GENERAL INFORMATION

Instructor: Tim Dugan Birrittella  
Phone: 305-348-2571

Office: Maidique Campus, RB 307B (Marketing Dept)  
Fax: 305-348-3792

Office Hours: By appointment

E-mail: Tim.Birrittella@fiu.edu

COURSE DESCRIPTION

Welcome to Marketing Management, the FIU College of Business Administration’s core marketing course. For marketing majors and minors, this will likely be the first marketing course you take, and your dedication to and performance in this class will influence your ability to perform well in subsequent marketing courses. For non-marketing majors and minors, this may be one of your few chances to learn about the process of marketing exchanges and how they influence the global world around you. For all students, your dedication to and performance in this class will influence your ability to understand the global world around you and to influence it for the good of yourself and others.

This course has the basic purpose of teaching you how to increase productivity (e.g., earning high returns on investments and enhancing stakeholder value) through innovations in marketing exchanges (trading) that are designed to serve and satisfy global customers, most particularly profitable customers. The American Marketing Association defines marketing as an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. In this course you will learn about such processes and how they are affected in local, global, and international markets due to the differing cultures and customs in each market.

The course is rigorous, informative, and will provide to you the opportunity to enhance the marketing skills that you already possess (even if you don’t know that you have them).
COURSE OBJECTIVES

Throughout this course, you will:

1. **Recognize** the importance of marketing within an organization and its role in society.
2. **Identify** target market segments for a selected product or service.
3. **Analyze** a company’s marketing strategy and recognize appropriate and inappropriate marketing alternatives.
4. **Define and appropriately use** marketing terminology and concepts.

GLOBAL LEARNING & MAJOR & CURRICULUM OBJECTIVES TARGETED

After completing your BBA with a major in Marketing, you will be able to:

1. Identify the core factors that need to be examined for understanding consumer behavior.
2. Demonstrate knowledge of the interrelated effects of local marketing decisions on international issues and vice versa. *
3. Calculate retail pricing on both cost and profit based approaches.
4. Interpret the language of marketing research.
5. Analyze marketing problems from local, international, and various cultural perspectives.*
6. Analyze a company’s marketing strategy and recognize appropriate and inappropriate marketing alternatives.
7. Demonstrate a willingness to engage in solving marketing-related problems that pertain to various local, international, and intercultural entities. *

* **Global Learning Objectives will be achieved through class lectures, readings and assignments listed on pages 9 – 11.**

TEXTBOOKS & MATERIALS

**TEXT TO PURCHASE:**  *** The textbook is not available anywhere in printed form ***

Marketing Principles and Processes  
By Dickson, Peter R.  
Backbone Press, Portsmouth N.H., 2009

The textbook is fully online and costs $35. To register/purchase, please follow these instructions:

- Go to: [www.marketingprinciplesandprocesses.com](http://www.marketingprinciplesandprocesses.com)
- Click STUDENT REGISTRATION (top menu bar)
- Select semester = Winter 2012; click OK
- Enter Last Name IN CORRECT BOX
- Enter First Name IN CORRECT BOX
- Enter Email address
- Enter Panther ID (student ID)
- Select a login password – one that you will remember
- Confirm the above password
- Course Section: U01 Wednesday 2pm Birrittella
- Check infringement and security box
- Click OK

NOTE: When you purchase the text book, you will automatically be registered for the MAmetrics website below and be charged $60 ($35 text and $25 for MAmetrics)

**Suggested Reading List:**

- Business Week
- Wall Street Journal
- CIA World Fact book
- Journal of Marketing
- Journal of International Marketing
- Harvard Business Review
- The Economist

**Lecture Notes:**

All lecture notes and supporting materials are posted on Blackboard Learn at: [https://fiu.blackboard.com/](https://fiu.blackboard.com/)

Please click on CONTENT in the blue box on the left side.

