

**MAR 3023  
PRINCIPLES OF MARKETING  
FALL 2009  
SYLLABUS**

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<b>OFFICE HOURS:</b>	MONDAY and WEDNESDAY, 2:00—3:30pm. Please respect these office hours. If they are inconvenient, I am available by appointment at other times. Generally, I will be available in BRY 130 between Periods 4 and 5 on class days.
<b>COURSE ADMINISTRATOR:</b>	Jon Lutz Office Hours: NA Phone: NA E-mail: <a href="mailto:mar3023.prof@cba.ufl.edu">mar3023.prof@cba.ufl.edu</a>
<b>TEACHING ASSISTANTS OFFICE:</b>	Room 225 Bryan Hall Office Hours: See TA Office Hours document on website E-mail: <a href="mailto:mar3023.prof@cba.ufl.edu">mar3023.prof@cba.ufl.edu</a> Phone: (352)273-3295
<b>HOURS AND LOCATION:</b>	Posted on the website. To reach 225 Bryan, enter through the <u>northwest</u> door from the Business courtyard, go down the hall and turn left before you go through the double wooden doors. Take the elevator--push the "3" button. The door to 225 will be right in front of you when the elevator door opens. The teaching assistants are there to tutor you on any aspect of course content and to handle any administrative problems you may have. Any questions regarding the accuracy of grading should be directed to them. The teaching assistants are there to help you - please make use of them.

**COURSE OBJECTIVES:**

1. You will understand the role of marketing within society and within an economic system.
2. You will learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.
3. You will consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.

4. You will learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.
5. You will appreciate how a marketing perspective is important in your own personal and professional development.\

### **ASSURANCE OF LEARNING OBJECTIVES:**

Each program at the Warrington College of Business Administration has developed goals and objectives that express the most valued skills and knowledge that students should be able to demonstrate upon completion of the total learning experiences in that program.

The following goals and objectives are specifically mapped onto **MAR3023**:

Goal 1: Demonstrate competency in and across business disciplines.

1A. Demonstrate knowledge and understanding of elements of economics, finance, accounting, marketing, operations management, organizational behavior, business law, information technology, and business statistics.

Goal 4: Appreciate the ethical and legal aspects of business.

4A. Define and explain legal, ethical, and social responsibilities of organizations.

Goal 5: Possess a global perspective on business.

5A. Describe the key components of the business environment that vary across countries and understand how these differences present challenges/opportunities for the conduct of business.

### **ACADEMIC LEARNING COMPACT:**

The Academic Learning Compact for the undergraduate business major defines the skills and knowledge necessary to master that discipline. Each course within the major plays a particular role, specified by the Student Learning Outcomes for that course. The SLOs for MAR 3023 have been defined as shown in the chart below. The course content is broader than these SLOs, which set a minimum standard.

## STUDENT LEARNING OUTCOMES

### **MARKETING & RELATED BUSINESS SKILLS:**

#### Consumer Behavior:

Students will develop an understanding of consumer motivations and decision processes.

#### Market Segmentation:

Students will develop an understanding of the traditional bases for segmentation and how segmentation can inform marketing strategy.

#### Product Positioning:

Students will develop an understanding of product category differentiation and its role in shaping a firm's competitive strategy.

#### Advertising:

Students will develop an understanding of marketing communication, media strategy, and message strategy.

#### Pricing:

Students will develop an understanding of pricing tactics and competing approaches for extracting profit from a market offering.

#### Distribution:

Students will develop an understanding of the fundamental up-stream and down-stream issues that confront firms along the value chain.

#### Marketing Strategy:

Students will develop an understanding of corporate objectives, competitor analysis, and competitive strategy.

### **GENERAL EDUCATION CREDIT:**

This course meets the General Education—Social & Behavioral Sciences requirement in that it focuses on the roles and decisions of both consumers and firms in the economic system. Understanding how firms operate to influence and compete for customers prepares the student for his/her role as an informed consumer.

**REQUIRED TEXT:** *Marketing*, 9th Edition, by Kerin, Hartley and Rudelius, Irwin/McGraw-Hill, 2009. Do not try to get by with the 8th Edition. Copies of the 9th Edition are on reserve in Library West. **The book is available in both hard copy and loose-leaf format.** The two are identical, but the latter costs less, requires a binder, and cannot be re-sold at the end of the semester; loose-leaf has proven to be the most popular option in past semesters. **To save even more money, consider buying eBook access for the semester.** Here are the details on that option:

### **CourseSmart, Vital Source, and Zinio**

eBooks save you up to half the cost of a new print book. They also let you:

- Search the entire book with the click of a button
- Highlight, make notes, and share them with your friends
- Print the pages you need
- Try a free chapter to see if it's right for you

Your eBook also includes tech support (from the company, not UF) in case you ever need help.

If you want to **use an eBook online** visit [www.CourseSmart.com](http://www.CourseSmart.com) and search by title, author, or ISBN.

If you want to **download an eBook to your hard drive** visit either [www.vitalsource.com](http://www.vitalsource.com) or [textbooks.zinio.com](http://textbooks.zinio.com) and search by title, author, or ISBN.

