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**COURSE SYLLABUS
MARKETING MANAGEMENT
1131-MAR3023VD1131-15262**

**GENERAL INFORMATION • IMPORTANT INFORMATION • COURSE DETAIL • COURSE
CALENDAR**

GENERAL INFORMATION

PROFESSOR INFORMATION

Instructor: Dr. Jonathan N. Goodrich

Phone: (305) 348-2571

Office: RB 304A

Fax: (305) 348-3792

Office Hours: M, 5:00-6:00PM and by appointment

Email: Please use Blackboard Messages

College: Florida International University - College of Business - Miami, FL
33199

COURSE DESCRIPTION AND PURPOSE

MAR 3023- Marketing Management is a course that examines the role and importance of marketing in the firm and other organizations. We will cover topics such as marketing plans/strategies, marketing research, market segmentation, retailing, advertising, pricing, Internet marketing, etc. You will find the course interesting and informative. Keep on top of the work. All the best.

COURSE OBJECTIVES

This course will help you to develop a better appreciation and understanding of the role of marketing in a business organization specifically, and in our society at large.

Specific objectives include:

- To enhance your knowledge about marketing theories, principles, strategies and concepts and how they are applied;
- To provide you with opportunities to analyze marketing activities within the firm;
- To allow you to apply marketing concepts and theories to realistic marketing situations.

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MAJOR & CURRICULUM OBJECTIVES TARGETED

At the end of this course, you should be able to:

- Recognize the importance of marketing in an organization, how marketing relates to other business functions, and the role of marketing in society at large.
- Do basic secondary research relative to marketing in an organization (e.g., by using Internet search engines, such as Yahoo, Google, etc.)
- Select, analyze and define a target market for a selected product or service.
- Develop a marketing plan or strategy for a product or service (e.g., company objectives, marketing objectives, target market(s), advertising, pricing, distribution, product/ service development, evaluation of competitors, contingency plans, budget, etc.)
- Evaluate/analyze the marketing strategy for an existing product and/or services. Know the basic marketing concepts and theories.

The course will also enhance your achievement of the following curriculum objectives:

- Written communication skills
- Technology (computer) skills
- Understanding of global issues in marketing/business
- Critical thinking
- Analytical skills
- Appreciation of ethical issues in marketing/business

TEACHING METHODOLOGY

Lectures, cases, Socratic, class discussions, use of audio-visual aids, experiential learning exercises. My objective is to provide you with an online environment that is interesting, stimulating, and informative.

ASSURANCE OF LEARNING

The College of Business cares about the quality of your education. For more information please visit the [Assurance of Learning](#) site to learn more on the College's commitment to this initiative.

IMPORTANT INFORMATION

POLICIES

Please review the [policies page](#) as it contains essential information regarding guidelines relevant to all courses at FIU and additional information on the standards for acceptable netiquette important for online courses.

TECHNICAL REQUIREMENTS & SKILLS

One of the greatest barriers to taking an online course is a lack of basic

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computer literacy. By computer literacy we mean being able to manage and organize computer files efficiently, and learning to use your computer's operating system and software quickly and easily. Keep in mind that this is not a computer literacy course; but students enrolled in online courses are expected to have moderate proficiency using a computer. Please go to the "[What's Required](#)" page to find out more information on this subject.

For detailed information about the technical requirements, please [click here](#).

ACCESSIBILITY AND ACCOMMODATION

For detailed information about the specific limitations with the technologies used in this course, please [click here](#).

For more information about Blackboard's Accessibility Commitment, [click here](#).

For additional assistance please contact our [Disability Resource Center](#).

RULES, POLICIES, AND ACADEMIC MISCONDUCT

Assignments from the text and other resources are listed below for each class session. Students are expected to 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 everyone 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 classmates, and the educational mission of the University.

As a student at FIU 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.

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- 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.

