

# BASIC MARKETING

MAR 3023

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## I. COURSE DESCRIPTION

This course introduces students to the interacting business activities, which are designed to plan, price, promote, and distribute goods and services to present and potential customers and to acquaint students with the present-day challenges of marketing activities.

## II. COURSE OBJECTIVES

To move students from column 1 at the beginning of the course to column 3 by the end of the course:

<b>Topic</b>	<i>I don't know much about this topic.(1)</i>	<i>I know what this is about but not much more. (2)</i>	<i>I can identify questions on this topic but still need assistance . (3)</i>	<i>I can apply this topic independent-ly and do not need assistance. (4)</i>	<i>I can teach this material to others. (5)</i>
<i>The role of marketing in the modern economy and in organizations.</i>					
<i>The Marketing Concept, Marketing Orientation and Customer Orientation as business philosophies</i>					
<i>The Marketing Mix and the interrelationship between its components</i>					
<i>The role of marketing in strategy and planning</i>					
<i>The role of data, marketing research and marketing information systems in understanding and acting upon customer requirements</i>					
<i>The Promotion Mix and the interrelationship between its components</i>					
<i>The Product Life Cycle and dynamics of products over time</i>					
<i>Creating synergy in Channels of Distribution and Supply Chains</i>					
<i>Pricing and pricing strategies</i>					
<i>Consumer Behavior and how buyers think about purchasing</i>					
<i>The process of Personal Selling and managing sales people</i>					

### III. GLOBAL COURSE OBJECTIVES

After completing this course, students should be able to:

- (1) Identify the basic concepts, terminology, and practices of modern marketing.
- (2) Explain how marketing both affects and is affected by the internal and external environments of an organization.
- (3) Recognize the consumer and organizational buying processes.
- (4) Explain the main components of the marketing mix.
- (5) Recognize how marketing activities differ for goods and services.
- (6) Recognize the complexities of international marketing.
- (7) Recognize how marketing activities differ in profit and no n-profit organizations.
- (8) Explain the importance of marketing in corporate strategy and planning.
- (9) Recognize their roles as ethical consumers and managers.

### IV. COURSE FORMAT

Learning will be achieved primarily through lecture due to the class size, although students will be asked to discuss issues from time to time. Classroom presentation will emphasize topics from the text that the professor believes need enhancement through elaboration and illustration as well as other topics not covered in the text. To improve your chances for a better grade, students are expected to have read the material prior to class.

**RULE OF THUMB:** *To excel in this course, students should spend three hours outside class for every hour inside class.* Anything less than this standard can result in lower performance levels.

### V. COURSE MATERIALS

**Required Text:** *ProCopy Notes*, available at ProCopy, 5209 Fowler Ave. E., (813) 988-5900 or FREE online through MAR3023 course on Blackboard.

*Contemporary Marketing* by Boone & Kurtz, 12<sup>th</sup> edition, Thomson-Southwestern Publishing, Inc.. (Required but secondary to the *ProCopy* notes.)

**Supplemental Material (optional):** Study Guide available bundled with a new text at no additional charge. *Marketing Department Brochure* also bundled with a new text.

**Strongly Recommended:** A subscription to the *Wall Street Journal*. Sign up sheets for student discounts are available.

**Note:** A copy of the text and study guide will be placed on reserve at the library.

### VI. COURSE GRADING

**A. Exams:** 3 @ 100 points (Optional Final)                      Total points: 300

Each exam contains 50 multiple-choice based upon lecture, *ProCopy* Notes, class discussion, videos, and textbook materials leading up to that exam. Each exam will cover approximately one-third of the course. They are designed to test the student's knowledge of key course requirements. The questions are typically application type questions that can be challenging but are fair. ***Students who attend class regularly, pay attention during the class, take notes in class, keep current on the reading assignments, and invest ample study time prior to the test, generally perform well on the exams.*** Those who don't do these things may find the tests to be challenging. *Research studies support the supposition that students who attend class typically achieve higher grades than those that do not.* REPETITION LEADS TO RECALL!

Exams will begin promptly at the beginning of the period when they are assigned. Students arriving late will be given an exam **only** if no one else has finished with theirs and has left the room. Once the exams are handed out, no one may leave the room except at the discretion of the instructor. In the event of an

unanticipated cancellation of class (e.g. hurricane) on a day when an exam is scheduled, the exam will take place during the next scheduled class period.

Results of the exams will be available through Blackboard. Exam grades will be posted as soon as they are graded and recorded. **PLEASE DO NOT CALL OR EMAIL THE PROFESSOR OR THE TEACHING ASSISTANT TO FIND OUT YOUR GRADE!** Those students wishing to review their test will have one week following the posting of the grades to see the teaching assistant during his/her office hours and go over the test.