**TEACHING METHODOLOGY**

Throughout a wide variety of applications, including but not limited to, in-person and video-taped lectures, interactive assignments, group projects, written assignments, quizzes, and hands-on events; students will experience many aspects of marketing management needed for a business career.

**COURSE PREREQUISITES**

No pre-requisite required from the College of Business Administration. For more information about prerequisites, [click here](#).
COMMUNICATING WITH THE INSTRUCTOR

I will be e-mailing you (MANY TIMES) using the email address you provided to me in class. Please make sure to check this e-mail frequently. If you do not receive an email from me by the start of week # 2, please email me (from the address you would like to use) and I’ll make sure to add the address to my database. If you would like me to contact you at another, non-FIU address, please e-mail me from the address you’d like me to use with the request.

I don’t check my email on Blackboard as often as my FIU address above. For the quickest response, please e-mail me at: Tim.Birrittella@fiu.edu. In general, I respond to all e-mails with 24 hours (except when traveling.) Messages (voice or in-person) will take at least one week to respond to since I will only be on campus on Tuesdays & Wednesdays.

Email format: Since email is the predominant form of business communication, I am going to require that you send properly written emails. This would include Dear Prof. Birrittella (or Dear Prof. B); followed by the text of your email without grammatical/spelling errors or texting lingo; and ended with your Closing (Sincerely, Yours Truly, Regards, etc) and your full name. Emails that are not sent properly will be returned without response until you rewrite/resend. While this is a pain, it’s become abundantly clear that many students write emails from their phones with little regard for the rules of writing, which is required for proper business!

GRADING

<table>
<thead>
<tr>
<th>Course Requirements</th>
<th>Weights</th>
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<tbody>
<tr>
<td>Exam # 1</td>
<td>35%</td>
</tr>
<tr>
<td>Online Text Quizzes</td>
<td>10%</td>
</tr>
<tr>
<td>Marketing Accounting Metrics exam</td>
<td>15%</td>
</tr>
<tr>
<td>Exam # 2</td>
<td>35%</td>
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<tr>
<td>Marketing Research Study</td>
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<td><strong>Total</strong></td>
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<td>93-100%</td>
<td>B- (80)</td>
<td>80-83</td>
<td>D+ (68)</td>
<td>67-69</td>
</tr>
<tr>
<td>A- (90)</td>
<td>90-92</td>
<td>C+ (78)</td>
<td>77-79</td>
<td>D (65)</td>
<td>64-66</td>
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<tr>
<td>B+ (88)</td>
<td>87-89</td>
<td>C (75)</td>
<td>74-76</td>
<td>D- (60)</td>
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<tr>
<td>B (85)</td>
<td>84-86</td>
<td>C- (70)</td>
<td>70-73</td>
<td>F (50)</td>
<td>&lt;60</td>
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ASSURANCE OF LEARNING

As a college, we care about the quality of the business education we are providing you. More on the College’s commitment to Assurance of Learning can be found at the following link: http://businessonline.fiu.edu/course_addons/Learning_Commitment.pdf
EXAMS

EXAMS

There will be two scheduled exams held IN CLASS based upon the powerpoints and lecture presentations. These exams are NOT open book/notes – so make sure to study! Please bring a a # 2 PENCIL to the exam. There are NO MAKE-UP EXAMS in this course. Therefore, you should make every effort to attend each exam.

Exam # 1 → Wednesday, February 22nd
Exam # 2 → Wednesday, April 18th OR 25th – to be determined

NOTE: You will not be allowed to bring anything to your seat – except your pencil. No phones, purses, book bags, laptops, etc.

ONLINE TEXT QUIZZES

There will be 10 modules covered throughout the semester with online quizzes assigned for each section within the module. These will be completed at the end of each section and are designed to help you move through the online text material. Since you’ll be doing these at home, these will be open book, notes, etc. To move on to the next quiz, you will need to score 90%. You will have unlimited tries and they are pass/fail. NOTE: Each module has many short quizzes. To receive full credit (10%), you must complete ALL the quizzes in ALL 10 modules!

