This course is designed for the self-learner who needs minimal classroom instruction. However, this course will maintain the same standards and assignments as in-class offerings via extensive usage of online USF Canvas lectures. Students are expected keep pace with all materials and assignments and encouraged to meet or contact your professor on a needs basis preferably though e-mail. This is a ten week semester with a three major exams and five major assignments. Pace yourselves accordingly.

How to use Canvas: [http://usfsm.edu/information-commons/student-resources](http://usfsm.edu/information-commons/student-resources)

**SUMMER SEMESTER 2014**
May 12 – July 18 online

Assignment #1:
Resume (30pts) Please submit a resume to me at the start of the semester May 12 to May19 via e-mail. Any respectable resume format will suffice but must be sent to verify you are in the course and that we are technically connected through regular email. Attach your resumes by e-mail to: XMAS@SAR.USF.EDU with ‘MAR3023-online’ in the subject box. Formal e-mail etiquette is expected. I will respond to your email with a reply within 24 hours, if you don’t get a reply call 941-359-4339. All other course assignments and exams can be taken and downloaded through Canvas.

**PROFESSOR:** **DR. NOEL MARK NOËL**
E-Mail Address XMAS@sar.usf.edu (use MAR3023-online) in subject box when sending e-mails or it will be filtered. You should receive a reply confirmation from me within 24 hours.
OFFICE: USF, SMC – C234, 8350 Tamiami Trail, Sarasota Fl 43243-2025 (2nd floor Rotunda)
OFFICE PHONE: (941) 359-4339  Fax 359-4367
OFFICE HRS: Wednesdays 9 to 11:30 and 3:30 to 5:30 & by APPOINTMENT
Prerequisites: Acg 2021, Eco 2013, Eco 2023
Assignments: [http://my.usf.edu](http://my.usf.edu) – CANVAS - Check weekly for Chapter Pwts/Current Course Info posted on CANVAS: Chapter pwt, Video presentations of chapter pwt and 10 m/c sample quizzes. All WSJ examples and update posting of articles in WSJ review are posted on CANVAS.

**REQUIRED TEXTBOOK & READINGS:**

*Marketing: Defined, Explained, and Applied* by Michael Levens, 2e Pearson Pub. ISBN-0-13-217745-5: This paperback text was selected for its value package, organization and contemporary marketing viewpoints. (Used texts on Amazon for $35.00 (you do not need the MyMarketingLabs as I will supply you with quizzes etc. though CANVAS)
**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. I will notify you when you can subscribe online using this course number to verify against their list. The WSJ only provides online access with a delivered newspaper Monday through Saturdays to your address. We currently have WSJ newspapers at the front desk of the 2nd Fl Rotunda on the S/M campus, the JANE BANCROFT COOK LIBRARY, local libraries and for sale at Publix and Walgreens. You can also share a copy with a class mate. A student subscription typically costs $20 for 10 weeks. Again – I will notify you through Canvas when the offer starts.

**COURSE DESCRIPTION:**

*Marketing* is defined as a *managerial and relational* process by which goods and services are brought from the manufacturer or producer into the hands of the user or consumer. Marketing also 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 publications. 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. 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.

**GRADING POLICY:**

Grading is based on two exams of approximately 90 questions plus five analytical assignments worth 50 pts apiece.

Resume (Send to xmas@sar.usf.edu) 30 pts for a respectable resume

Exam #1, #2, #3 720 pts (Approx. 3 pts x 80 m/c/questions per exam or about 10 questions per chapter)

Any 5 of 8 assignments @ 50 pts each 250 pts assignments

Grades are based on 90% + is an A: 80 to 89% : B etc. Based on summation of all grades earned

No plus or minus grades are given in this class.

