

M&L 3250: Principles of Marketing
THE OHIO STATE UNIVERSITY
Fisher College of Business
SPRING 2017

SECTIONS: MW 2:45-3:40PM MW 3:55-4:50PM

Professor:	Dr. Joseph Goodman
Office:	532 Fisher Hall
Contact Info:	goodman.425@osu.edu (best) @joekgoodman skype: josephkgoodman www.josephkgoodman.com
Office hours:	Tuesdays and Wednesdays, 1-2pm and by appointment

COURSE OBJECTIVES

This course provides students with **an overview of the marketing function** with an emphasis on creating value through marketing, market research, consumer behavior, pricing strategies, marketing channels, and various methods of promotion.

LEARNING OBJECTIVES

- To understand the role of marketing within society and within an economic system.
- To learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.
- To consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.
- To learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.
- To appreciate how a marketing perspective is important in your own personal and professional development.

COURSE FORMAT

This course is a hybrid course. “Hybrid” or “blended” are names commonly used to describe courses in which some traditional face-to-face “seat time” has been replaced by online learning activities. The purpose of a hybrid course is to take advantage of the best features of both face-to-face and online learning.

In this three credit hour course, one credit hour of in-class lecture time has been replaced with online learning. Our class meets in-person for two hours of lecture each week. Further, since this is a three credit hour class, university guidelines require approximately six hours of work/preparation outside of class time. This class is designed with online assignments and textbook readings that are required (and graded) each week, which you should complete in that time outside of class. It's recommended that you schedule your time in advance each week to log in to complete your work. This will help keep you from falling behind. Your online work will be completed using MyMarketingLab, which you will access through Canvas, as detailed in this syllabus.

REQUIRED COURSE MATERIALS AND PURCHASE OPTIONS

You are required to purchase two things for this class:

1. **Textbook: *Principles of Marketing* by Kotler and Armstrong, 16th edition**
2. **Access to MyMarketingLab** (the software we will use all semester).

How to purchase these materials (there are several routes):

- **The more expensive option:** You can buy a package at the OSU bookstore that includes either an e-text book or a textbook in the form of loose leaf paper (this is also known as a Binder Ring textbook) AND an access code for MyMarketingLab.
- **The cheaper option (DO THIS THROUGH OUR COURSE'S CANVAS SITE):** You can buy directly from the publisher (Pearson) through our course's Canvas site. If you choose this option, you can buy a combo package that includes access to MyMarketingLab plus the e-text (the \$97.50 option below) OR buy just access to MyMarketingLab (if you already have a textbook hard copy; the \$50.00 option below). If you buy just access to MyMarketingLab from Pearson, you also have the option (once you've made the initial purchase to gain access) to buy the loose leaf Binder Ring textbook that the publisher will ship to your home address as a hard copy OR upgrade to the e-text at that point.

Kotler/Armstrong - Principles of Marketing, 16/e

	Includes eText book?	Bookstore ISBN(s)	Price @ OSU Bookstore	Price through the course Canvas site via Pearson (the publisher)	eText Upgrade	Print Text Upgrade (Loose-Leaf Print Text)
MyMktLab Access Bundle	yes	9780133862096	\$114.00	\$97.50	included	+ \$52.50
MyMktLab Access + Loose-Leaf Print Text	yes	9780133973303	\$206.87	-	included	included
MyMktLab Access Only	no	-	-	\$50.00	+ \$49.95	+ \$52.50

A copy of the textbook is also on reserve at the architecture library for your convenience.

However, please note only one copy is on reserve and there are a lot of people in this course!!

TO BUY DIRECTLY FROM PEARSON, PLEASE FOLLOW THE INSTRUCTIONS ON THE NEXT PAGE THAT EXPLAIN HOW TO DO THIS THROUGH CANVAS.

HOW TO BUY DIRECTLY FROM PEARSON

Get Started with Pearson's **MyLab & Mastering and Canvas**



Enter Your Canvas Course

- 1 Sign in to Canvas and enter your Canvas course.
- 2 Do one of the following:
 - Select **MyLab & Mastering** in Course Navigation, and then select any course link on the Pearson page.
 - Select any Pearson link from any module.
- 3 Go to *Get Access to Your Pearson Course Content*.



