UNIVERSITY OF SOUTH FLORIDA  SARASOTA-MANATEE
College of Business

BASIC MARKETING MAR 3023-591

SPRING SEMESTER 2015
Tuesday Evenings 6-8:45 pm
January 6 to April 26

PROFESSOR: Dr. Ron Lennon

E-Mail Address rlennon@sar.usf.edu (place MAR3023-591 in the e-mail ‘subject box’ or it will be filtered). Use this address for all communication outside of class.

OFFICE : USFSM – C223, 8350 Tamiami Trail, Sarasota Fl 43243-2025
OFFICE PHONE: (941) 359-4598: Fax 359-4367
OFFICE HRS: Mondays & Tuesdays 4:30-5:30 after classes & by APPOINTMENT
(I will be in the classroom about a half hour before each class).
Prerequisites: NONE
Assignments: http://my.usf.edu – Canvas - Check for Current Course Info & Grades

REQUIRED TEXTBOOK & READINGS:

This paperback text was selected for its value package, organization and contemporary marketing viewpoints.
(Used texts on Amazon or Chegg for $25.00 (You do not need the MyMarketingLabs as I will supply you with quzzes etc.)

Required Reading: You will need access to current issues of the Wall Street Journal to complete your class assignments. A major part of your grade is based on marketing assignments using the WSJ. You can subscribe online. (WSJ provides on-line access only with a paid delivered subscription). We currently have WSJ newspapers at the front desk of the 2nd Floor Rotunda (Information Commons), the Jane Bancroft Cook library, local libraries and for sale at Publix, Walgreens and CVS.
Wall Street Journal subscriptions with a student discount sign-up sheet will be available on the first night of class.
The subscription price is $1 a week for 15 weeks = $15.00 – a good deal! Expect to spend at least 15 minutes daily reading through the newspaper.

COURSE DESCRIPTION:
Marketing is defined as creating, winning and keeping profitable customer relationships. Marketing manages relationships for the long-term implementation of the Marketing Concept versus the short term goals of the organization. Marketing management is involved with the planning, implementation, and control of this marketing process. Managerial applications of key marketing concepts and principles differ among organizations, as well as for the individual marketing and sales managers. Particular emphasis will be made to identify the variety of principles marketing managers implement in reaction to their perceived and real environment.
COURSE GOALS:
This course is designed to provide a comprehensive overview of the marketing process - both theoretical and contemporary. Marketing planning and decision-making will be examined from the firm and consumer point of view. The course is designed to have you apply what you learn in your text about marketing principles and concepts to current business examples gleaned from the business press using the WSJ. You will also be presented with numerous marketing terms and classifications useful in understanding what comprises marketing in business.

COURSE OBJECTIVES:
Clearly identify, interpret and communicate Marketing principles and concepts from recent business news sources both in written form and class discussion. Note: See assignment specific to identifying these (8) principles and concepts. Demonstrate a command of marketing terminologies and classifications through regularly assigned exams. See grading policies for more details.

LEARNING OUTCOMES:
The student passing this course has demonstrated the ability to comprehend and identify key marketing principles and concepts, classifications and terminologies used in the business function of marketing. This will be demonstrated through exams and written assignments.

GRADING POLICY:
Grading is based on three online exams of approximately 83 questions (about 90 minutes) plus five analytical assignments worth 40 pts a piece. Assignments must be typed and submitted on that day for class discussion.

Exams: three @ 250 pts (~83 m/c x 3)  
Final exit quiz 25 pts (10 m/c questions)  
750 pts exams on Canvas 90 minutes each  
Video (Gerzema) assignment: 25 pts  
-Due: Feb 10 in class for discussion  
200 pts assignments  
WSJ 5 assignments @ 40 pts each one WSJ submission (positioning)  
-Due: Jan 27 or earlier: (late -10 pts) a second WSJ submission (any of the 8)  
-Due: Feb 24 or earlier: (late -10pts) the final three WSJ assignments  
-Due: by April 7 or earlier (You will lose -10 pts from the Gerzema assignment for missing the Jan 27 and Feb 24 WSJ timelines)  

Any make-up exams will be different from that in class and must be taken ASAP with prior notification. Without prior approval from me you will not be allowed to retake the exam in fairness to the other students. A 20% penalty is applied to any exam that needs to be retaken online (except for an obvious computer snafu).

