accompanying documents. You are expected to inform me immediately of any personal circumstances that may require special consideration in meeting course requirements or adhering to

course policies. I expect all students to abide by the University's "Expectations for Academic Conduct" as published in the UWF Student Handbook. Failure to do so will result in disciplinary actions as specified in the Handbook.

As members of the University of West Florida, we commit ourselves to honesty. As we strive for excellence in performance, integrity--personal and institutional--is our most precious asset. Honesty in our academic work is vital, and we will not knowingly act in ways which erode that integrity. Accordingly, we pledge not to cheat, nor to tolerate cheating, nor to plagiarize the work of others. We pledge to share community resources in ways that are responsible and that comply with established policies of fairness. Cooperation and competition are means to high achievement and are encouraged. Indeed, cooperation is expected unless our directive is to individual performance. We will compete constructively and professionally for the purpose of stimulating high performance standards. Finally, we accept adherence to this set of expectations for academic conduct as a condition of membership in the UWF academic community.

Special Assistance

Students with special needs who require specific examination-related or other course-related accommodations should contact Barbara Fitzpatrick, Director of Disabled Student Services (DSS), dss@uwf.edu, (850) 474-2387. DSS will provide the student with a letter for the instructor that will specify any recommended accommodations