### **B. Make-up Exams :**

If you miss an exam **for any reason**, you will need to take the final to replace the zero on the missed test. **The final is cumulative and will consist of 50 multiple choice questions.** The format will be identical to the other 3 exams. If you have taken the 3 exams and are satisfied with your first 3 test grades, you **DO NOT** have to take the final. If you have a test grade on the first three exams that you are unhappy with, you can elect to take the final to try to replace the lowest grade. The final will **NOT** be counted if it is the lowest grade of the four exams so it can help but not hurt you.

**NOTE: If you are out of town prior to a test, book your airline tickets so you will be back on campus the day before the test, not the day *of* the test. Murphy's law rules!**

### **C. Grades:**

Grades will be assigned based on the following cumulative percentage scores achieved:

89.50% to 100%	= A	<b>(For example, 89.33% is a B. NO EXCEPTIONS!)</b>
79.50% to 89.49%	= B	
69.50% to 79.49%	= C	
59.50% to 69.49%	= D	
59.49% and below	= F	

Computing grades: (Exam 1 + Exam 2 + Exam 3 + any Extra Credit points (see below))/3.

For example:  $(80 + 76 + 90 + 8) / 3 = 254 / 3 = 84.66\% = 85\%$

Final Exam: If you are at .33 (e.g., 79.33) after 3 exams, do the math to figure what you'll need to get on the final to replace your lowest grade to move you to 79.66 or higher to get you to the next grade. Then decide if you think that grade is doable and if it's worth the effort to study for and to take the final.

### **D. More About Exams:**

- 1. You must bring your official USF photo ID and a soft lead pencil with eraser (2 pencils just in case) to the exams.**
2. You **CANNOT** use any books, notes, or electronic devices during the exams.
3. If the proctors find you are using any books, other written materials or electronic devices, they will take your test and you will receive a zero on the exam.

### **E. Pass/Fail or Satisfactory/Unsatisfactory Grade:**

If you are a business major (or PBA or GBA), you CANNOT receive a pass/fail or S/U grade. Any other major can BUT you MUST notify the TA or Dr. Lafferty by the end of the second week of classes. Otherwise, you will receive a letter grade.

#### **F. Extra Credit:**

There **may** be opportunities for students to earn extra credit during the semester. **This is NOT a given so don't bet your grade on this!** If an opportunity arises for extra credit during the semester, it will be announced in class ahead of time and either an email will be sent or it will be posted on Blackboard and further details will be given. These opportunities will be made available only to the entire class.

**No one individual will be given the opportunity to do extra credit unless the opportunity exists for the entire class!** Translated this means do not schedule an appointment, email, or call the professor at the end of the semester and ask if you can do any extra credit because you are not happy with your grade. The answer now and then is no.

**If extra credit is given, you will have one week from the day the extra credit is posted on Blackboard to check to be sure you received the points. If you do not check Blackboard and notify the teaching assistant of any error within a week of posting, you will forfeit those points.**

Faculty members and doctoral students at major universities such as the University of South Florida conduct much of the basic research you will learn about in Marketing 3023 and in advanced marketing courses. Much of the research is interested in how consumers respond to new product ideas, promotions, pricing issues, and other marketing topics. As consumers, your input into these areas may be sought by faculty members who are conducting research projects during the semester. If so, you will be informed of the project and how much extra credit points will be available if you participate. **These will be added to your total points at the end of the semester.** Participating in these studies is voluntary.

#### **G. Attendance:**

Students who attend classes regularly typically earn better grades than those who do not. However, while attendance is very strongly encouraged, no attendance will be taken. It is your choice and you must live with the consequences of that decision!

### **VII. OTHER ISSUES**

**A. Prerequisites:** If you do not meet the requirements of the University of South Florida and the College of Business Administration to be enrolled in this course, you may *not* attend, and the professor will not give you a grade. No exceptions are allowed. The student must accept responsibility for determining if s/he meets enrollment requirements. The prerequisite for this class is Junior or Senior standing (a minimum of 60 credit hours) plus additional pre-requisites depending on your major. Check on line or your course catalog or see your advisor for more information.

Students who enter USF under the 2001-2002, or later, catalog are required to earn a grade of C-, or better, in every core class and an overall GPA of 2.0 for all core classes.

**B. Blackboard:** All students are expected to access information about MAR3023 through Blackboard. **THIS IS A REQUIREMENT FOR THE COURSE.** The following are necessary for Blackboard access:

1. You will need a **USFCard photo ID** to access this course on Blackboard. To obtain a USFCard without coming to campus, see <http://auxsvc.usf.edu/usfcard.asp> for directions and information.

Application forms are accessed either through clicking on General Info or All the Answers and then clicking on Distance Learning USFCard Application. The cost is \$10.00. Or you can call 813-974-2357 to obtain the card on campus.

IF YOU DO NOT HAVE A USFCard, GET ONE THE FIRST WEEK OF CLASS.

2. The library access card (non photo ID) will **not** provide access to Blackboard courses.

3. A USFCard is required for USF NetID activation. You are automatically assigned a USF NetID upon registration for this class.