MAR 3023 Marketing Principles: Assignments

The following topics are instrumental to your complete understanding of marketing principles and theories. Everyone should come away from this course understanding the following eight topics listed as well as many of the business terms and practicalities presented throughout the course. One way to sharpen your understanding is to read the current business press and apply articles to the topics. PLEASE READ AND FAMILIARIZE YOURSELF WITH EACH OF THE TOPICS EARLY IN THE COURSE – READ AHEAD!

Directions:
- Read current issues starting as of January 6, 2015 of THE WALL STREET JOURNAL. Articles submitted are restricted to this publication so that the class has a standard source for discussion. Only newer issues are appropriate to discuss the current and changing business environment and also prevent word searches. Accepted articles from class discussion will be posted every Wednesday by 12:00 p.m. noon.
All five topics must be covered for 40 pts each. Only two assignments submitted per class and must be presented in class when asked for class discussions.

Copy or cut the article, date and reference it, attach to it a one-to-two page typed report on each of your selected topics. Reference relevant text pages and topic, summarize the article that applies to your chosen topic and then detail (using as much of the text/business terminology) how that article supports or illustrates the topic described in the text. See Canvas ‘assignments’ for student examples for each topic.

Use a memorandum format: i.e. (staple typed report to article - do not use covers) i.e.

To: Dr. Ron Lennon
From: Ima A. Student
Subject: MAR 3023-591 TOPIC: # (make sure you state your topic)
Reference WSJ Jan 6, 2015 pg 8 (include page number) - see attached article
Date: Current DATE SUBMITTED

Bring your assignments to class and you will be asked to present it given class time. Be ready to be called on – as I will not accept articles at the end of class. All assignments must be presented and collected during the class – no articles will be collected outside of class.

Your first WSJ assignment submission must be sent to me by January 27 or you will lose 10 pts.-- the second required submission prior to or on February 24 with an additional penalty of -10 pts. (from the Gerzema assignment) The three other assignments are due by April 7.

Accepted articles will be referenced weekly on Canvas and announced on selected dates. Once posted – articles listed are not allowed by other students to be used for credit. Some articles may have several topics and thus can be resubmitted under a different topic. The strength of your argument carries the weight of the grade. Further constraints will be placed on some topics, as we get more sophisticated in their understanding latter in the course.

Final WSJ submission deadline is April 7 in class. No extensions in fairness to the other students.

Only two articles may be submitted on any one week. If your report is not correct I will simply mark "resubmit" and return it to you for correction or resubmission of a different article. You have until April 7 as a deadline to submit your assignments – only two per week. In fairness to the other students neither allowances nor extensions will be made. The April 7 deadline should motivate you to complete the assignments so you can study for your final exams.

8 - Critical Marketing Concepts and Principles
(Examples of student submission for each topic are posted in Canvas ‘assignments’)

1. Marketing Concept (Page 4-10). A: Identify the customer focus, B: total company effort (functional communication), and C: the long run profitability based on some selected level of quality and satisfaction (an inference to the target market). The "total company effort" is the inter–organizational communication among the internal marketing participants. Example: Marketing research tests a new product and consults with sales before recommending a market launch, or R&D develops a new product and consults marketing to get consumer feedback etc

2. Marketing Segmentation (market impact based on specific demographics) Pgs 95-100. No area “geographic” segmentation allowed i.e. Marketing brand x to Mexico or males in China. The market
segment must be measurable, accessible and profitable - within reason. Your text states it to be attractive, sizeable and has a brand objective. Best to look for a demographic or defined data list specific to your product/service.