By taking this online course, I promise to adhere to FIU's Student Code of Academic Integrity. For details on the policy and procedures go to ACADEMIC MISCONDUCT (Section 2.44)

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

COURSE PREREQUISITES

There are no prerequisites for this course. However,

- Students must be fluent in English
- Students taking this course must be proficient in
 - Internet Browsing
 - Internet Research
 - Internet test taking
 - MS Word
 - MS Excel
 - MS PowerPoint

TEXTBOOK

Marketing (Required)

William M. Pride and O.C.Ferrell
South-Western, 16th edition, 2012

ISBN 13: 9781133618669 (Loose-leaf Edition)

[Click here](#) to buy your textbook online at the FIU Bookstore.

This is the most current and up-to-date edition. It is the edition I will be using.

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Buy the loose-leaf edition. The book cover pictured above is that of the hardcover edition. The book cover of the loose-leaf edition may be a little bit different; but the content is the same. Do not ask me about buying and using older, out-of-date editions. They should not be used for this course.

Please read the three appendices at the end of the textbook, for your own benefit.

Access to course site materials:

Please note that there are certain areas of the course that require an access code provided by the textbook publisher. Students are required to purchase an Access Key in order to authenticate their first access to the publisher materials. If you do not receive an access code with your textbook, the access code can be bought by visiting the following link:

<http://www.cengagebrain.com/isbn/9780840044846?cid=rdl>

PROCTORED EXAM POLICY

Please note that the information contained in this section applies only if your course requires a proctored exam.

It is the student's responsibility to determine whether this online course requires proctored exams by carefully reviewing this syllabus. For detailed instructions please visit our [Proctored Exam Resources](#) page on the FIU Online website.

COURSE DETAIL

COURSE COMMUNICATION

1) Blackboard Messages (2) Telephone (3) Office visits by appointment (4) Fax.

My preferred method of communication is through **Blackboard Messages**. If necessary, I am available to personally meet with you on campus **by appointment**. Contact me via Blackboard to set up an appointment.

My policy is to return your email or phone call within 24 hours. If I am unavailable by phone, leave me a detailed message with your name, course name & number, and a number where I can reach you.

For more information on professional writing and technical communication [click here](#).

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GRADING

Complete grades report available to students by Web and at kiosks.

NOTE: Your grade for this course will be determined by your overall (additive) performance in the course. Work steadily and diligently, and keep on top of the work. Your course grade will be calculated by adding your 4 quiz scores, your midterm score, your final exam score, and any other optional points, then dividing the total by 4 to find your average score (or grade).

For example, an average score of 90% or above is "A"; 87%-89% is an "A-"; and so on. See the grade scale below.

COURSE REQUIREMENTS	WEIGHT
5 quizzes 50 Multiple Choice Questions per quiz (Your lowest quiz grade will be dropped at the end of the course) 50 x 4 quizzes = 200	200
Online Mid-Term Test covering Chapters 1-10 (100 Multiple choice questions)	100
Online Final Exam covering Chapters 11-21 (100 Multiple choice questions)	100
Total	100%

LETTER GRADE	RANGE	LETTER GRADE	RANGE	LETTER GRADE
A	90% or above	B-	78%-80%	D+
A-	87%-89%	C+	75%-77%	D
B+	84%-86%	C	72%-74%	D-
B	81%-83%	C-	69%-71%	F

POLICIES AND PROCEDURES

As a college, we care about and enforce the Policies and Procedures as they are important to the quality of the education we are providing to you.

[Click here](#) for details on our On-campus Orientation/Online Tutorial, Server Maintenance Requirements, FIU Library support and FIU Policies.

IMPORTANT PARTS OF THE BLACKBOARD LEARNING SYSTEM WITH WHICH YOU SHOULD BE FAMILIAR. THE BLACKBOARD LEARNING SYSTEM has several parts that you will use frequently in this course. Become familiar with them.

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Here are some of the most important.

WEEKLY MODULES

The WEEKLY MODULES contain all the modules for the course, module 1 through module 16. Each module contains the chapter(s) for that module. Click on the module of your choice, and this opens up the content of the module, i.e. typically specific information on a chapter(s). The information includes learning objectives for the chapter; important terms, concepts and explanations thereof; significant tables, charts, and figures; video clips; pictures; vignettes about companies you know (e.g., GEICO, Coca-Cola, GM), and others you are less familiar with; print ads about a company, and a question about the ad, and so on. These modules are like small electronic versions of the textbook, and are useful in learning the course material. However, you still need the textbook which is much more complete, with end-of-chapter review questions, application questions, Internet Exercises, cases, etc.