### **COURSE PACK/NOTESHELLS/PRACTICE EXAMS (Strongly Recommended):**

To facilitate note taking, I have arranged to have my lecture outlines duplicated and available for sale at Target Copy ([www.target-copy.com](http://www.target-copy.com)). They also are available on the course website, if you wish to download them for free. Using the noteshells will facilitate your comprehension of the lecture material that is not taken from the text, because it will allow you to concentrate on what I'm saying and the examples I am discussing, rather than having to copy down in your notes all the main points. I **strongly** recommend that you use them. (I do not receive any royalty from their sales, by the way!) In addition to the complete course syllabus, the course pack contains:

- Noteshells – Copies of my lecture outlines.
- Practice Exams – Copies of practice exams similar to those that will be given this semester.

### **Business Periodicals**

You need to develop the habit of reading current business news periodicals (e.g., *Wall Street Journal*, *Business Week*, *Fortune*). I strongly suggest you begin reading one of these publications. The articles will help you see how the marketing concepts you learn in this course are used in the "real world". The reading will help you decide on careers and choosing industries and companies for employment. Many sources of "free" business

news are available on the World Wide Web. A list of more than 20 sources, with links, is on the course website. Virtually any business publication is available electronically and free through the UF library. Take advantage of this tremendous resource!

### **LECTURES:**

The "live" lectures for this course will be given Mondays and Wednesdays 4th and 5<sup>th</sup> periods (10:40am—12:35pm) in Bryan Hall 130. Anyone is welcome to attend! **Most of you will watch the lectures on the e-learning website.** To view them, you must log on using your Gatorlink username and password at this website:

<http://lss.at.ufl.edu/>

Although this is basically a lecture course due to the size of the class, I am perfectly happy to entertain questions in class or outside of class. If you cannot see me during my office hours, e-mail is the fastest way to receive an answer to your questions. For routine questions (exam schedules, etc.) **please check the website first**, then contact a TA if necessary.

### **CLASS E-MAIL LIST:**

E-mails with important class-related information will be sent to your Gatorlink e-mail address. If you do not routinely use your Gatorlink account, it is imperative that you get into the habit of doing so. Instead of your having to go to the website to obtain information, we will e-mail you the locations of tests, test answer keys and other information we post on the website. To obtain your test grades you will still need to go to the class website. Note that the university now allows forwarding of Gatorlink e-mail to a personal e-mail account such as aol or hotmail.

### **COURSE REQUIREMENTS:**

1. You will be responsible for all material presented in lectures (not just the topics listed in the noteshells in the course packet). Half of the questions on each exam will come from lecture material. Lectures occasionally will be used to clarify and summarize the text, but will also include a lot of material not covered in the text.
2. The exam material will be drawn evenly from all assigned chapters. Even though I do not specifically discuss all material from the text in class, you are still responsible for all assigned text material.

3. There will be three midterm exams and a final exam. The four exams will comprise a total of 240 questions, allocated as follows:

Midterm 1	55 questions	(worth 1 point each)
Midterm 2	60 questions	(worth 1 point each)
Midterm 3	60 questions	(worth 1 point each)
Final Exam	65 questions	(worth 1 point each)

The reason for this allocation of questions is to give students the opportunity to offset a poor grade on the first exam. No matter how much information I provide about my exams, I find that some students don't fully comprehend how to prepare for the exams until they have experienced one for themselves. The gradual increase in points throughout the semester gives anyone who blows the first exam a chance to make up for it. It is important to note that you **MAY NOT DROP** an exam. Thus, you are required to take all tests as scheduled. University policy states that assembly exams take precedence over classes and non-assembly exams scheduled at the same time. **IF YOU MISS AN EXAM, A MAKEUP EXAMINATION WILL BE GIVEN ONLY IN THE CASE OF A DOCUMENTED MEDICAL PROBLEM OR A DOCUMENTED FAMILY EMERGENCY.**

4. There are ten online quizzes throughout the semester. Each quiz is worth one point toward your final grade. There will be 2-3 quizzes that pertain to each of the four exams. Each quiz has ten randomly-generated questions, and you have three tries on each quiz to achieve a score of 80% or better, which is the level you need to receive one point of credit. The quizzes are not only helpful in earning you points toward your final grade; they also encourage you to keep up with class and to study for the exams. You will find the quizzes under the "Assessments" link on the course website. Each quiz will be available for only about a week, so you will need to check the website calendar regularly.

### **More Information on the Online Quizzes**

The quiz schedule is posted on the course website in the *Online Quizzes* folder.

The ten quizzes can be found under the *Assessments* link on the toolbar at the top of the course homepage. You should complete these quizzes yourself, without assistance from anyone else. You may use your book or notes if necessary, but the intent is to prepare you for the exams (as well as allow you to earn some points toward your grade).

Each quiz is worth one point toward your final grade. Each quiz has ten randomly-generated questions, and you have three tries on each quiz to achieve a score of 80% or better, which is the level you need to receive one point of credit. Hence, you will need to achieve a score of 8, 9, or 10 on a quiz to receive one point toward your final grade. (The random question generation means that you may see some questions more than once, but most of the questions will be different each time you attempt a quiz.)

The table below provides information about the ten quizzes. For each quiz, please note

the time period of availability. Once a quiz's time period of availability expires, you will NOT be able to take the quiz. Also, you must wait a minimum of two hours after an attempt on a quiz before you can attempt it again. (This time interval is designed to allow you time to study the relevant material.) Therefore, please schedule your time appropriately. Late completion of a quiz is not an option under any circumstance.