Get Access to Your Pearson Course Content

- 1 **Accept** the End-User License Agreement and Privacy Policy.
If you previously linked your Canvas and Pearson accounts, you go directly to the Pearson payment page. Skip to step 3.
- 2 To link your Canvas and Pearson accounts, do one of the following:
 - If you already have a Pearson account, enter your username and password.
Tip: To look up your Pearson account, select **Forgot your username or password?**
 - If you do not have a Pearson account, select **Create** and follow the prompts to create a new account.
- 3 To get access to your Pearson course, do one of the following:
 - Select **Access Code**, enter your access code, and select **Finish**.
 - Under Use a Credit Card or PayPal, select the button with the applicable price and enter your payment information.
 - Get temporary access without payment for 14 days. (You can [pay for full access](#) when temporary access expires or when you're ready.)
- 4 When the registration is complete, the You're Done page appears and you get a confirmation email. You can close the You're Done page and return to your Canvas course. From now on, when you select any of the MyLab & Mastering links in your Canvas course, your MyLab & Mastering course immediately opens in a new tab.

Note: In the future, it is recommended you enter your MyLab & Mastering course through Canvas.

Need Help?

See [Help](#) for MyLab & Mastering with Canvas.

Go to our [YouTube channel](#) where students and instructors can find getting started videos.

Contact Pearson [24/7 Technical Support at https://support.pearson.com/getsupport](https://support.pearson.com/getsupport). To provide them with your details in an export file, enter your Canvas course and go to **MyLab & Mastering>Diagnostics**. (If you don't have access to the Diagnostics page, please contact your instructor for this information.)

CLASS POLICIES

Attendance and Participation:

Attendance and participation are very important in creating a class environment that is both interesting and meaningful to the student. You should attend class regularly and be on time. Be prepared to ask and answer questions.

Fisher College of Business strongly enforces University attendance policies. As per University rule 3335-8-33, any student may be disenrolled from a course for failure to attend by the first Friday of the term, or by the 3rd instructional day of the term, or by the second class meeting, **whichever occurs first**. For details, see: <http://trustees.osu.edu/rules/university-rules/chapter-3335-8-instruction.html>.

Classroom Conduct:

This course should be exciting, challenging, and fun for everyone. In order to encourage this process, there are certain rules about your conduct in the classroom:

- **Be prepared** to actively participate when you come to class.
- **Don't distract.** Don't be distracted or distract others. The classroom is not the place to sleep, chat with friends, surf the web, play on your phone, etc. When you watch cat videos (or whatever it is that is distracting), it affects others learning.
- **Come to class ON TIME**
- Be respectful when your classmates are speaking – let other people finish when they speak and carefully listen to what they have to say. You do not have to agree with everything others say, but you should respect their opinion.

TIPS FOR SUCCESS

How to think about this course: The material in introductory courses like Principles of Marketing and Principles of Psychology often seems very familiar (unlike subjects such as physics or chemistry). Unfortunately, this familiarity can give students a false sense of security in a feeling that they have mastered the material with relatively little effort. These students frequently lament that “the text and lecture are just common sense but somehow I failed the exam.” Expect test questions to probe for more depth and detail than you can easily handle with a light skimming of the text and a passive listening to lectures.

Don't wait until the last minute to do your MyMarketingLab assignments. If you wait, then your Internet will or your computer will probably break down. These are NOT a valid excuse for not completing the assignments. **The online assignments are meant to make you think – you will not be able to complete them in only a few minutes and likely not in one sitting.** Starting the MyMarketingLab assignments an hour or two before they are due is a recipe for disaster! Please do not put yourself in this position.