Plagiarism (Intellectual Property Rights): You have an obligation to reference all materials taken from electronic sources and are under the University Policy Guidelines concerning any questions or inferences concerning plagiarism.
### Benchmark Dates: Assignments and Exams:

<table>
<thead>
<tr>
<th>#</th>
<th>Date</th>
<th>Assignment/Exam Details</th>
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<tbody>
<tr>
<td>#1</td>
<td>May 12</td>
<td>Class starts: View the Orientation Tour Video</td>
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<tr>
<td>#2</td>
<td>May 19</td>
<td>Review Chapters 1-3 work on WSJ assignments</td>
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<tr>
<td>#3</td>
<td>May 26</td>
<td>Review Chapters 4-5-6-7</td>
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<td>#4</td>
<td>June 2*</td>
<td>Online exam 1 Chapters 1-7</td>
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<td>#5</td>
<td>June 9</td>
<td>Review Chapters 8-10</td>
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<tr>
<td>#6</td>
<td>June 16</td>
<td>Review Chapters 11-13</td>
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<tr>
<td>#7</td>
<td>June 23*</td>
<td>Online Exam #2 Chapters 8-13</td>
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<tr>
<td>#8</td>
<td>June 30</td>
<td>Review Chapters 14-17</td>
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<td>#9</td>
<td>July 7</td>
<td>Last day for WSJ article submissions Review Chapters 18-20</td>
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<tr>
<td>#10</td>
<td>July 14*</td>
<td>Online final exam Chapters 14-20</td>
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### 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. READ AND FAMILIARIZE YOURSELF ABOUT EACH OF THE TOPICS EARLY IN THE COURSE – READ AHEAD!

**Directions:**

- Read current issues starting as **of MAY 12, 2014** of THE WALL STREET JOURNAL articles submitted are restricted to this publication so that the class has a standard one source for discussion. Only newer issues are appropriate to discuss the current and changing business environment and also prevent word searches. I suggest you consider dropping by the public library to scan these resources throughout the semester or subscribe to them. A student discount is available through your professor.

- Select 5 different topics of the following 8 listed. (50 pts each).

- Do use the memo format. Cite the article, date, and reference then submit through Canvas **one-to-two page typed report** on each of your selected topics. Reference relevant text pages and define each 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 for posted examples.

- Use a (memo) memorandum format: see sample assignments from last semester

To: Prof. Noël, MAR 3023 online  
From: Ima A. Student  
Subject: Number and stated topic
Download all WSJ assignments directly into Canvas SpeedGrader. I will review submissions on a daily basis and post the accepted articles on a weekly list though Canvas announcements. Once posted you cannot use it that article. You will be personally notified within 24 hours whether it is accepted (50 pts) or whether you need to resubmit it. No points are lost for a resubmission. I’m looking for you to get that topic right.

- A list of accepted WSJ articles and their related topics will be posted on CANVAS. Once posted on the article list - it will not be allowed to be further used by others going forward. Meaning: don’t wait to submit an article you see relevant. 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. I am more inclined to accept early submissions based on the amount of coverage devoted to the topic at that point of time. Further restrictions and constraints will be placed on some topics, as we get more sophisticated in their understanding as the course progresses.

- Only two articles may be submitted on any one week. Feedback will be given via reply e-mail. 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 TEN weeks in this summer semester - don't procrastinate and loose points.

- Underline important points covered This will help me follow your support of that topic’s usage.

8 - Critical Marketing Concepts and Principles

1. Marketing Concept (Page 3, 5-8). 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. 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 131-135. No area “geographic” segmentation allowed i.e. Marketing brand X to Mexico. The market segment must be measurable, accessible and profitable - within reason. Your text states it to be attractive, sizeable and has a brand objective.

3. Marketing Strategy Planning Process (Pgs 32-33) 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 139-141) 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 71-73) you may give an example of dissatisfaction and why. Support it with some meaningful numbers through customer satisfaction surveys, sales etc.
6. Brand loyalty (72, 76) Discussion on the length of time retention of a typical customer.

7. PLC - A product that has gone through at least several stages of the product life cycle (pgs171-73). Declare one stage of PLC and how it has evolved over time to the next stage. Include either sales or volume over time in support of your contentions. (Look for articles with sales/volume graphs.) Describe the consumer trend behind the stage of PLC. i.e. Soda sales are dropping as consumer move to healthy drinks.

8. Examples of companies in the production, sales and marketing eras (Pages 5-6-7). Declare the era a company may be in or how it evolved through to another era. Two eras must be explained.

Visit the Canvas Website – How to use it. http://usfsm.edu/information-commons/student-resources

- Syllabus is subject to change, modification, variation, abrogation, and alteration.