SYLLABUS

Clicking on the SYLLABUS opens up the entire syllabus to you. Read the syllabus many times carefully, and pay particular attention to the sections about the quizzes, mid-term and final exams, optional points, the calendar times for the aforementioned, and so on.

ANNOUNCEMENTS

I post announcements here. It is a good practice to check ANNOUNCEMENTS about once every day or so.

FIU ONLINE POLICIES AND PROCEDURES

Click on this section, read it, and become familiar with it.

MAIL

Communicate with me primarily through BLACKBOARD MESSAGES.

DISCUSSION (FORUM)

This is a good section for discussing a variety of topics with your classmates (e.g., chapter topics, questions, group work, cases, Internet Exercises). You can learn new ideas this way. Occasionally I may post comments, questions, or discussion topics in this section.

ASSESSMENTS

This section is where you click into to take your quizzes, mid-term exam and final exam.

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SYLLABUS COURSE CALENDAR

The COURSE CALENDAR shows the days of the month and the times that the quizzes and Exams will be given. It may also show the dates when projects, cases, and Internet Exercises (if required) are due. Check the CALENDAR regularly. It is a good practice to make a note in your diary about the dates for your quizzes, exams, projects, etc. and check your diary ahead of time about these important dates and responsibilities, so you will not miss or forget them.

MY GRADES

Click on MY GRADES to be informed about your quiz/exam grades.

QUIZZES

ONLINE PRACTICE QUIZ

In order to mitigate any issues with your computer and online assessments, it is very important that you take the "Practice Quiz" from each computer you will be using to take your graded quizzes and exams. It is your responsibility to make sure your computer meets the minimum [hardware requirements](#)

This Blackboard Practice Quiz can be taken as many times as you'd like. It is for your own benefit – these quiz grades are not part of your course grade.

SYLLABUS

Read and study the syllabus and all course-related documents and Blackboard links carefully. This will help you greatly throughout this semester.

CHAPTER QUIZZES

To keep you up-to-date with the textbook reading assignments, five (5) quizzes will be given. The purpose of each quiz is to assess your knowledge of the assigned textbook chapters.

These quizzes will be administered over Blackboard in a multiple-choice format. Each quiz will have 50 multiple choice questions. Quizzes are not a group exercise. Group participation and/or cheating will not be tolerated.

Absolutely no make-up quiz is allowed; however I will drop your lowest quiz grade.

You will have a three-day window to take the quiz, normally from Friday morning at 12:01AM through Sunday night at 11:55 PM.

The quiz automatically shuts off at 11:55 PM on Sunday, (Saturday for the final exam) so don't wait until then to log in and take the quiz.

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Each quiz will have 50 multiple-choice questions, with a maximum time limit of 100 minutes (time may vary). You will be able to see your quiz grade immediately after submitting your quiz. However, you will be able to view your entire quiz, the questions which you got wrong, and the correct answers, during the 24-hr window from Monday noon to Tuesday noon. Use the "MY GRADES" link for such "views" of the quizzes and the midterm. Click on your grade to see your quiz/exam. Use that time wisely. If you have questions about a specific question, you can email me.

MIDTERM TEST & FINAL EXAM

The Midterm will have 100 multiple choice questions from chapters 1-10. You will have 200 minutes to take the test. Some questions or their likeness from your previous quizzes may appear again on the midterm exam.

The Final Exam will also be 100 multiple choice questions, from chapters 11-21. You will have 200 minutes to take the test. Some questions or their likeness from a quiz or quizzes taken after the midterm may appear again on the final exam.

NOTE: The quizzes and tests are not easy. I suggest you study hard for them and prepare. (Understand the concepts, definitions, examples and illustrations. Some questions are theoretical, conceptual and/or practical). The textbook website may have practice questions for each chapter. It is a good idea to set aside some time to do these practice questions. Some of these questions or their likeness may appear on your quizzes and exams. This good study habit tends to improve your grades.

