

**MAR3023-001-12949 MARKETING MANAGEMENT  
BOCA CAMPUS SPRING SEMESTER 2006  
PROFESSOR CONTE  
TUESDAY/THURSDAY 9:30-10:50AM BU120**

**OFFICE HOURS:** **Boca:** Fleming West 106 Tuesday/Thursday 11:00-1:00.  
**Davie:** LA441 Monday/Wednesday 8:15-9:15am.

**TELEPHONE:** 561.297.3189, 561.297.3036, **FAX NUMBER:** 561.297.0402

**E-MAIL:** [conte@fau.edu](mailto:conte@fau.edu) You MUST use your FAU email account and include MAR3023 in the subject line; otherwise the email will be viewed as SPAM by the FAU server. Attachments will not be opened under any circumstances.

**TEXTBOOK:** Marketing, by Kerin, Hartley, Berkowitz & Rudelius, McGraw-Hill/Irwin, 8<sup>th</sup> edition, 2006, ISBN #0072828803.

**WEB SITE:** <http://blackboard.fau.edu> Blackboard will be used for all course announcements, documents, assignments, and grades. Please try to develop the habit of checking the board daily.

**GRADUATE ASSISTANT:** Dariusz Szymanski, [dszyman1@fau.edu](mailto:dszyman1@fau.edu) 561.297.3036, Fleming Hall 201. Any questions regarding Blackboard problems, bonus attendance points, grades, etc. should be first directed to the graduate assistant.

### 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 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 Interactive Marketing, and the Internet, E-commerce, and mobile commerce are significant issues. Therefore, the global and technological implications of Marketing will be continuously integrated and examined, and specific classes will focus on these topics.

### COURSE OBJECTIVES AND METHODOLOGY

#### **Course Objectives:**

- ⇒ To understand the Marketing Management process, the role of strategic planning in Marketing, and how to formulate a Marketing Plan;
- ⇒ To synthesize knowledge of the most important Marketing concepts, and how to use this knowledge to solve marketing problems;

- ⇒ To understand the interrelationships within different areas of Marketing;
- ⇒ To gain insight into the role of Marketing in the firm, our society, and the global marketplace, and
- ⇒ To improve students' analytical reasoning skills by developing students' ability to apply marketing theories and concepts to actual domestic and global marketing scenarios.

### **Course Methodology:**

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.

Due to the large size of the class, and the survey nature of the course, the class format will be primarily lecture, supplemented by video case analyses, and some class discussion and class exercises.

## **GRADING POLICIES**

### **INCOMPLETE GRADES**

A final grade of 'I', which stands for an Incomplete Grade, will ONLY be given to a student who, due to extraordinary circumstances such as a death in the family or major surgery, misses the third and comprehensive exams. Based on college and university policies, appropriate documentation must be submitted, and under no conditions will an Incomplete be given to a student who has a grade of 69.3 (208 points) or lower. In other words, only a student with a passing grade, i.e. a 70.0 or 209+ points, is eligible for an Incomplete Grade.

### **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.

### **GRADE NEEDED TO FULFILL CORE REQUIREMENT**

For most students a grade of C-, 70.0 or 209+ points, is sufficient to fulfill the core marketing requirement. There are exceptions, however, and it is the responsibility of each student to be aware of his or her academic requirements. Those students who earn a 69.3 or 208 or lower points must exercise the forgiveness policy and retake the class to earn the required 70.0 or higher.

### **GRADE COMPOSITION - Exams**

In this course your final grade will be based on your performance on three out of four exams. The exams will be administered on the dates listed on the attached Course Schedule and will not change, except in the case of a natural disaster such as a hurricane. The exams will consist of multiple choice questions based on the Blackboard student notes, class lectures, and the assigned readings in the textbook. The exams will not be reviewed in class. At the discretion of each student his or her exam may be reviewed during regularly scheduled office hours with the graduate assistant.

The first three exams are **not** cumulative. On **May 4<sup>th</sup>** a *Comprehensive, Cumulative Final Exam* will be conducted for all students who miss any of the three regularly scheduled exams, and also for any students who

have taken all three regularly scheduled exams but who wish to improve their overall course grade. If you take all four exams your lowest exam grade out of the four will be dropped. If you

have taken the three regularly scheduled exams and are satisfied with your final grade you do not have to take the Comprehensive Final Exam. Since this Comprehensive Exam is for all students who miss any of the three regularly scheduled exams, **NO OTHER MAKEUP EXAMS WILL BE GIVEN.**

**NOTE:** For every exam, each student must bring an 8 1/2 x 11 inch blue scantron, a #2 pencil, **AND A PHOTO I.D.** Any student who does not have all three items will not be allowed to take the exam. In addition, if a student's scantron is rejected by the Testing Center because it is too wrinkled to put through the machine and therefore must be graded individually, then **five points will be deducted** from the student's test grade.

### **GRADE COMPOSITION – Bonus Attendance Quizzes**

Attendance will be taken randomly throughout the semester by administering a short quiz at the very beginning, middle, or end of the class, at the discretion of the Instructor. Each bonus attendance quiz will be worth one point. Since handwriting will be checked and verified, if a student submits a quiz for a student who is not present, both students will automatically receive an F for the entire course.

