MAR 3823 (591)
Marketing Management
Spring, 2015
Syllabus
6:00-8:50 p.m. Mondays
Dr. Ron Lennon
rlennon@sar.usf.edu

REQUIRED TEXT:

PREREQUISITES:
MAR 3023

OFFICE HOURS:
Mondays 4:30-5:30 p.m.
Tuesdays 4:30-5:30 p.m.
Saturdays 10:30-11:30 a.m.

OFFICE LOCATION: C223
OFFICE PHONE: (941) 359-4598
OFFICE FAX: (941) 359-4367

COURSE DESCRIPTION:
Marketing Management offers an applications-oriented study of the marketing function at an intermediate level. The primary emphasis of the course is placed upon analysis and problem-solving techniques. This course builds upon the principles and concepts learned in MAR 3023, and provides a strong foundation for the remaining courses in the marketing curriculum.

COURSE OBJECTIVES:
This objective of this course to is to provide students with an overview and appreciation of marketing functions and responsibilities. While the primary aim
is to familiarize students with basic marketing concepts and terms, the course is also designed to help students become familiar with completing a marketing plan for a company.

**COURSE REQUIREMENTS:**

**EXERCISES:**

- There are 11 exercises on the "group exercise" listing on Canvas. Each group must complete 10 of the 11 for credit.
- No partial credit will be granted. In other words, if you only complete 7 of the 10 exercises, each group member will earn 0% for the exercise portion of the requirements for this class.

**EXAMS:**

- There will be three exams given during the semester. All three exams are weighted equally (20% each).
- All exams will be a combination of short answer/essay and multiple choice questions. Material for the exams will come from the text, any handout material, lectures, and guest speakers, etc. The tests will be designed to assess your applied knowledge in solving specific problems.
- Please use the restroom prior to sitting down to take your exam. Leaving the room during an exam for any reason is not permitted.

**CLASS PARTICIPATION:**

- Class participation will be assessed by your diligent and timely interactions in the classroom. Class participation does not simply mean that you attend every class, but rather that you actually have something to add to the class discussion, and can respond to questions (10%).

**SEMESTER PROJECT:**

- In order to develop your entrepreneurial attitude and thinking, you will work in a group of students. Therefore, I am expecting all group members to contribute and work together as a unified group, not as individuals; as well as the finished paper to be much higher quality than just one person completing it.
- You will perform the research and develop the critical thinking necessary to create a marketing plan.
- The plan will be based on an existing or new product or service. The only caveat is that it be approved by me in advance, so that we don't have two groups doing the same/similar product/service.

- The final paper will be between 15-20 pages in length, double-spaced, 1 inch margins, 12-point font, with a cover page (CP), executive summary (ES), table of contents (TC), References (REF) and page numbers. Note: CP, ES, TC and REF do NOT count in the page requirements, nor do any appendices you may add. Pages 50-63 of the textbook explains the elements of a marketing plan in more detail.

- You will be completing a marketing plan for an external audience (page 51)

- The report shall be well written, and professionally developed as if you were going to present the document to your boss.

- The plan is developed into parts, based on the material supplied in the textbook at the end of chapters 3-22. (20%)

- Note: the exercises do NOT cover every part of the Semester project, only a majority of the parts, so you will have to add more to the Marketing plan than just the exercises.

**COURSE POLICIES:**

**ATTENDANCE POLICY:**

- Class attendance policies as stated below will be adhered to at all times (including lowering of final grade for too many absences or tardies)

There are no "free" cuts. If you have two or more absences in a class meeting once a week, the professor will reduce the student's earned grade by one letter. If you have absences of four or more times in a course meeting once a week, the student will be issued a grade of "F" in the course.

The above policy will apply unless you have exceptional reasons which may be excused by the instructor only upon presentation of a letter from a physician or other acceptable documentation.

Make-up examinations will ONLY be permitted if a valid Physician's note is provided to the instructor. This note MUST indicate that the student was incapable of taking the examination at the specified time. Make-up examinations will be at the instructor's discretion.

**LATE ASSIGNMENTS:**
• Any assignment turned in late, that is—past the due date and time—will lose 10 points per hour or part of an hour (in other words, after 10 hours, you may as well not do the assignment, as it will earn 0 points).

• NO Make-up assignments will be permitted.

TAPING OF LECTURES:

• Permission is granted to tape any lecture that you may feel you need to.

• However, permission is NOT granted to sell any tapes or lecture notes from this or any other course that I teach.

OTHER INFORMATION:

• Cell phones should be turned off during class.