GRADING

The following grade structure will be utilized for this course:

<u>Graded Component</u>	<u>Points</u>
1. Registration for MyMarketingLab & completion of week 1 practice assignments	10
2. MyMarketingLab Preparation Assignments (averaged, lowest dropped)	60
3. MyMarketingLab Assessment Assignments (averaged, lowest 3 dropped)	110
4. Exam 1	90
5. Exam 2	100
6. Final Exam	120
7. Course Feedback Surveys (5 points each, x2)	<u>10</u>
Total Points	500

Minimum required points to earn each grade. Note that the class uses non-linear grading.

A = 470 points + all material completed*	B = 425 points	C = 360 points	F < 300
A- = 455 points + all material completed*	B- = 400 points	C- = 340 points	
B+ = 440 points	C+ = 380 points	D = 300 points	

***To earn an A or A-, you must complete all the material in the course** in addition to earning the minimum required points. For example, even if earned 460 points, but did not complete one of the weekly assessments, then you are not eligible for an A- and will earn a B+.

Please note the following grading policies I follow to avoid any misconceptions:

- I do not change grades (except for clerical/math errors). If you feel that you have been graded unfairly, **you may appeal but your grade may go up or go down** based on a re-evaluation. Thus, make sure you have a good case. To appeal: Make a written case for why you feel the grade is wrong (i.e., why your answer should be correct) and submit it to me within two class periods after the assignment or exam. I will NOT change a grade if you just come to me and verbally complain. If you submit a written appeal, I do not promise to change your grade, but I promise to consider your appeal carefully and fairly.
- Once the final course grading scale is set, it is set in stone. **If you miss the next grade by one point you will have my sympathy - but I will not change your grade.**
- **The BSBA program recommends a mean GPA of 2.9-3.2 for this and all other business core classes.** The actual grade assigned will be based on what you earn. All sections of Principles of Marketing follow the same grading policy.

EXPLANATION OF GRADED COMPONENTS

1. Registering for MyMarketingLab and completion of Practice Assignments

The first week of class will work slightly differently than the other weeks, as it is critical that you get MyMarketingLab set up in Canvas right away. You will earn points for completing the following **before FRIDAY 11:59pm the week it is due:**

- Register for MyMarketingLab through Canvas following the instructions in syllabus (p 3).
- Complete all three assessment assignments (Video Exercise, Simulation, Quiz) for Chap 1.
- Your grades on these assignments will not be officially counted. You will get credit simply for completing them, as this first week is a “practice” assessment week. However, to get credit you **MUST** complete them or you will earn a zero.

- Read the chapter text (either from the e-text on MyMarketingLab or your hard copy of the text book) for Chapters 2 and 3.
- Complete the Warm-up for Chapters 2 and 3. Your grade on the warm-up will not be counted, as this first week is a “practice” preparation week. However, you must complete them or you will earn a zero.

2. Weekly Preparation Assignments in MyMarketingLab

Preparation Assignments are designed to prepare you for the material we will cover in the NEXT class period(s). After every class, you will do the following, for each chapter we are scheduled to cover in the next class period:

Step 1: Read the chapter text (from either the e-text on MyMarketingLab or the hard copy of the textbook).

Step 2: Complete the **Chapter Warm-up** on MyMarketingLab, which consists of multiple choice questions on which you will have multiple opportunities to choose the correct answer.

Because the Warm-ups are just that (warm-ups, or practice), you get multiple chances to get each question right. After you select your answer, click “select answer” at the bottom. If you’re correct, you can move on to the next question. If you’re wrong, you’ll get two more chances to get it right before your score is recorded as “incorrect.” Your average score for all warm-ups will be used to calculate your score. Your lowest warm-up score will be dropped from your average. You must complete the preparation assignments by **FRIDAY 11:59PM** the week it is assigned.