After attempting a quiz, your quiz score (e.g. 0-10) will be reported on the e-learning website under the *Assessments* link. Shortly after taking each related exam (i.e., Midterm1, Midterm2, Midterm3, or Final), your quiz scores (e.g., 0-10) will be converted into quiz credits (i.e., either 0 or 1). Quiz credits will be shown only under *My Grades*.

### **GRADING SCALE:**

Grades are based on the total of 250 possible points across all four exams and the ten online quizzes.

Grades will be assigned as follows:

A	225 and above
A-	220 to 224
B+	215 to 219
B	200 to 214
B-	195 to 199
C+	190 to 194
C	175 to 189
C-	170 to 174
D+	165 to 169
D	150 to 164
D-	145 to 149
E	below 145

Consult this link to the undergraduate catalog <http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html> for detailed information on current UF grading policies for assigning grade points.

The grading scale may be lowered if warranted, but it will not be raised under any circumstances.

Once the final course grading scale is set, it is set in stone. There will be no extra-credit work, outside papers, etc. If you miss the next highest grade by one point you will have my sympathy - but I will not change your grade!

The course pack and the course web site contain copies of past exams. It is unlikely that you will find duplicates of those questions in my current exams, which are written from scratch each term. However, these "practice" exams (as well as the online quizzes) will give you a very good idea of how my exams will look. Please note that because different

terms proceed at different paces, the practice exams may not cover the same precise material that exams will cover this term.

### **Academic Honesty**

University policy requires that I remind you of the common sense values embodied in the University Honor Code. I assume that you are all familiar with the policy on academic honesty as stated on the following web page: [http://www.reg.ufl.edu/01-02-catalog/student\\_life/](http://www.reg.ufl.edu/01-02-catalog/student_life/). The following pledge will be assumed in regard to all examinations: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Because of the large size of the class and the use of multiple-choice examinations, some students may be tempted to cheat on exams. DON'T. I do take students to honor court when necessary.

### **Students with Physical or Learning Disabilities**

Students requesting note-taking services or a testing accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then bring it to me when requesting accommodation. I am happy to provide whatever accommodations are prescribed.

### **More about Exams:**

#### **Type of Exams:**

- All of the exams are comprised of multiple-choice questions. The questions are similar to and infrequently may be the same ones as on your practice tests.
- Use the practice exams and "Tips from the TA's" to prepare for the tests.

#### **What to Bring to Your Exams:**

- You must bring a photo ID and a soft lead (#2) pencil (two pencils just in case) to the exams (test locations will be listed in the Exam Info folder).
- You **MAY NOT** use any books, notes, or electronic devices (other than a simple calculator) during the exams. No cell phones!
- 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.

#### **Posting Answers:**

- I will post the answers to the exams to the class e-mail list and on the course website immediately after the exam.

### **Test Question Answer Appeals:**

If you want to "appeal" the posted answer to a test question (no more than two per exam), you need to follow these steps.

1. Turn in your appeal by the date and time stated on the cover page of the exam.
2. Your appeal must be sent via e-mail, one question per message.
3. Please use no more than a half page per question. **Clearly indicate the question number and form code.**
4. In your appeal you *must* cite a specific page number in the text or class notes that supports your appeal, or your appeal will not be considered.

### **Posting Grades:**

- We will post grades on the class website after the test appeal period. This means the grades will be posted 3-4 days after the exam.

### **Check Your Exam Scores:**

If you think there may have been a mistake in your posted exam grade, you must see a TA *prior to* the next exam. If you do not do this, your score, even if it should have been changed, will not be modified. I should note that the computer rarely makes a grading mistake. In 99% of the cases where a discrepancy exists, the student bubbled in a different answer from the one circled on the exam booklet. Transcription errors are your responsibility, so check your bubbling carefully before you turn in your answer sheet.

## **How You Can Improve Your Grade**

### **Class Attendance:**

MAR 3023 is "localized" distance education. You may "attend" class in two ways:

- attending the "live" section. **In my opinion, this is the method of attendance that maximizes your learning and makes the course most enjoyable. Generally, after the first week of the semester, seats are available in the live lecture hall. I encourage you to attend the live lecture whenever you can.**
- viewing the course on the Internet via WebCT Vista.

### **ASK QUESTIONS:**

On the surface marketing may appear easy, but it is much more complex than some people think. After class, review the class notes and if you have questions see a TA or send an e-mail. Remember, there is no such thing as a "dumb question". It is best for you to get answers to your questions before you take a test and not later.

### **OTHER ADVICE:**

1. Take notes. Then read them. Then read them again. Significant research in Psychology shows that people are better able to recall and use information that they have seen repeatedly.
2. Read notes written by other people (but not during exams!)
3. Read the book. Then read it again.
4. Use the practice exams to get used to the testing approach in this course.

### **EXTRA CREDIT**

The final course activity is optional participation in research studies conducted by members of the marketing faculty and doctoral students in the Warrington College of Business. Studies will be conducted throughout the semester. Studies will not be announced in class, so you will have to check the “CB-Central” web site from time to time for availability and to register to participate. Those who participate early will have the largest set of studies from which to choose. There often are no studies scheduled for the last week of class, so plan accordingly.

When you participate in a study, a record of your participation will be sent to the CB-Central website and you will be able to check your credit. You are responsible for ensuring your record of participation is accurate in the event that you do not get credit for a study. You may not participate in a study twice (unless it is a two-part experiment). You may earn up to five (5) extra credit points toward your final grade (See Grading Scale).