Before you take a quiz, please make sure you carefully read the "important notice regarding quiz taking".

ATTENTION: ONLY fully released versions of Microsoft Internet Explorer (IE) 5.0 or higher can be used to take quizzes or tests. Any browser other than Internet Explorer is not 100% supported by Blackboard and you will experience technical difficulties, particularly with quizzes. We highly recommend that you read ALL the information in the Browser Issues section.

It is your responsibility to ensure you are set up correctly to take quizzes. Taking the PRACTICE QUIZ can help you work out any issues prior to taking your first quiz. Remember that if you have technical issues of this nature, you will not be able to retake a quiz or test. The ONLY valid reason is if the system was down.

*Assessments in this course are not compatible with mobile devices and should not be taken through a mobile phone or a tablet. If you need further assistance please contact [**FIU Online Support Services**](#).*

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OPTIONAL POINTS

Each semester Marketing faculty conduct behavioral research that requires the participation of FIU students. As an incentive for participation in research studies, students taking this class will have the opportunity to earn 20 extra points by participating in ONE research study session. Participating in more than ONE study will not earn you any more points. The research study can be done online or on campus. The choice is yours. Either way, you will receive 20 points for completing the study. Each study requires about 45 minutes. Research study grades will be posted at the end of the semester (the week of the final exam).

You must go to the main experiment sign-up website: [FIU CBA Research Participation](#) and register for an account. You should then periodically check the website for a research study that you can sign up to participate in. You will be responsible for scheduling your research session appointment for an on-campus study. You cannot just show up to a session you have not made an appointment for. Your punctual attendance at a research study session and participation will earn you the extra points.

The professors who conduct these studies use a nomenclature of 0.5 credit for an online study and 1.0 credit for an on-campus study. Disregard this nomenclature. You will receive 20 points for a completed study, online or on-campus.

SERVER MAINTENANCE SCHEDULE

In an effort to provide online students with reliable and secure access to the online learning technology resources, FIU Online has standard maintenance periods to perform scheduled maintenance and system upgrades. FIU Online courses will be unavailable during the established maintenance schedule.

System maintenance is performed weekly between the hours of 11:59 PM on Friday night through 5:00 AM on Saturday morning. **So do not try to take quizzes/exams or access course materials during this 5-hour period.** We thank you for your patience and we apologize in advance for any inconvenience that this may cause.

STUDENT HOMEPAGE

Every student should create his/her own student homepage using the course's Discussion Forum, which can be found on course's left navigation menu. For help on how to use the HTML Creator to develop a Student Homepage, [click here](#). Your student homepage is due no later than Sunday 1/27/13.

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ASSIGNMENTS

Look under the section of the syllabus called GRADING for an overview of the course requirements (Chapter quizzes, online midterm etc.) and grading system. Now read the **course calendar**. The course calendar shows the week when each chapter of the textbook should be read. Note that we cover one chapter a week for the first twelve weeks, then we cover more chapters per week for the last four weeks.

The course covers the entire book (21 Chapters).

The end-of-chapter questions, application questions, Internet exercises and cases under assignments in the course calendar are for your own reading and information. **DO NOT TURN IN ANSWERS FOR THESE UNLESS I SPECIFY THAT YOU DO SO.** They will help prepare you for the quizzes, midterm and final exams.

Any assignment that I require to be turned in for grading is to be done by each student individually unless I specify it is a group assignment.

EXPECTATIONS

This is a fully online course, meaning that all course work (100%) will be conducted online. Expectations for performance in fully online courses are the same as for traditional courses; in fact, fully online courses require a degree of self-motivation, self-discipline, and technology skills that can make them more demanding for some students.

Fully online courses are not independent study courses. You will be expected to interact online with the professor and your fellow students; to do assignments and to meet deadlines.

You will be expected to:

- fulfill course reading requirements complete quizzes online
- view video cases/read case histories and post relevant comments in answer to the questions posted by me in the corresponding Discussion Forums
- complete and submit assignments and to meet deadlines
- complete both midterm and final exams as specified.