*** Quizzes are GENERALLY due the week after I cover the material in class ***
(see pages 9 – 11 for exact dates/times)

MARKETING ACCOUNTING METRICS EXAM

MARKETING ACCOUNTING METRICS TUTORIAL: Cost: $25 (you will be charged $60 when you purchase the text book. This fee INCLUDES the MAMetrics tutorial.)

This online tutorial is a required part of the course you are taking. It teaches market planning and key business process and profitability metrics that every business should employ. The average self-study time is 16-20 study hours. For maximum results, you should spread your study time over 4-6 weeks, rather than trying to cram this tutorial into two nights.

How to register: Once you purchase the online textbook at: www.marketingprinciplesandprocesses.com you are automatically registered for www.marketingaccountingmetrics.com.

For assistance with registration, payment, downloading material, etc. please contact Julie Pujol at: julie@objectiv egroup.net
Content: This self-study tutorial is comprised of a brief text, a series of interactive, step by step spreadsheets, and a two-hour, fifty question multiple choice exam. First, read the text and complete the section study questions. Then study the spreadsheets in order. The answers to the study questions are provided right there for you to check your work. A sample exam is also available to download and practice. A class tutorial will be held on the spreadsheets.

About the exam:  
**The exam will be held on February 29th (times TBD).** You will have the opportunity (beginning week 5) to sign-up for your MAMetrics time slot. Space is limited in each time slot and sign-up is on a first come first serve basis!

Twenty-five of the fifty multiple-choice and true/false questions in the exam are taken exactly from the study questions in the Marketing Accounting Metrics text. The remaining 25 questions in the actual exam are similar to the study questions on the sample exam, which use the spreadsheets. The answers to the sample spreadsheet part of the exam provided can be found in the spreadsheet tutorials. You are encouraged to practice answering these questions.

### MARKETING RESEARCH STUDY

Research study participation:

Each semester Marketing faculty conduct behavioral research that requires the participation of FIU students. To gain experience in marketing research (module 4), you will be required to attend and participate in one face-to-face study.

- Register at: [http://fiu-cba.sona-systems.com/](http://fiu-cba.sona-systems.com/) Make sure you type the web address exactly as shown - using the “fiu-cba” part otherwise, you will be in the WRONG sona systems studies.
- Click “New Participant” (left side).
- Enter account information (User ID = your log in name), select my course.
- Log in and click “View available studies”
- Click a study and sign up!

NOTE: Studies will be available sporadically throughout the semester. So please check the site (above) often!

**OPT OUT OPTION:**

- Some of you might not want to participate in a research study. **If so, please notify me by the end of week 2 via email.** I will assign a term paper on marketing research to take the place of the research study for your overall grade. **NOTE:** If you don’t contact me by the end of week 2, I will assume that you have no problems with doing a research study.

### AMERICAN MARKETING ASSOCIATION:

*** Join the American Marketing Association (AMA) ***

The AMA @ FIU Collegiate chapter is currently ranked # 1 (out of 300+ collegiate chapters in
the nation) and has been in the top 8 for the past 9 consecutive years. The chapter competes in areas such as professional development, philanthropy, fundraising, communications, chapter operations, etc. Meetings will begin in January – tentatively scheduled for Wednesday evenings at 8pm. Anyone can join (regardless of major). The annual membership fee is $47. (If you join using the AMA @ FIU’s website and google checkout, the fee is $50.) More information about the AMA @ FIU chapter can be found on our website:

www.amafiu.com

Additional benefits can be found on the International AMA site:

www.marketingpower.com

Click Community; click Collegiate Chapter; click Collegiate Member Benefits

EXTRA CREDIT OPPORTUNITIES

You will have the opportunity to earn extra credit points by:

- being a part of additional research studies
- joining AND attending AMA meetings; regional conference; or workshops

Option A:
Online studies will take about 30 minutes and will be worth 1/2 credit/point.
On campus studies will take about 50 minutes and will be worth 1 credit/point.