**FALL 2009 MAR 3023 SCHEDULE**

<u>DATE</u>	<u>DAY</u>	<u>TOPIC</u>	<u>CHAPTER</u>
Aug. 24	M	Introduction & Overview	1
26	W	The Marketing Environment I	3
31	M	The Marketing Environment II/Marketing Ethics	4
Sept. 2	W	Consumer Behavior I	5
7	M	Labor Day - No Class	-
9	W	Consumer Behavior II	-
14	M	Organizational Buyer Behavior	6
16	W	No Class	-
<b>Sept. 16</b>	<b>W</b>	<b>WEDNESDAY, SEPTEMBER 16 MIDTERM 1 E2-E3 (8:20 - 10:10 p.m.) ROOMS TBA</b>	<b>1, 3-6</b>
21	M	Marketing Research	8
23	W	Segmentation, Targeting & Positioning I	9
28	M	Segmentation, Targeting & Positioning II	-
30	W	Product Strategy I	11
Oct. 5	M	Product Strategy II	-
7	W	New Product Strategy	10
12	M	Services Marketing	12
14	W	Review	-
<b>Oct. 15</b>	<b>TH</b>	<b>THURSDAY, OCTOBER 15 MIDTERM 2 E2-E3 (8:20 - 10:10 p.m.) ROOMS TBA</b>	<b>8-12</b>
19	M	Integrated Marketing Communications I	18
21	W	Integrated Marketing Communications II	-
26	M	Advertising and Sales Promotion	19
28	W	Personal Selling	20
Nov. 2	M	Channel Strategy	15
4	W	Supply Chain Management	16
9	M	Retailing	17
11	W	Review	-
<b>Nov. 12</b>	<b>TH</b>	<b>THURSDAY, NOVEMBER 12 MIDTERM 3 E2-E3 (8:20 - 10:10 p.m.) ROOMS TBA</b>	<b>15-20</b>
16	M	Pricing Strategy	13-14
18	W	Marketing & Corporate Strategy I	22
23	M	Marketing & Corporate Strategy II	-
25	W	Thanksgiving - No Class	-
30	M	Marketing Implementation	22
Dec. 2	W	Interactive Marketing/E-Commerce	21
7	M	Global Marketing	7
9	W	No Class	-
<b>Dec. 9</b>	<b>W</b>	<b>WEDNESDAY, DEC. 9 FINAL EXAMINATION E2-E3 (8:20—10:10 p.m.) ROOMS TBA</b>	<b>2, 7, 13-14, 21-22</b>

## How to Succeed in MAR 3023: Insights from the Teaching Assistants

I ask my Teaching Assistants each term to put together their ideas on how best to succeed in MAR 3023. All the TAs are excellent students (3.7 average GPA) and they all earned A's when they took the course. Each of their paragraphs appears below. I encourage you to read through them for ideas that appeal to you and match your learning style.

Commonalities in their ideas are as follows (in order of most agreement):

1. Keep up with the lectures on a regular schedule (attend the “live” lectures if you can).
2. Read the chapters regularly, preferably *in advance* of the lecture on the same topic, but certainly in the same week.
3. Take notes using the noteshells (the noteshells are **not** a substitute for note-taking; they are a guide. The examples discussed in class help you to understand the concepts better; write them down).
4. Make up flash cards (or buy the Study Guide that has flash cards in it) on key terms and concepts as you go along—don't wait until the last few days before the exam. Be sure to include examples as well as definitions on the cards.
5. In your final preparation for the exams, take the practice exams (don't just look them over) and re-study those areas you missed questions on.
6. As you read/study, try to relate the concepts to your own personal experiences as a consumer when you can. Reflect on the ideas; don't just memorize them.
7. Be sure to take advantage of the opportunity to earn extra credit.
8. Take advantage of the TAs' expertise—visit them during office hours.

Try setting up a schedule for yourself for each week. For example:

Week 1	Attend lecture Read Ch. 1 Make up flash cards over lecture and chapter
Week 2	Attend lectures Read Chs. 3, 5 Make up flash cards over lectures and chapters Review flash cards from Weeks 1 and 2
	Etc. . . .
Week 5	Attend lectures Read Chs. 8-9

Make up flash cards over lectures and chapters  
Review flash cards  
Meet with a study group to review  
Take practice exam

Individual tips from each of this semester's Teaching Assistants follow:

### **Alina**

"Principles of Marketing" is one of my favorite business courses. Dr. Lutz makes the course fun, interesting, and useful for any major. As long as you are willing to put in some time and effort, it is easy to succeed in the course.

Here are some suggestions that helped me to do well:

- **Watch every lecture.** It is easy to miss one lecture, but very hard to catch up. The lectures are interesting and enjoyable. If you are not able to make it to the live lectures, you should still have a specific time set aside to watch the lectures online.
- **Take notes.** You can either take your own notes, or use the note shells as a guide. Filing in and adding your own notes will make you pay more careful attention to the lectures. Plus, if you take careful notes, it will make it much easier to prepare for the exam.
- **Read the book.** Follow in the book along with the lectures. Either read the assigned pages before or after you watch the lectures. Not only are you reinforcing the information from the lectures, but you are also studying the other half of the exam.
- **Make a vocabulary list.** There is usually a lot of terminology in the lectures and in the book that make easy to answer questions on the exam.
- **Do the practice exams.** Besides reviewing your notes, practice exams are an easy way to prepare for the exams. A lot of the questions on the exams are similar to the ones on the practice exams. Practice exams serve as a study guide; you can tell which topics are the most important by the amount of questions asked about those topics.
- **Extra Credit.** If your grade is on the border of the next highest grade, extra credit can help you get the points you need to get the higher grade. Go in the beginning of the semester, since most people will wait to do the extra credit, there might not be enough room in the later Consumer Testing Labs.