ALSO NOTE: Visit www.cengage.com/marketing/pride-ferrell for resources to help you master each chapter, as well as other information that will expand your marketing knowledge, include updates, and ACE Self-Tests to help prepare you for exams in this course.

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FINAL COMMENTS

- During a quiz or exam, click on “save” for each answer. You can always go back and change your answer if you wish to. If your screen freezes up, save your answers and log out. Log in again shortly.
- Dates and course content on the syllabus are subject to change by the professor. Make sure to check postings under ANNOUNCEMENTS.
- Please communicate with me using Blackboard Messages.
- IF YOU SHOULD HAVE TECHNICAL ISSUES WITH YOUR COMPUTER OR ACCESSING MATERIALS ON-LINE, PLEASE CONTACT THE FIU ON-LINE LEARNING HELP DESK (305) 348-3630, or Online, not me.
- Do not ask about extra work to help compensate for a bad test grade. I do not give such extra credit assignments. Put your efforts into preparing for the quizzes and exams.
- Note the final exam is online, Thursday to Saturday, 4/25/13 - 4/27/13. Please be aware that final grades are final. Unless there has been an error on my part in calculating your final grade, I will not change your final grade. Requests for doing extra work to improve a final course grade will not be granted.

UNACCEPTABLE EXCUSES

Over the years, some online students have made various excuses/explanations as to why they did not do a quiz /exam, or why they did not do well on the quiz/exam. The following is a sample. They are not acceptable, and should not be tried.

1. I forgot the date of the quiz.
2. I was on my honeymoon.
3. I got married.
4. I went away on vacation.
5. Florida Power and Light (FPL) turned off the power to my home.
6. My computer was affected by a virus.
7. Time ran out during the quiz/exam.
8. I forgot to save my answers on the quiz/exam.
9. I had the flu.
10. My child (or some other relative) was ill.
11. I did not get the textbook on time.
12. I do not have a computer.
13. I was using the computer at a library (or some other place), and the place closed up before I could finish my quiz/exam.
14. I had difficulty accessing the quiz/exam.
15. The quiz/exam was too hard.
16. I need more time to complete the quiz/exam.
17. I was out on company business, and was unable to do the quiz/exam.
18. I was in a poor, developing country with poor Internet connection.
19. My Internet Browser was not compatible with the Blackboard Learning System.
20. I gave a friend (or some other person/company) my computer to fix, and they did not fix it on time.
21. I had an outdated textbook.

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COURSE CALENDAR

UNIVERSITY DROP DATES

(1) T, 1/15/13. Last day to drop or add courses or withdraw from the University without incurring a financial liability for tuition and fees. (2) Friday, 2/1/13. Last day to withdraw from the University with a 25% refund of tuition. (3) M, 3/18/13. Last day to drop a course with a DR grade. (4) M, 3/18/13. Last day to withdraw from the University with a WI grade.

WEEKLY SCHEDULE

WEEK OF	TOPIC	ASSIGNMENTS
Module 1 1/7-1/13	An Overview of Strategic Marketing	<ul style="list-style-type: none">• Ch. 1, pp.2-27• Questions 1-3, 5-6, 8-11 (p.24)• Application Questions 2-3 (p.24)• Internet Exercise (AMA) (p.24)
Module 2 1/14-1/20	Planning, Implementing, and Controlling Marketing Strategies	<ul style="list-style-type: none">• Ch. 2, pp. 28-57• Questions 1-11 (p.53)• Application Question 4 (p.54)• Internet Exercise. Sony (p.54)
Module 3 1/21-1/27	The Marketing Environment	<ul style="list-style-type: none">• Ch. 3, pp.62-91• Questions 1-5, 7-8, 12-17 (p.87)• Application Questions 2-3 (p.87)• QUIZ 1 (Chapters 1-3) 1/25 - 1/27
Module 4 1/28-2/3	Social Responsibility and Ethics in Marketing	<ul style="list-style-type: none">• Ch. 4, pp.92-119• Questions 1-11 (pp. 118-119)• Application Questions 2, 4 (p.119)
Module 5 2/4-2/10	Marketing Research and Information Systems	<ul style="list-style-type: none">• Ch. 5, pp. 121, 126-155• Questions 1-14 (p. 151)• Application Question 1 (p.152)