**MAXIMUM STUDY POINTS ALLOWED = 2 points**

These studies pop up AND close frequently -- when they reach the number of people needed. So if you want extra credit, please be sure to check often and sign-up/take the surveys when available.

Option B:
If you join (pay the membership fee) AND attend 2 meetings, you will earn 2 extra credit points – added to your overall grade. NOTE: There is no partial credit! You must have the extra credit sheet (sent via email to you) signed by the AMA leader in charge of the event at the beginning and end of the AMA meeting. If you don’t sign-in and out, you will NOT get credit for attending the meeting. Attending any of the AMA Workshops will earn you 2 credits.

**MAXIMUM AMA POINTS ALLOWED = 2 points**

How credit gets added to your grade:
You can earn up to 4 points MAXIMUM!!! (Please pay attention to the maximum points allowed per option.) NOTE: The required study (discussed on page 6) is not included as extra credit points.

For example: If your total score in the class is a 89.3 = B+...if you earned 1 extra credit point, I will add 1.0 to the score bringing it to 90.3 = A -. If you earned 4 extra credit points, this will raise your score to a 93.3 = A.
DISABILITY NOTICE

If you have a disability and need assistance, please contact the Disability Resource Center (University Park: GC190; 305-348-3532) (North Campus: WUC139, 305-919-5345). Upon contact, the Disability Resource Center will review your request and contact your professors or other personnel to make arrangements for appropriate modification and/or assistance.

RELIGIOUS HOLIDAYS

The University’s policy on religious holy days as stated in the University Catalog and Student Handbook will be followed in this class. Any student may request to be excused from class to observe a religious holy day of his or her faith.

RULES, POLICIES, and ACADEMIC MISCONDUCT

Assignments from the text and other resources are listed below for each class session. Students are expected to be pace their learning according to the posted course assignments.

It is expected that interactive learning and teaching will enrich the learning experience of all students, and that each student will work in partnership with the professor to create a positive learning experience for all. Student engagement is a necessary condition for an effective learning experience, and includes contributions to debate and discussion (if any), positive interactive learning with others, and an enthusiastic attitude towards inquiry. Everyone is expected to be a positive contributor to the class learning community, and students are expected to share the responsibility of teaching each other.

Statement of Understanding between Professor and Student

Every student must respect the right of all to have an equitable opportunity to learn and honestly demonstrate the quality of their learning. Therefore, all students must adhere to a standard of academic conduct, demonstrating respect for themselves, their fellow students, and the educational mission of the University. As a student in the College of Business taking this class:

- I will not represent someone else’s work as my own
- I will not cheat, nor will I aid in another’s cheating
- I will be honest in my academic endeavors
- I understand that if I am found responsible for academic misconduct, I will be subject to the academic misconduct procedures and sanctions as outlined in the Student Handbook

Failure to adhere to the guidelines stated above may result in one of the following: 
**Expulsion:** Permanent separation of the student from the University, preventing readmission to the institution. This sanction shall be recorded on the student’s transcript.
**Suspension:** Temporary separation of the student from the University for a specific period of time.

Additionally the following two documents should be used by every student in business classes that require individual or group written assignments:

- Certification of Authorship Assignment Cover Page (Individual)
- Certification of Authorship Assignment Cover Page (Groups)

For details on the policy and procedure go to [ACADEMIC MISCONDUCT](#). (Section 2.44)

**NOTE:** Intensive Auditing of the course will be conducted to prevent academic misconduct.

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**EXPECTATION OF THIS COURSE**

Students are expected to participate in all aspects of the course. Additionally, students are expected to RESPECT each other and the Professor, in all dialogues throughout the course.