You should check your Blackboard daily for announcements. From time to time, it is necessary to contact you and this is the only way to reach approximately 600 students efficiently. If you do not check Blackboard regularly, then you will not receive communications that could be vital such as cancelled class due to a hurricane or some other important piece of information such as extra credit. Not checking Blackboard DOES NOT mean you are not responsible for knowing the communications.

#### **TO ACTIVATE NetID:**

1. Go to <https://una.acomp.usf.edu>

2. On Login Page, click on “Sign up for New User.”

3. To fill out the fields, you’ll need: a) a number off your USFCard, b) your birth date, c) your social security number.

4. Click “OK” and answer the remaining questions

#### **TO GO ON BLACKBOARD:**

1. Go to <https://my.usf.edu>

2. Login with NetID and your password.

3. Click on MAR3023.

**C. Special Needs:** University policy requires that you register through the proper University channels and document your needs. If extra time is needed for the test or if you require a distraction-free environment, for example, the Student Disability Services can accommodate you, but you must register with them and be eligible. You should contact the professor *within the first week of class during regular office hours* to discuss the issue. *After this has taken place, you and the professor will discuss reasonable accommodations. Do not wait until the final exam to reveal that a disability of some sort is the reason for not meeting the requirements of the course.*

**D. Academic Dishonesty:** Academic dishonesty will not be tolerated and includes, but is not necessarily limited to the following:

- (1) Copying another student's work during an exam,
- (2) Using unauthorized materials during an exam; e.g., cheat sheets, open books,
- (3) Sharing exam answers with others during the exam,
- (4) Use of illegally obtained notes or exams
- (5) Failing to give proper credit to another individual’s ideas and/or published work.

Evidence of violation of any academic dishonesty policy will subject students to:

- (1) A zero on the test without the option to replace it with the optional final, or an “F” in the course, or an “FF.” For reference, please consult the topic of “Academic Dishonesty” in the Undergraduate Catalogue.

Any student aiding another student will be considered to be an accessory, and will therefore be subject to the same penalties.

The professor in this course does not allow students to take copies of the examination outside the classroom or outside the professor's or teaching assistant’s office for any reason. **Any student who takes an exam from this course outside the testing room without the supervision or permission of the instructor will receive**

**an "F" in the course. Likewise, any student who does not turn in the exam booklet provided him/her during the examination period will receive an "F" in the course.**

**E. Classroom Conduct:** All students in this class are adults and will be treated as such. All students are also expected to behave as adults. Comments such as the following should go without saying and, like a few other sections in this syllabus, are written for the benefit of a very small minority. Students should behave professionally in class just as in any business meeting. Such conduct includes not talking to other students during lecture, not reading material such as newspapers, texts, etc. during class, not studying other class material, and not sleeping in class or simply not paying attention. Students should arrive on time and stay throughout the class. If there is an occasion when you must leave a session early, it is considered professional to notify the professor and sit close to an exit, so as not to disturb others. It is impolite to slam textbooks prior to the end of the lecture. Any student exhibiting unprofessional conduct may be either temporarily or permanently removed from classroom lectures. For further information, look under "Disruption of Academic Processes" in the Undergraduate Catalogue. **NOTE: Please make sure any portable phone is turned off during class! This means it shouldn't be left on vibrate either!** Only a medical doctor who is on call and deals with life and death situations should have a pager or cell phone on at all in class. **If you have some critical need that necessitates an exception, see the professor before the class.**

**F. Limited Use of Instructional Materials:** The lecture content and all instructional materials used in this course are copyrighted. As such, no individual may use any lecture content or instructional materials for any purpose other than his/her immediate education. Taking notes for someone else or an organization, especially for sale or profit, is strictly prohibited. Students violating this prohibition will be referred to the Student Affairs Disciplinary Office for appropriate action.

**G. Appeal of Grade:** After grades have been posted, the **only valid reason for appealing a grade should be miscalculation of scores.** The following are NEVER valid reasons for grade appeal: (1) impending removal from the university, (2) loss of scholarship, (3) expulsion from an athletic team, (4) delay in graduation, (5) general unhappiness with the grade, (6) possible deportation to a country ruled by a brutal dictator, and (7) ex post facto discovery that poor performance was caused by some tragic set of events beyond the control of the student.

**H. Grade of "Incomplete":** The College of Business and USF will allow a student to receive a grade of "Incomplete" in those extremely rare circumstances in which a student, **who is currently passing**, cannot complete the course because of a documented excuse. Normally, a student should withdraw from the university when a student cannot complete the course. A grade of "Incomplete" cannot be given to avoid failing the course. Do not ask the professor for an "Incomplete" grade if (1) you are failing the course, (2) it is past mid-semester, and (3) you do not have an extraordinary and compelling reason not to finish the class.

### **CAVEAT**

*This syllabus provides a general plan for this course. Based on the discretion of the professor, deviations from this syllabus may be necessary. You will be given sufficient notice before any changes are made to the syllabus.*