3. Assessment Assignments in MyMarketingLab

Assessment Assignments are designed to assess your mastery of the material we covered in the class period that has just ended. They will also give you a chance to apply what you have learned. For each chapter we have covered in class in a given week, you will have an assessment that has **3 components on MyMarketingLab**:

1. **Video exercise** – You will watch a short video about a real company and its marketing strategy and then answer five questions about the video content. **You can only complete these questions once, and your score will be recorded as is.**
2. **Simulation** – You will participate in a simulation of a real marketing problem and will choose the actions you would take in these scenarios, which are designed to simulate real-time marketing decision making. **You can retake each simulation up to five times if you are unhappy with your score. MyMarketingLab will retain your HIGHEST score.**
3. **Quiz** – You will answer 15 questions designed to assess your mastery of the text content. **You can only complete these questions once, and your score will be recorded as is.**

Your average for all assessments will be used to calculate your score. Your lowest 3 component scores will be dropped from your average. You must complete the assessment assignments by **FRIDAY 11:59PM** the week it is assigned.

4. Exams (Multiple Choice)

The Exams will consist of multiple-choice questions. The exam will cover textbook material from Chapters assigned, in-class learning, class slides, and guest speakers. Expect to be challenged in terms of concepts learned and application of those concepts. You will not be allowed to refer to any material during the exam. Second-language students may bring a translation dictionary (book form, not electronic) to use during the exam.

Late/Missing Assignments & Technical Difficulties

I cannot accept any late assignments for any reason. I do realize that life sometimes has unexpected events, but it is not fair for me to judge what constitutes a life event. Thus, to be fair to everyone, I will drop 4 of your lowest scores (1 prep and 3 from assessments).

Please note that **if you have a technical issue with MyMarketingLab** that prevents you from completing an assignment online, **you MUST have an incident number from the MyMarketingLab support team** in order to receive credit for the assignment if it is not completed by the due date. An incident number is generated any time you contact them for assistance. You can submit this to the TA.

Note, however, that this **only applies to technical issues** that are caused by MyMarketingLab. It is your responsibility to complete your assignments even if your computer is giving you trouble – this is why I recommend that you complete the assignments **IN ADVANCE** so that you are not left scrambling, trying to find a computer that works at the last minute. You also will not have enough time to complete all of the weekly assignments if you leave everything to the last minute!

COURSE SLIDES AND GRADES POSTED ON CANVAS

The slides for each in-class lecture will be posted on Canvas. Please note that these are “noteshells,” not the complete slides used in class. They are designed to assist you in note taking, but downloading the slides is not a substitute for attending class. These noteshells will be posted before each class session. I will also use Canvas’ email system to contact you individually or as a group about the class (e.g., changes in the syllabus, assignments, etc.). **It is your responsibility to make sure that emails sent via Canvas reach you at an email address you check regularly.**

Canvas is also where you will find the points/grades that are used to determine your final grade. The MyMarketingLab gradebook records the scores you get on each preparation assignment or assessment assignment, and it should automatically post on Canvas. It is new system, so please be patient, but if you have questions you can always contact the TAs.

IMPORTANT CONTACT INFORMATION

TAs to contact for most of your requirements:

	Doug Prah (MBA student)	Kendra Bellmann (undergraduate business major)
TA Email:	Prah.1@osu.edu	Bellmann.7@osu.edu
TA Office Hours:	Tuesdays 2:30-4:30 PM Thursdays 9:30-11:30 AM	Tuesdays 10:30 AM-12:30 PM Thursdays - 10:30AM-12:30PM
Office Location:	Fisher 050	Fisher 050
Contact them for:	Questions about <u>grades</u> on MyMarketingLab or Canvas	Questions about <u>content</u> on MyMarketingLab or In-class content; “ <u>Tech support</u> ” for MyMarketingLab

PLEASE KEEP IN MIND THAT THE TAs AND PROFESSOR WORK WITH MANY STUDENTS FROM MORE THAN ONE SECTION. PLEASE BE SURE TO TELL US IN YOUR EMAILS WHICH SECTION YOU ARE FROM WHEN YOU EMAIL US.