Enjoy the course! If you study the material from the very beginning, you are more likely to do well. Good Luck.

## **Brittaney**

It is unusual to think that you can actually ENJOY a class, but MAR3023 is a very interesting and fun class. With that said, you should never underestimate the concepts of this course.

My advice is seems obvious, but cannot be stressed enough...

- Make sure to not only know definitions, but to also understand the CONCEPTS behind them. Simply memorizing definitions will make tests much harder than they are meant to be.
- WATCH THE LECTURES! Or even better, go to the live lecture! You will find it nearly impossible to fully comprehend the concepts of course without hearing what Dr. Lutz has to say. Also, while watching/attending lectures, take really good notes (in your NOTESHELLS!) It will make studying much easier if you have clear notes and examples written out.
- READ, READ, READ. Yes, this seems obvious, but you will not do well in this course without reading and understanding the chapters in the book. Seriously.
- Take advantage of old exams and PRACTICE! The old exams are an excellent way to determine if you fully understand the concepts and are ready for the exams.
- Finally, it seems silly to urge students to do extra credit, but DO THE EXTRA CREDIT!

GOOD LUCK and I hope you all enjoy this class as much as I did!

## **Sara**

Welcome to MAR 3023! This is my favorite class I have taken at UF, and I promise you will thoroughly enjoy it too. Here are some valuable tips to help you succeed in Dr. Lutz's class:

- Watch (or better, attend!) the lectures. Seeing and hearing the material is the best way to learn and reinforce what you need to know for the exams. Dr. Lutz's lectures are the most entertaining lectures you will have as an undergrad, so enjoy them! Use the note shells to help guide you as you take notes.
- Read the book. This is extremely important for this class. The book has a lot of valuable information that frequently shows up on the exams. Outline the chapters, highlight key terms, lists, and/or make flashcards. Try to read the chapters before watching lecture. It helps to familiarize yourself with the material before class to be able to take better notes during lecture.
- Take all the practice exams. The practice exams are there to test what you already know, so make sure you take them as if it were the real deal.
- Do as many extra credit opportunities as you can. A few points here and there can potentially make the difference between an "A" and a "B", so don't miss out!

- Use the T.A. office hours. Come visit us! We are there solely to help you, so take advantage of this opportunity (and it's free!).

Good luck and Go Gators!

## **Adam**

Doing well in MAR3023 is not very difficult as long as you keep up with the material. Dr. Lutz makes his tests very fair but does include some questions that could be considered tricky. These are meant to separate the students who kept up with the material from those that crammed in the days before the test.

To succeed in the class you need to:

1. Watch Lectures – It goes without saying that the most important thing you can do to succeed in Marketing is to watch the lectures. This means watching them as soon as possible after the live class (if you can't attend). The majority of the material on the test comes directly from the lectures. Unlike some classes at UF, you will actually find the information useful and extremely interesting.
2. Take Good Notes – Make sure to pay attention during lectures and take detailed notes. Pay specific attention to key terms and examples. The situational examples tend to be some of the more difficult questions on the test. Having detailed notes of examples from class will definitely help you prepare.
3. Read the Book – Make sure you read the book before the material is presented in lecture. Being exposed to the terms and material before Dr. Lutz goes over it in class is very helpful. There are also questions on the test that come directly from the book.
4. Remember Quizzes – I know there is a lot going on with your classes and personal life but it is absolutely essential that you remember to take the online quizzes. These points could easily mean the difference between an A and a B. Print the list of dates from the syllabus and/or put them in your calendar right away.
5. Do Practice Exams – When any professor provides you with old exam questions you should thank your lucky stars. They are giving you a preview of what to expect on the real test. Make sure to take advantage of the practice exams. Do them as if you were in the real exam situation. Don't look at the answers and really think about the questions. Then go back through and look at why the answers are right or wrong. Then do the practice exam again. I promise there is nothing you can do that will be more helpful in getting a good grade.
6. Do Extra Credit – Take advantage of the free points Dr. Lutz offers. Make sure to do them early because at the end of the semester the opportunities fill up fast.
7. Read Smokin' Notes – After you have done everything above (I mean everything), I recommend reading the review packet from smokin' notes. This allows you to cement all that you have learned. This should not be used in place of reading the book, watching lectures, or taking notes. I only recommend this as a final way to study after you have done everything else. They provide a lot of

examples that help you see the concepts in a different light. They may also provide additional practice tests.

## **Diana**

Welcome to Principles of Marketing!

This will be one of the most interesting courses you'll take at the University of Florida! The material Dr. Lutz presents is not only entertaining but extremely relevant to the world of marketing today. You'll be exposed to a lot of information in this class but you will also recognize the ideas in everyday things like walking through the grocery store or watching television. Here are some tips to help you succeed in MAR3023:

**-Read the assigned chapter before watching/attending lecture!** This will give you a basis of knowledge before the lecture. Sometimes we can get into a note-taking rut and simply be writing without thinking about the concept, but reading the chapter before attending lecture helps you connect the concept presented by Dr. Lutz and the book.