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**COURSE CALENDAR**

(Subject to change)

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Class Introductions, Review Syllabus, Discuss Projects</td>
<td><strong>Register at MAmetrics.com by January 20th</strong></td>
</tr>
<tr>
<td>January 11</td>
<td><strong>Week 2</strong></td>
<td>Study for MAmetrics exam</td>
</tr>
<tr>
<td>January 18</td>
<td>Module # 1 -- Marketing</td>
<td></td>
</tr>
<tr>
<td><strong>Week 3</strong></td>
<td>Module # 2 – Analysis &amp; Planning (Company &amp; Marketing Strategy)</td>
<td><strong>Due: Module 1 quizzes (6) January 25th at 11:59pm</strong> Study for MAmetrics exam</td>
</tr>
<tr>
<td>January 25</td>
<td><strong>Week 4</strong></td>
<td>Begin Module 2 quizzes (7) Study for MAmetrics exam</td>
</tr>
<tr>
<td>January 28</td>
<td>Module # 2 – Analysis &amp; Planning (The Marketing Environment) MAmetrics Tutorial</td>
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<tr>
<td>Week</td>
<td>Date</td>
<td>Activity</td>
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<tr>
<td>Week 5</td>
<td>February 8</td>
<td>Module # 4 – Understanding Consumer Behavior (Managing Marketing Information)</td>
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<tr>
<td>Week 6</td>
<td>February 15</td>
<td>Module # 4 – Understanding Consumer Behavior (Consumer &amp; Business Markets)</td>
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<tr>
<td>Week 7</td>
<td>February 22</td>
<td>EXAM # 1 – Modules 1, 2 &amp; 4; plus class lectures</td>
</tr>
<tr>
<td>Week 8</td>
<td>February 29</td>
<td>MAmetrics exam (Dates/times will be announced)</td>
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<tr>
<td>Week 9</td>
<td>March 7</td>
<td>Module # 5 – Market Segmentation/Targeting</td>
</tr>
<tr>
<td>Week 10</td>
<td>March 14</td>
<td>NO CLASS – Spring Break</td>
</tr>
<tr>
<td>Week 11</td>
<td>March 21</td>
<td>Team Case – Groups will read and analyze a global case (assigned by me) to uncover the global marketing problems and make recommendations to solve these problems.</td>
</tr>
<tr>
<td>Week 12</td>
<td>March 28</td>
<td>Module # 6 – Product Management</td>
</tr>
<tr>
<td>Week 13</td>
<td>April 4</td>
<td>Module # 7 – Price Module # 10 -- Distribution</td>
</tr>
</tbody>
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**Note:** DO not copy
| Week 14  | Module # 8 – Selling  | Module # 7 quizzes (7) & Module # 9 – Advertising  | Due: Module 7 quizzes (7) & Module 10 quizzes (6) By April 11th at 11:59pm Study for Exam # 2 from review sheet lecture notes, and text |
| April 11 |  |  |  |
| Week 15  | Module # 3 – Marketing Ethics & Social Responsibility  |  | Due: Module 8 quizzes (8) & Module 9 quizzes (6) By April 16th at 11:59pm |
| April 18 |  |  |  |
| Week 16  | EXAM # 2 – Modules 5 – 10; plus class lectures  | Bring pencil and photo ID  | Due: Module 3 quizzes (5) By April 25th at 11:59pm Bring pencil and photo ID |
| April 25 |  |  |  |
| (12 – 2pm) |  |  |  |

ADDITIONAL INFORMATION

**Make-ups:** Will NOT be given. Do not miss quiz dates listed on the syllabus

**Online quizzes:** NOT accepted past the due date. Please pay attention to the due dates listed on the syllabus. It is highly recommended that you go ahead of me and complete the quizzes. You can completed all 10 module quizzes by week # 1 and be way ahead of me.

**Dates:** All dates contained in this syllabus are subject to change if needed during the semester. You are responsible for knowing about any such changes, whether or not you are present in class when the announcement is made.

**Cell phones:** These will NOT be allowed in class. Please place all cell phones, etc. on the vibrate mode. If they ring during class, you will be asked to leave the class for the night and marked absent. If, on the off chance that you are expecting an important call, please notify me at the beginning of class.