- **Questions only the professor can answer:** If you have questions the TAs can’t answer (after you’ve checked with them first), the best way to reach me is via email (goodman.425@osu.edu). You can also attend my office hours. If you cannot attend my officially scheduled office hours, you are always welcome to email me to set up an appointment at an alternate time.
- **Questions about your extra credit points:** Behavioral Lab Research Assistant, Priya Patel (patel.1489@osu.edu). Extra credit points will not appear in the Gradebook for this course until the END of the semester. Neither the TAs nor I will be able to answer any questions about the extra credit opportunity and points. Contact Priya Patel directly.
- **Questions/technical issues with MyMarketingLab:** If you need technical support for MyMarketingLab, you may contact their tech support directly via phone (800) 677-6337, You can also access their support online: http://www.mymktlab.com/Student_Support.

STUDENTS WITH DISABILITIES

Any student who feels she/he may need an accommodation based on the impact of a disability should contact me privately at the beginning of the semester to discuss your specific needs. The Office for Disability Services (at 614-292-3307 in room 150 Pomerene Hall) is available to help coordinate reasonable accommodations for students with documented disabilities.

EXAM DAY PROCEDURE

Given the size of this class, it is necessary to establish a set of routine behaviors for the day of the exam - your cooperation here is necessary and appreciated.

1. **YOU MUST BRING YOUR BUCKID** to the exams, as you will not be permitted to turn in your test unless you have a photo ID with you. You will also need to leave your ID with a proctor if you need to leave the exam room during the exam (e.g., to go to the restroom).
2. Please **arrive ON TIME** for exams. It is better to arrive 5-10 minutes early.
3. You must use a #2 (soft-lead) **pencil**.
4. Be sure to identify yourself on the exam answer sheet by your **exact name** (as it is recorded on OSU records) and by your **OSU student number** - you will be penalized if this information is incorrect or omitted on your answer sheet.
5. Absolutely **NO SUBSTANTIVE QUESTIONS** about the exam material will be answered during tests - this is the only way to treat all students equally. If an exam question is unclear in some way, answer it as best you can. If there is a procedural complication (missing questions, typographical errors, etc.), you can raise your hand or come quietly to the instructor or TAs for help.
6. You **MUST** take the exam **in the section you are actually registered** for and may not take it at a different time.
7. All phones, computers, books, backpacks, etc. must be left out of sight during the entire exam. Second-language students may bring a translation dictionary (book form, not electronic) to use during the exam.
8. You must return the exam with your name and student number on it at the same time you turn in your Scantron form. Returning your exam without your name on it will result in a **penalty of 10 points. Failure to return either your Scantron or your exam will result in 0 points.**
9. If a student is caught using their phone, talking with others, copying, using no-approved materials, and/or violating any of these rules during an exam, the student's exam will be confiscated and the student will be referred to the OSU Committee on Academic Misconduct.
10. There are no warnings for cheating. If a student behaves suspiciously during an exam, he or she will receive one warning; if this behavior is repeated, the student's exam will be confiscated and the student will be referred to the OSU Committee on Academic Misconduct. If you see suspicious behavior during an exam, it is your responsibility to inform the instructor or test monitor. Your identity will be kept strictly confidential.
11. You may not copy, record, or keep exam materials for any reason. Copying exam materials for is considered plagiarism and will be considered cheating. If you have any questions, please just ask the instructor. I am happy to answer any questions.

EXTRA CREDIT OPPORTUNITIES

Many of the concepts you will learn about in BUS M&L 3250 and advanced marketing courses was conducted by professors at major universities like Ohio State. In order to carry out research projects, faculty members often ask undergraduate students to volunteer to serve as participants. Typical research studies include viewing and rating advertisements, obtaining perceptions and reactions to various marketing phenomena (promotions, coupons, etc.), and having students use computers to search for information about new products or places to shop.

This semester, you will have the opportunity to earn **up to 10 exam points via extra credit** that will contribute to your final grade in the introductory marketing class (either BUS M&L 3150 or 3250) by participating in research studies. You may only participate in a given study one time (though some studies may involve two sessions and may thus grant more extra credit than a one-session study). A number of different studies will be conducted during the semester. Each will have a unique name. Some studies will be conducted online (you will be given a URL when you sign up for the study). Others will be conducted in-person in various rooms around Fisher (typically in the Behavioral Research Lab on the 3rd floor of Mason Hall). The studies vary in terms of the amount of time they take and the amount of extra credit they grant. All online studies are worth 0.5 credit regardless of time.