3. Marketing Strategy Planning Process (Pgs 27-28, 30) specify each step from your article. Highlight support for each of the main four points: 1: situational analysis (brief - SWOT/BCGMatrix), 2: target market, 3: positioning statement, and support for each of the 4: marketing mix within reason.

4. Positioning (pages 101-102, 104) must include a named or inferred competitor. ex. 7-Up is the ‘uncola’ ---- meaning other colas like Pepsi or Coke - specify. Respond to what the valued customer benefit it is to the target and who is the inferred or stated competition. Specify: the functional, symbolic and experiential components as you see them.

5. Customer satisfaction (pages 46, 48-51, 55) You may give examples of dissatisfaction and why. Remember a drop in sales revenue does not mean dissatisfied customers. Use some survey data for proof of dissatisfaction i.e. Gallup or other research company survey data, consumer complaints etc.

6. Brand loyalty (46, 49, 50, 53, and 55) or Lifetime value (50) must discuss the number of repeat customers. The topic should be either stated in the WSJ article or strongly inferred. Support you argument here.

7. PLC - A consumer product that has gone through at least several stages of the product life cycle (pgs128-130, 133). Declare the one stage of PLC it is presently in. Include either sales or volume over time in support of your contentions. (Look for articles with sales/volume graphs.) Declare what is the consumer trend that drives your plc. I.e. healthy foods replacing snacks with snack on the decline stage of the plc.

8. Examples of companies in the production, sales and marketing eras (Pages 5-6) Declare the era a company may be in or how it evolved through to another era. Two eras must be explained i.e. production to sales – explain why the change (use your marketing mix to explain it.)
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Task Description</th>
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<tbody>
<tr>
<td>#1</td>
<td>Jan 6</td>
<td>Introduction: Syllabus/Class Orientation Review WSJ topics. Dr. Su Sunapati, Coordinator, Learning Support Services</td>
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<tr>
<td>#2</td>
<td>Jan 13</td>
<td>Chapters 1&amp;2&amp;3</td>
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<tr>
<td>#3</td>
<td>Jan 20</td>
<td>Chapters: 4&amp;5&amp;6 (WSJ topics)</td>
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| #4   | Jan 27 | Chapter: 7 & Review (WSJ topics)  
WSJ submission for the topic “positioning” due in-class discussion  
(Late papers forfeit -10 from the Gerzema assignment) |
| #5   | Feb 3  | Exam #1 Chapters 1-7  
(83 m/c x 3 = 250pts 90 minutes) |
| #6   | Feb 10 | Chapter 8: Gerzema Ted.Com Assignment (25pts) due in class for discussion |
| #7   | Feb 17 | Chapters 9 -10 (WSJ topics) |
| #8   | Feb 24 | Chapters 11-12-13: WSJ submissions for any of the 8 topics due in Class discussion (Late papers forfeit -10 from Gerzema assignment) |
| #9   | Mar 3  | No Class: SPRING BREAK WEEK |
| #10  | Mar 10 | Exam #2 Chapters 8-13  
(83 m/c x 3 = 250pts 90 minutes) |
| #11  | Mar 17 | Guest Speaker |
| #12  | Mar 24 | Chapters 14-15 (WSJ topics) |
| #13  | Mar 31 | Chapters: 16-17 (WSJ topics: only two per class) |
| #14  | April 7| Chapters: 18-19 (WSJ topics)  
All WSJ assignments due April 7 in class – no resubmits option |
| #15  | April 14| Chapter 20 (WSJ topics) (Godin video 20 minutes) |
| #16  | April 21| Exam #3: Chapters 14-20 (83 m/c x 3 = 250pts) 90 minutes |
Logging onto CANVAS:
If you encounter any Canvas related problems or difficulties contact the second floor rotunda Information Commons staff. They are available from 9am to 9pm M-F and 9 to 5 Fridays at 941-359-4225. They also provide tutorials. Get to know how to work with CANVAS as it is used to post class documents, assignments, send announcements and grades. Most faculty use it and it should be checked several times a week. Check ‘Documents’ for class power points. You may want to print them out three- to a- page (click: print, slides, 3). If you log on at home you may want to log directly onto Canvas and click your virtual library on the top right. That way you access the library on an .edu designation and are not blocked or locked out of many paid USFSM reference materials. Also check out business and economic databases for handy references.