### **FINAL GRADE DETERMINATION - GRADING SCALE**

The following grading scale, based on statewide University guidelines, will be used **to determine your final grade by adding your three highest exam grades plus your bonus attendance points:**

278+-----A	200-208-----D+
269-277-----A-	188-199-----D
260-268-----B+	179-189-----D-
248-259-----B	178 or less-----F
239-247-----B-	
230-238-----C+	
218-229-----C	
209-217-----C-	

The grading scale shown above is based on a standard grading scale used in the statewide University system, as follows:

93-100.....A	67-69.....D+
90-92.....A-	63-66.....D
87-89.....B+	60-62.....D-
83-86.....B	59 or less.....F
80-82.....B-	
77-79.....C+	
73-76.....C	
70-72.....C-	

### **CLASS ATTENDANCE, PUNCTUALITY and BEHAVIOR**

Ongoing commitments, and the ability to arrive at work and at meetings on time, are highly valued skills in the business world. In addition, you are responsible for everything that is discussed in class. Therefore, you are expected to attend all scheduled classes, and you are responsible on the exams for anything discussed and covered in class. If a student misses a class it is his or her responsibility to obtain, **from another student**, the class notes and any material covered in the missed class. The Instructor **will not** provide class notes, overheads, etc. to students.

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. **Any student who either continually arrives late for class or continually leaves class early will be administratively dropped from the class at the end of the semester.** Therefore, arrange your class, work, childcare, babysitting, etc. schedule so that you will be present for the entire class.

Please turn off all cell phones prior to entering the classroom. If you use a laptop computer during class and are accessing the Internet or completing other work during the class, you will no longer be allowed to bring the computer to the class. Please minimize talking to other students during the class as it is disruptive to the class and distracting to students and the Instructor.

Class participation, by raising your hand and answering questions posed to the class by the Instructor, is expected, encouraged, and considered in final grading, at the discretion of the Instructor.

### **STUDENTS WITH DISABILITIES**

In compliance with the “Americans with Disabilities Act” (ADA): students who require special accommodations due to a disability to properly execute coursework must register with the FAU Office for Students with Disabilities (OSD) located in Boca, Library Room 175 (561.297.3880), or in Davie, MOD I (954.236.1222), and follow all OSD procedures.

### **ACADEMIC IRREGULARITIES**

The College of Business has adopted the following policy: “a fundamental principle of academic, business and community life is honesty. Violation of this ethical concept will result in penalties ranging from a grade of “F” on the work to dismissal from the University. In all penalties, a letter of fact will be included in the student’s file.” In accordance with these rules, students caught cheating in this course will automatically receive a grade of “F” for the course. Cheating includes the use of notes, books, or assistance to or from other students while taking an examination, or submitting a bonus attendance quiz for another student who is not present at the time the quiz is administered.

### **COURSE SCHEDULE**

The following schedule is approximate and may be slightly modified, as some topics may take longer than the allotted time. The dates of the exams will **NOT** change so plan accordingly. The Instructor’s expectations are that the reading assignments will be completed by each student **PRIOR** to the dates of the assignments.

**COURSE SCHEDULE MAR3023-12949 SPRING 2006**

<b><u>DATE</u></b>	<b><u>TOPIC</u></b>	<b><u>CHAPTER (S)</u></b>
1/10	Course Procedures, Practices and Expectations	
1/12	Creating Customer Relationships & Value through Marketing	1
1/17, 19	Developing Successful Marketing and Corporate Strategies	2
1/24	Scanning the Marketing Environment	3
1/26, 31	Consumer Behavior	5
2/2	Organizational Markets & Buyer Behavior	6
2/7	Reaching Global Markets	7 pp. 174-192
<b>2/9</b>	<b>FIRST EXAM Chapters 1, 2, 3, 5, 6, and 7 (only pp. 174-192)</b>	
2/14, 16	Marketing Research: From Information to Action	8
2/21	Identifying Market Segments & Targets	9
2/23	Developing New Products and Services	10
2/28	Managing Products and Brands	11
3/2	Managing Services	12
3/7, 9	Spring Break – No Classes	
3/14	Building the Price Foundation	13 pp. 336-344
3/16	Arriving at the Final Price	14
<b>3/21</b>	<b>SECOND EXAM Chapters 8, 9, 10, 11, 12 13 (only pp. 336-344) and 14</b>	

3/23	Managing Marketing Channels and Wholesaling	15 pp. 396-401, 407-414
3/23	Integrating Supply Chain and Logistics Management	16
3/28	Retailing Strategy	17 pp. 455-464
3/30, 4/4	Integrated Marketing Communications and Direct Marketing	18
4/6, 11	Advertising, Sales Promotion, and Public Relations	19
4/13	Personal Selling and Sales Management	20 pp. 528-539
4/18	Implementing Interactive and Multichannel Marketing	21 (Skip Ch. 22)
4/20	Ethics and Social Responsibility in Marketing	4
<b>4/25</b>	<b>THIRD EXAM Chapters 15 (only pp. 396-401 and 407-414), 16, 17 (only pp. 455-464), 18, 19, 20 (only pp. 528-539), and 4</b>	
4/27	Reading Day – No Class	
<b>5/4</b>	<b>COMPREHENSIVE FINAL EXAM 7:45AM to 10:15AM – NO STUDENT ADMITTED AFTER 8:00AM</b>	
5/8	Semester Ends – Final Grades Posted	