UNIVERSITY OF SOUTH FLORIDA - SARASOTA  
College of Business  
www.COB.USF.edu

BASIC MARKETING MAR 3023-591-CRN 57684

SUMMER SEMESTER 2014  
Wednesday Evenings 5:30 to 9:20 pm  
May 14 to July 16

- KINDLY SUBMIT AN UPDATED RESUME BY NEXT CLASS MAY 21  
(Your resume will confirm your enrollment in this class.)

PROFESSOR: DR. NOEL MARK NOËL

E-Mail Address  XMAS@sar.usf.edu (place MAR3023-591) in the e-mail ‘subject box’ or it will be filtered. Do not use e-mail through Canvas. Don’t assume it reaches me unless you get a reply confirmation within a day or so.

OFFICE: USF, SMC – C234, 8350 Tamiami Trail, Sarasota Fl 43243-2025  
OFFICE PHONE: (941) 359-4339: Fax 359-4367  
OFFICE HRS: Wednesday 3 to 5:30, Thursday morning 9-12, after classes & by APPOINTMENT  
(I will be in the classroom a half hour before the class).

Prerequisites: Acg 2021, Eco 2013, Eco 2023  
Assignments: http://my.usf.edu – Canvas - Check for Current Course Info & Grades  
Posted on Canvas in Course documents: All WSJ examples and update posting of articles in WSJ review posted on Canvas.

REQUIRED TEXTBOOK & READINGS:
How to use Canvas: http://usfsm.edu/information-commons/student-resources

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 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. You can subscribe online using this course number to verify against their list. (WSJ provides on-line access only with a paid delivered subscription). 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.  
Wall Street Journal subscriptions with a faculty/student discount will be sent as an announcement prior to class – as I get a notification from the journal. (They need a student list from the university).  
The subscription price is $1 a week for 15 weeks = $15.00 – a good deal!. 
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 exams of approximately m/c 80 questions each and five assignments worth 50 pts. @.

Respectable Resume 30 pts
Exams: three @ at 240@ (~80 m/c x 3)
5 assignments @ 50 pts. each

Due Wed May 21 to confirm class
720 pts.
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.

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.

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.
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 14, 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. Accepted articles from class discussion will be posted every Thursday at 10am.

- All five topics must be covered for 50 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 for student examples for each topic.

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

To: Prof. Noël,
From: Ima A. Student
Subject: MAR 3023-591 TOPIC: # (make sure you state your topic)
Reference WSJ May 14, 2014 pg 8 - 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.

- Accepted articles will be referenced weekly on Canvas and announced on selected dates. Once posted - it is 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 July 9 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 till July 9 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 July 9 deadline should motivate you to complete the assignments so you can study for the final exams.

- Underline important points covered this will help me follow your argument as we cover topics in class. Additional constraints will be added to challenge your understanding of the topics.
8 - Critical Marketing Concepts and Principles

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. See posted examples on canvas assignments.

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) Support this topic with a survey or direct effect on sales. You may give examples of dissatisfaction and reasoning.

6. Brand loyalty (46, 49, 50, 53, and 55) or Lifetime value (50) must discuss 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 (pgs 128-130, 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.)
Benchmark Dates: Chapter reviews, Assignments and Exams:

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<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Content</th>
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<tbody>
<tr>
<td>#2</td>
<td>May 21</td>
<td>Chapters 1&amp;2&amp;3&amp;4 (Resume due to confirm class enrollment)</td>
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<tr>
<td>#3</td>
<td>May 28</td>
<td>Chapters: 5&amp;6&amp;7 (WSJ topics) (Godin Video 20 minutes)</td>
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<td>#4</td>
<td>June 4</td>
<td>(Benchmark: at least one article submitted by this week) Exam #1 Chapters (WSJ topics) 1-7 (80 M/C x 3 = 240pts)</td>
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<td>#5</td>
<td>June 11</td>
<td>Chapters 8&amp;9&amp;10 (WSJ topics)</td>
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<td>#6</td>
<td>June 18</td>
<td>Chapters 11&amp;12&amp;13 (WSJ Topics)</td>
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<td>#7</td>
<td>June 25</td>
<td>Exam #2 Chapters 8-13 (WSJ topics)</td>
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<td>#8</td>
<td>July 2</td>
<td>Chapters 14&amp;15&amp;16&amp;17 (WSJ topics)</td>
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<td>#9</td>
<td>July 9</td>
<td>Chapters 18&amp;19&amp;20 (Godin Video 17 minutes and class review) Deadline for all WSJ submissions</td>
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<td>#10</td>
<td>July 16</td>
<td>Exam #3 Chapters 14-20</td>
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Logging onto CANVAS: How to use Canvas: [http://usfsm.edu/information-commons/student-resources](http://usfsm.edu/information-commons/student-resources)

If you encounter any Canvas related problems or difficulties contact the second floor rotunda Information Commons staff. They are there 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 for USF reference materials. Also check out business and economic databases for handy references.

USFSM AND USF SYSTEM POLICIES
(The standard stuff!)

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](http://usfsm.edu/information-commons/student-resources) or [USFSM Graduate Catalog](http://usfsm.edu/information-commons/student-resources), the USF System Academic Integrity of Students, and the [USF System Student Code of Conduct](http://usfsm.edu/information-commons/student-resources).

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](http://usfsm.edu/information-commons/student-resources) or [USFSM Graduate Catalog](http://usfsm.edu/information-commons/student-resources), USF System Academic Integrity of Students, and the [USF System Student Code of Conduct](http://usfsm.edu/information-commons/student-resources).
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 [Safety Preparedness Website](#) for further information.

D. **Disabilities Accommodation:** Students are responsible for registering with the Office of Student Disabilities (SDS) in order to receive academic accommodations. It is up to the student to provide the instructor with a copy of the official Memo of Accommodation. Please contact 941-359-4714.

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. **Web Portal Information:** Every newly enrolled USF student receives an official USF e-mail Account. Students receive official USF correspondence and Canvas information. It is your responsibility to check Canvas weekly for assignments and posted grades.

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