**-Watch the lecture!** During testing you'll likely remember videos or examples that Dr. Lutz used to display different concepts...this could make this difference on test days!

**-Take a few minutes after class to skim over your notes.** I know it may sound excessive, but we so often take notes and put them aside until the week of the test, skimming your notes for a few minutes after class will help you develop a better understanding of the material.

**-Take all of the quizzes!** The online quizzes are a great way to see if you truly understand the material. If you're struggling with the quizzes then it's a good idea to see your TA for help. The points from the online quizzes will also help your final grade!

**-Take advantage of Extra Credit opportunities.** Be sure to do this early in the semester, this can make the difference between two letter grades!

**-Before an exam:** Watch the review lecture, do practice problems, and leave plenty of time to study!

If you have any questions please visit during office hours, post on the discussion board, or contact a TA. We're here to help!

Have a great semester! Go Gators!

## **Lauren**

Welcome to Principles of Marketing! This is by far one of the best classes in the business college. It is not hard to do well in this class, especially if you follow some of these guidelines:

1. Watch all the lectures- This is very important! Do not wait until the last minute before the exam to watch your lectures. A major part of the material covered on the exam comes from Dr. Lutz's lectures. Not only will you learn a lot about marketing but you will have fun too. The lectures are fun to watch so make sure you keep up with them!

2. Do the practice exams-Dr. Lutz is kind enough to provide you with past exams. You should take advantage of these and practice with them as if they were an actual exam. The questions from these exams are indicative of what you will find on your exams. By going through these exams you will become more familiar with not only the material but how questions will be asked.
3. Read the book-You are assigned a textbook that is actually interesting to read! Reading the book will reinforce material that you learn in class and will introduce material not covered. In order to get the most out of reading the book you should outline the chapters, make flash cards of the important terms and facts, and highlighting important points. It is most beneficial for you to read the assigned material before class.
4. Take notes-The best notes you can have for this class are the ones that you take! The noteshells will make it easy for you to follow along in class and will facilitate good note taking. By taking notes you reinforce the material you learn in the lectures. Reading some other set of notes, either your friends or a professional note takers, is not the same. There is no substitute for your own notes!
5. Do any extra credit-There are typically a few extra credit opportunities throughout the semester. It is important that you take advantage of any extra credit chance you get. These points could make the difference between an A or a B!
6. Ask questions-You have many resources at your disposal. Attending the live lecture allows you to ask any questions that you might have. If you cannot attend the live lecture or have questions outside of class come visit the TAs! We are all here to help you succeed! Do not hesitate to drop by and pick our brains.

Enjoy the class! You will learn a lot and have fun doing so! Good luck with everything!

## **Emily**

Dr. Lutz does a great job of presenting the material in a practical and meaningful way, so you will want to watch lectures regularly. Material from the book is on the exam, so you should make it a goal to have a certain number of pages read each week. If you keep up with the lectures and readings throughout the semester you will only be responsible for reviewing the material in the days before the exam.

To study for the exam I recommend taking the exams from previous semesters. However, the questions on the exams are often worded differently. It is important to read each question thoroughly, because it is easy to overlook a simple change that makes a big difference.

In addition to thorough preparation, Dr. Lutz also gives you two great opportunities to improve your grade. You are able to earn extra credit points by participating in marketing studies. Check the extra credit website every Monday morning to find the available surveys for that week. Dr. Lutz also offers students the opportunity to appeal questions they think were unfairly graded on each exam. It is worth it to take the time to defend your answers after each exam so that you can earn some extra points.

If you take advantage of the resources offered, this class should be manageable and hopefully one of your more enjoyable courses here at UF. Good Luck!

## **Ash**

MAR3023 has definitely been my favorite business class thus far here at UF. I never forgot how much I enjoyed Dr. Lutz's class; his class was one of the reasons I decided to become a marketing major. Even if you are not a marketing major, I guarantee that you will find this class extremely interesting, as well as entertaining! College is all about setting goals and making the right decisions to achieve your aspirations. You can do well in the class if you put in the time and effort. Here are a few tips I suggest for being successful in this class:

**Watching the Lectures.** I assume that everyone has taken an online class before and we all know that it is very easy to fall behind. Go to the live lectures if you can; it honestly makes the class more enjoyable and then you don't have to fret about falling behind. The noteshells are a great way to organize and take notes. Dr. Lutz fills his lectures with lots relevant and real-life examples!

**The Book.** Reading book is not a waste of time and is normally one of the first things people dismiss and set aside. Reading the assigned chapters is vital to being successful in this class. It will really deepen your knowledge of the material and give you a good basis before watching lectures. A fair amount of Dr. Lutz's exams come from the text, so keep up with the reading!

**Practice Tests.** I HIGHLY RECOMMEND practicing lots of old test and not just the night before. Dr. Lutz provides you will a bunch of old exams, so use these to your advantage! It is truly the best way to get a feel for what the tests are going to look like and a great indication on how much you know. Dr. Lutz's tests aren't made to trick you, so if you put in the study time you can do well.

**Flashcards.** Making flashcards may seem old-fashioned and time consuming, but for this class it helped me a great deal. This class is vocabulary based and it is easy to confuse similar terms. Actually writing down the key terms and flipping through them multiple times helps with recognizing and committing the terms to memory.