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Module 6 2/11-2/17	Target Markets: Segmentation, Evaluation and Positioning	<ul style="list-style-type: none">• Ch.6, pp. 156-185• Questions 1-18 (p.183)• QUIZ 2 (Chapters 4-6) 2/15 - 2/17
Module 7 2/18-2/24	Consumer Buying Behavior	<ul style="list-style-type: none">• Ch. 7, pp. 190-221• Questions 1-16 (p. 217)• Application Questions 1,4-5 (p.218)
Module 8 2/25-3/3	Business Markets and Buying Behavior	<ul style="list-style-type: none">• Ch. 8, pp. 222-245• Questions 1-12 (p. 241)• Application Questions 1-3 (p. 242)• Internet Exercise. Boeing (p.242)
Module 9 3/4-3/10	Reaching Global Markets	<ul style="list-style-type: none">• Ch. 9, pp. 246-279• Questions 1-10 (p.275)• Application Questions 2-3 (p. 276)• Internet Exercise. FTD (p. 276)• QUIZ 3 (Chapters 7-9) 3/8 - 3/10
Module 10 3/11-3/17	E-Marketing, Digital Media, and Social Networking	<ul style="list-style-type: none">• Ch. 10, pp. 280-315• Questions 4-10 (p. 310)• Application Questions 2-3 (p. 310)• Case 10.2: Twitter (p.313)
Module 11 3/25-3/31	Product Concepts	<ul style="list-style-type: none">• Mid-Term Exam (Chapters 1-10) 3/22 - 3/24• Ch. 11, pp. 318-340• Questions 1-12 (p. 340)• Application Questions 2,4 (p. 340)
Module 12 4/1-4/7	Developing and Managing Products	<ul style="list-style-type: none">• Ch. 12, pp. 344-367• Questions 1-3, 5-10 (p. 363)• Application Questions 1, 3 (p. 364)

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Module 13
4/1-4/7

Services Marketing
Branding and Packaging

- Ch. 13, pp. 368-395
- Questions 1-2, 4-5,8-9, 11 (p. 392)
- Application Questions 3-4, (p.392)
- Ch. 14, pp. 396-424
- Questions 1-15 (p. 420)
- Application Questions 1, 3,6 (p.420)
- Internet Exercise. Pillsbury (p. 421)
- **QUIZ 4 (Chapters 11-14) 4/5 - 4/7**

Module 14
4/8-4/14

Marketing Channels and Supply Chain
Management
Retail, Direct Marketing and Wholesaling
Integrated Marketing Communications

- Ch. 15, pp. 428-465
- Questions 1-2, 4, 7-17 (p. 461)
- Application Questions 1-4 (p. 462)
- Ch. 16, pp. 466-497
- Questions 1-2, 4, 6, 8, 10-11(p. 496)
- Ch. 17, pp. 504-533
- Questions 1-5, 10-14 (p. 529)
- Application Questions 1-2 (p. 530)
- Internet Exercise. My Space (p.530)

Module 15
4/15-4/21

Advertising and Public Relations
Personal Selling and Sales Promotion

- Ch. 18, pp. 534-561
- Questions 1-8, 11-12, 15-16 (p. 558)
- Ch. 19, pp. 562-589
- Questions 1-2, 4, 6-11 (p. 589)
- **QUIZ 5 (Chapters 15-19) 4/19 - 4/21**

Module 16
4/22-4/27

Pricing Concepts
Setting Prices
Appendices

- Ch. 20, pp. 598-622
- Questions 1-4, 6-12 (p. 622)
- Ch. 21, pp. 626-648
- Questions 1-7, 9-12 (p. 648)
- Application Questions 1, 3 (p. 648)
- **Final Exam (Chapters 11-21) 4/25 - 4/27**
- Read the three (3) appendices at the end of the textbook for your own edification.

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