• No texting during class—you will be asked to leave.

• Use of laptops will only be permitted if you are typing notes or using the power points for this class, otherwise you will be asked to turn off your laptop.

• Writing notes to friends on Facebook or Twitter or other social media during class is not something that will be tolerated.

• Working on projects/assignments for this course or another course also will not be tolerated during class.

USFSM 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 catalog, USFSM Undergraduate Catalog and the USF 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 catalog: USFSM Undergraduate Catalog and the USF 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, Illuminate, Skype, and email messaging and/or an alternate schedule. It's the responsibility of the student to monitor the 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
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: the SDS Coordinator, 941-359-4714, www.sarasota.usf.edu/Students/Disability/

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 at www.sarasota.usf.edu/Facilities/documents/EAP_FAQ.pdf.

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

**COURSE GRADING:**

- The following grading scale will be used to determine your grade at the end of the semester:

<table>
<thead>
<tr>
<th>Component Grades:</th>
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<tr>
<td>Examinations:</td>
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<td>Exam 1 (20%)</td>
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<td>Exam 2 (20%)</td>
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<tr>
<td>Exam 3 (20%)</td>
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<tr>
<td>Class Participation:</td>
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<tr>
<td>Exercises (MUST complete 10 for credit)</td>
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<td>Marketing Plan:</td>
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<tr>
<td>Total:</td>
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<tr>
<td>Course Grading Scale:</td>
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| 60% |
| 10% |
| 10% |
| 20% |
| 100%|

97-100=A+
THE INSTRUCTOR RESERVES THE RIGHT TO MAKE ANY CHANGES TO THIS SYLLABUS WITH NOTICE TO THE STUDENTS.

Last updated on December 31, 2014
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
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## Marketing Management  
### Course Schedule  
#### Spring, 2015  
6:00-8:50 p.m. Mondays  
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<table>
<thead>
<tr>
<th>Topic:</th>
<th>Assignment:</th>
<th>Date:</th>
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| --Orientation and Course Introduction  
-- Dr. Su Senapati, Learning Support Services | Purchase textbook & review syllabus and course requirements | 1/5 |
| --Last day to drop or add to receive full refund-Deadline: 5:00 p.m. | | 1/9 |
| --Chapters 1 & 2 | Groups determined for Semester project (Group) & Exercises | 1/12 |
| --No Classes  
Martin Luther King, Jr. Day | | 1/19 |
<p>| --Chapters 3 &amp; 4 | | 1/26 |
| --Chapters 5 &amp; 6 | | 2/2 |
| --Chapters 7 &amp; 8 | Exercise #1 DUE | 2/9 |
| --Exam 1 (Chapters 1-7) | | |</p>
<table>
<thead>
<tr>
<th>--Chapter 9</th>
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<th>2/16</th>
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<tbody>
<tr>
<td>Guest Speaker:</td>
<td>Mr. Larry Koelsch, President, Sysco West Coast Florida</td>
<td>Exercises #2 &amp; #3 DUE 2/23</td>
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<tr>
<td>--Chapters 10 &amp; 11</td>
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<tr>
<td>-- Spring Break</td>
<td>Enjoy!</td>
<td>3/2-3/6</td>
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<tr>
<td>-- Chapters 12 &amp; 13</td>
<td>Exercises #4 &amp; #5 DUE</td>
<td>3/9</td>
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<tr>
<td>--Chapters 14 &amp; 15</td>
<td>Exercises #6 &amp; #7 DUE</td>
<td>3/16</td>
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<td>--Last day to drop or withdraw from courses without academic penalty-Deadline: 5:00 p.m.</td>
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<td>3/20</td>
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<td>--Chapter 16</td>
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<tr>
<td>--Chapter 17</td>
<td>Exercises #8 &amp; #9 DUE</td>
<td>3/23</td>
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<tr>
<td>--Review for Exam 2 (Chapters 8-14)</td>
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<tr>
<td>--Exam 2 (Chapters 8-14)</td>
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<td>3/30</td>
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<tr>
<td>--Chapters 18 &amp; 19</td>
<td>Exercise #10 DUE</td>
<td>4/6</td>
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<tr>
<td>--Chapters 20 &amp; 21</td>
<td>Exercise #11 DUE</td>
<td>4/13</td>
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<tr>
<td>--Review for Exam 3</td>
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<tr>
<td>--Exam 3 (Chapters 15-21)</td>
<td>Semester Project DUE</td>
<td>4/20</td>
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*Last updated on: December 31, 2014*