**Quizzes.** Take these early because you can take them 3 times. The quizzes are open note and open book, so get that easy and well-deserved point!

**Extra Credit.** Do the extra credit...the earlier the better! It is quick, simple, and sometimes even fun! 5 points may not seem like a huge amount, but you want all the points you can get. You never know that 1 point might make the difference in your grade, so take advantage of this opportunity!

**Don't Procrastinate.** Don't procrastinate watching lectures, don't procrastinate taking the online quizzes, and don't procrastinate studying. If you dedicate the time, you will do well!

Furthermore, don't hesitate to come to office hours and use the discussion boards. We are here to help you! ☺ Have a great semester and good luck! Go Gators!

## **Svetlana**

Welcome to MAR3023! This class will be one of the best (if not the best) course you will take at the University of Florida. If you like YouTube, funny ads, laughing or power drills (...you will understand when the time is right), you are bound to enjoy this course. With that said, I think that one of the best things you can do for yourself to succeed in this course is to simply attend the live lecture (if you cannot attend live lectures make sure you keep up with them online). Dr. Lutz is a wonderful professor and the chances of you falling asleep during lecture are slim to none. MAR3023 is a very relevant course to every business professional and you can take away a lot from this course if you apply yourself.

If you are wondering about the exams and what the best way is to study I have the following suggestions. 1) Aside from watching lecture out of pure enjoyment you should read the textbook because a lot of the exam questions come from the book. 2) The best way to understand and perform well on Dr. Lutz's exams is to do all the previous semesters' exams. 3) Make sure you understand the ideas presented in class completely and that you can apply them to real life scenarios. 4) Do the extra credit (early)! The 5 extra points could mean a lot in terms of your final grade. There is no reason for you to not get these points. As Nike says.... "Just Do It".

A final suggestion that I have for you is to go meet Dr. Lutz and the TA's. We are all here to help you succeed and there is no reason for you to feel intimidated at all. Dr. Lutz is a wonderful resource for us undergrads so take this opportunity to get to know him. Also the TA office hours will be very boring if no one comes for help or a chat.

Good Luck! Go Gators!

## **Ali**

Some helpful advice to do well in MAR3023...

Use all your resources, such as Dr.Lutz's/TA's office hours

Create study groups

Check blackboard regularly so you don't miss important announcements

Extra credit--there are plenty of opportunities to earn extra credit so don't miss out

Start studying early; don't cram the night before the test

Stay on track

Improve your understanding of concepts by relating them to real life situations

Never skip quizzes; they are great practice for the exams

Make flash cards

Ask questions if you don't understand a certain concept

Read the chapters before you attend class/watch lectures

Keep up with the online lectures if you aren't regularly attending the live class

Examples are very helpful, especially for math concepts  
Take all the practice exams  
It's easy to fall behind, so create a study schedule and stick to it  
Noteshells make note taking a lot easier  
GOOD LUCK!!!

**Amy**

Hello, everyone!

After taking Dr. Lutz's class, I gained the confidence that Marketing is the correct career path for me! I hope you all feel the same way at the end of this course! MAR 3023 is definitely one of the most entertaining business core courses you will take at the University of Florida, and it will exceed your expectations as long as you put in the effort. Below are a few tips to help you along your way this semester:

1) **Do all the Practice Problems-** The practice problems are a solid way to prepare you for what you might see on future tests in terms of content and question format. Moreover, make sure you go back and understand any problems you get incorrect.

2) **Do the Extra Credit Experiments-** Very easy way to score your needed points to get that big A. Keep in mind that time slots do fill-up rather fast towards the end of the semester crunch time, so try to get your survey points in as soon as possible. I suggest signing up with a friend, and getting lunch after. Make the event into fun affair, and you'll gain the grade boost while having a good time.

3) **Do the Online Quizzes-** Another way to earn some easy points. Often, these quizzes include questions similar to those seen on exams.

4) **Read the Book, Take Notes and Make Flashcards-** For the exams, you will need to understand a vast amount of vocabulary. Making flashcards is a productive way to thoroughly digest the material. I suggest skimming over these cards right before the exam too. You will have faster recall on certain terminologies after just recently reading over their definitions.

Also, make sure you read the book. Roughly around 50% of the exams consist of book questions. The read is actually rather interesting, and is quick to get through. In addition, much of the information covered in lecture discussions is also referred to in the book, which makes for a convenient review.

While reading the book, I suggest you take notes/ make an outline of the chapters. By making a couple of notes on important topic information, you will be able to see how all the terms relate to each other and will grasp a better understanding of the chapter.

5) **Use the Discussion Boards-** More than likely, other students will have the same questions and concerns as you. By utilizing the discussion board, you can benefit from their answered questions and gain insight into your own. Also, both TA's and Dr. Lutz take your questions seriously, provide valuable information and reply time efficiently.

**6) Watch and Enjoy the Lectures!**- Out of all my courses taken so far at UF, this course stands out against the rest. Dr Lutz truly makes the material interesting and entertaining. Engage yourself while watching lectures and you will find it much easier to remember the content when it comes to exam time. Also, attend class if you do not have a scheduling conflict. In regards to online courses, it is very simple to fall behind and brush-off watching lectures. By attending class, you will stay on-top of your game while meeting students who might make good study buddies. In addition, you will be able to meet Dr. Lutz, who is more than willing to answer any of your questions.