USFSM AND USF SYSTEM POLICIES

A. Academic Dishonesty: The University considers any form of plagiarism or cheating on exams, projects, or papers to be unacceptable behavior. Please be sure to review the university’s policy in the USFSM Catalog, the USF System Academic Integrity of Students, and the USF System Student Code of Conduct.

B. Academic Disruption: The University does not tolerate behavior that disrupts the learning process. The policy for addressing academic disruption is included with Academic Dishonesty in the USFSM Catalog, USF System Academic Integrity of Students, and the USF System Student Code of Conduct.

C. Contingency Plans: In the event of an emergency, it may be necessary for USFSM to suspend normal operations. During this time, USFSM may opt to continue delivery of instruction through methods that include but are not limited to: Canvas, Elluminate, Skype, and email messaging and/or an alternate schedule. It’s the responsibility of the student to monitor Canvas site for each class for course specific communication, and the main USFSM and College websites, emails, and MoBull messages for important general information. The USF hotline at 1 (800) 992-4231 is updated with pre-recorded information during an emergency. See the Campus Police Website for further information.

D. Disabilities Accommodation: Students are responsible for registering with the Office of Students with Disabilities Services (SDS) in order to receive academic accommodations. Reasonable notice must be given to the SDS office (typically 5 working days) for accommodations to be arranged. It is the responsibility of the student to provide each instructor with a copy of the official Memo of Accommodation. Contact Information: Disability Coordinator, 941-359-4714, disabilityservices@sar.usf.edu, http://usfsm.edu/disability-services/

E. Fire Alarm Instructions: At the beginning of each semester please note the emergency exit maps posted in each classroom. These signs are marked with the primary evacuation route (red) and secondary evacuation route (orange) in case the building needs to be evacuated. See Emergency Evacuation Procedures.

F. Religious Observances: USFSM recognizes the right of students and faculty to observe major religious holidays. Students who anticipate the necessity of being absent from class for a major religious observance must provide notice of the date(s) to the instructor, in writing, by the second week of classes. Instructors canceling class for a religious observance should have this stated in the syllabus with an appropriate alternative assignment.

G. Sexual Misconduct/Sexual Harassment Reporting: USFSM is committed to providing an environment free from sex discrimination, including sexual harassment and sexual violence (USF System Policy 0-004). The Counseling and Wellness Center is a confidential resource where you can talk about incidents of sexual harassment and gender-based crimes including sexual assault, stalking, and domestic/relationship violence. This confidential resource can help you without having to report your situation to either the Office of Student Rights and Responsibilities (OSSR) or the Office of Diversity, Inclusion, and Equal Opportunity (DIEO), unless you request that they make a report.

Please be aware that in compliance with Title IX and under the USF System Policy, educators must report incidents of sexual harassment and gender-based crimes including sexual assault, stalking, and domestic/relationship violence. If you disclose any of these situations in class, in papers, or to me personally, I am required to report it to OSSR or DIEO for investigation. The Deputy Coordinator for USFSM is Mary Beth Wallace, AVP for Student Enrollment, Engagement and Success, 941-359-4330 or marybeth@sar.usf.edu.

Campus Resources:
Counseling Center and Wellness Center 941-487-4254
Victim Advocate (24/7) 941-504-8599
List of off-campus resources:
Hope of Manatee: 941-755-6805
Safe Place & Rape Crisis Center (SPARCC) – Sarasota: 941-365-1976
First Call for Help- Manatee: 941-708-6488
Sarasota & North Port 941-366-5025
Manatee Glens: 941-782-4800

H. Web Portal Information: Every newly enrolled USF student receives an official USF e-mail account. Students receive official USF correspondence and Canvas course information via that address.

Schedule subject to change with notice to students.