If you take the course seriously and put the time into understanding the concepts, you will have no problem acing this course! Good luck with this semester, and Go Gators!

### Ashley

Welcome to Mar 3023! This is such a fun, refreshing, and valuable class!  
Here are some tips to succeed!

- ★ Of course, you should **watch all of the lectures on a scheduled basis**, even if it has to be online. Some other business courses can be monotonous to watch online, but Dr. Lutz keeps his lectures relevant and entertaining.
- ★ Noteshells are a great option for keeping up on lectures, but make sure to take your own notes too.
- ★ I also recommend you **outline the textbook material yourself** before watching each class. This will help reinforce the “bold” concepts before hearing them from Dr. Lutz; it will be a valuable tool later when studying for the exam.
- ★ Also, give yourself **plenty of time** to study for each exam; there is a lot of material covered.
- ★ The **practice exams** are a great diagnostic tool. Review any answer choice or concept that throws you off. Go back to the book and review the section again.
- ★ Finally, do the extra credit! Don't procrastinate or there may not be enough studies left. The extra credit can often make the difference between letter grades.

## **Ksenia**

Dear Students!

How to succeed in Marketing: My advice for success.

No matter what you are majoring in or who you want to be, knowledge and understanding of Marketing Principles will definitely come in handy many times in your future. That's why I believe that the most important part about taking this class is not getting a satisfying grade, but rather learning and understanding how you will be able to apply this knowledge in your life. It is obvious to everyone that students must keep up with the lectures, read the material, take online quizzes, make flashcards, do extra credit, and meet with a study group in order to be able to comprehend the material. All of this is extremely important. However, I believe that the crucial part is not memorizing, but rather *trying to relate the concepts to your personal experience*. You will soon realize that it will make your learning process more enriching and enjoyable, and you will get a solid grade with less effort and more fun. Finally, Professor Lutz does a great job of incorporating entertaining aspects into his lectures. Be sure that you take advantage of his knowledge by asking questions in class!

I wish you all good luck!

## **Kristen**

Hi Students! I took Dr. Lutz's Intro to Marketing class two years ago, but it has definitely remained one of my favorites throughout my time here at UF. If you put in the time and effort, you can definitely walk away with a lot from this class. Here are some helpful tips for success that I learned along the way:

1. **Watch Lectures!** Unlike most professors, Dr. Lutz is really interesting to watch! His lectures are entertaining, but most importantly applicable to the real world. Give lectures a chance-- I promise that you will find them helpful and easy to watch. They will prepare you well for the exam since many of the questions from the test are straight from class lecture.
2. **Read the Book!** Lectures can only cover so much of the material, so it's a good idea that you read the book to get the complete picture and to be ready for the exams. Keep up with reading so it's not overwhelming when the test comes around.
3. **Take the Quizzes!** These quizzes aren't too much of a time commitment, but they can really help your grade. I suggest writing the due dates down in your planner for the entire semester because they can really sneak up on you if you aren't paying attention. Make sure you are well prepared for the quizzes and have the resources readily available so you can get the full credit.
4. **Practice, practice, practice!!!** I tell all of my closest friends that practicing the old exam questions is KEY to getting a great grade in this class. Not only do you

have to understand the material, you have to get a feel for the types of questions that will be asked. Practicing the old exams gets you familiar with the way Dr. Lutz asks his questions as well as prepares you for the content of the questions. Take advantage of the fact that Dr. Lutz gives students access to the material and allow yourself adequate time to take as many practice exams as possible.

Good Luck!!

## **Krista**

Welcome to Principles of Marketing! This course is going to be your favorite of the semester because Dr. Lutz is an extremely kind and knowledgeable professor. He knows so much about marketing that you are going to want to learn the subject simply because he is so passionate about it and he makes it great fun to learn through the way he presents the material.

Do not fret because it is possible to get an A in this class! Dr. Lutz's exams are not written to trick you, they are written to test you on how well you can apply the concepts discussed in class to other similar marketing situations.

To do well in this class I would recommend:

- Do the extra credit early on in the semester. (Before the first exam). This way you will have the five points as a cushion in case you need it after the third or fourth exam, because by the time those exams roll around you will not have time to do the extra credit experiments.
- Go to the live session!!! These sessions are really fun and the two hours fly by. I never once got bored or felt tired during the lecture period. Plus I found that if I attended the live lecture I remembered the material much better than I did when I watched it online.
- Before you start to study for an exam I found it beneficial to take one of the many practice tests Dr. Lutz kindly provides on the course website. Knowing how he words questions helped me pick up on key words and ideas when I would go over the lecture material later on.
- I also found it helpful to make note cards of the *concepts*, and the definitions discussed in the lectures. It is important if you want to do well on an exam to understand how to apply the concepts and ideas presented in class, because the test is rarely ever just definitions. For example, if making a note card for Guerilla Marketing state the definition but then describe how it is used in a real life setting.
- Lastly, after an exam if you do not think a question was written fairly, appeal the question. Dr. Lutz is gracious enough to allow every student the right to appeal two questions per exam. I personally found that to be a great way to boost my exam grade, so if you can logically argue your objection, by all means appeal it!

I hope each and every one of you enjoys this class! If you ever need any help, please come talk to me or any of the other TAs; we are here for you and we want to help you succeed in this class! Good luck this semester! GO GATORS!