When you sign up for a study, it is very important that you note

- (1) whether the study takes place **in-person or online**,
- (2) the **length of time** the study will take (and the amount of extra credit it grants), and
- (3) the **date, time, and location** (if in-person) you are to attend the study

On the day of an in-person study it is very important that you arrive approximately 5 minutes early. Because instructions are given at the beginning of each session, **they don't allow late arrivals**.

Extra credit study opportunities will typically **begin during the second or third week** of the semester and continue until the last week of scheduled classes. In addition to helping your grade in BUS M&L 3150 or 3250, participation in the studies will allow you to gain a better understanding of marketing and the research process.

No-Shows. In fairness to all other students in the course, you must make every possible effort to attend all extra credit studies for which you sign up. Students who are "no shows" for a given study will receive a **penalty of 0.5 extra credit points** for each study they miss. This penalty will be deducted from whatever points they earn during the semester. Students with a history of "no shows" may be blocked from signing up for any further studies.

Marketing Extra Credit Sign-Up System

Most of the extra credit opportunities will be announced via email, and students will sign up for these opportunities via an internet web site. Below are the details.

Registration & Study Sign-Up

1. Go to <http://fisher-osu.sona-systems.com>
2. **Request Account.** Click on the "**Request Account**" link, which appears on the right side of the web page.

3. **User ID.** You must **choose a user ID** that is not already in use and also specify an email address. Use your **FIRST and LAST name that is on record with your instructor** to ensure that you receive your Marketing Extra Credit. For instance, do NOT use your middle name as your first name – use your real first name. Make sure to use a **working email address**. We will use the address you supply to send you information about the studies for which you sign-up and to announce new studies.
4. **Study Sign-up.** When you see an extra credit opportunity for which you would like to sign up, please go to the “**Study sign-up**” link on the website and follow instructions.
5. **Show up.** Follow the instructions on the website and make sure to show up for your session a few minutes early, just in case.
6. **FAQ.** Please read the FAQ on the website if you need additional information.

Reminders

- **Be Early.** When you sign up for an in-person extra credit session, please **arrive 5 minutes early** to your scheduled session. Sessions begin at the scheduled time, and late arrivals will not be admitted.
- **Online studies are worth 0.5 credit.**
- **Register Early.** No credit will be granted to anyone who registers after the last day of class.
- **No-Show Penalty.** Do not sign up for an in-person session if you cannot attend. If your plans change, please cancel your reservation. If you sign up for a session and fail to show, **you will be penalized 0.5 extra credit points.**

Tips

1. **Studies fill up quickly.** However, many studies will be posted throughout the semester so you will have more opportunities to enroll in studies. Check SONA daily for any new study postings. Please note that your professor does not control when studies are posted.
2. **Don't wait.** If you wait until the last two weeks of the semester, then you will be lucky to get 1 or 2 studies. If you start early, you will have plenty of opportunities.
3. **The extra credit will not be posted in Carmen until the end of the semester.** However, you can always check your SONA account to see the amount of points that you have obtained from participating in marketing studies. Your professor does not have access to your individual credit information until the Lab Director sends him a report at the end of the semester. If you have questions about your credit, email the Lab Director or Lab Assistant directly (see below for contact information).
4. The majority of the studies are held in **Mason Hall 325**. Once you enter Mason Hall, take the elevator to the **3rd floor**. Once you reach the 3rd floor, go right and around the corner. You will see a long bench. Please take a seat. Once the session is ready to begin, the researcher will open the door and take attendance. Always note the location of the study since studies occasionally, may be held in other buildings in the Fisher complex.
5. **For any questions regarding SONA and the marketing extra credit** or the study schedule, please email **Stephanie Marshall** (Lab Assistant Director) directly at marshall.669@osu.edu
Or **Priya Patel** (Lab Assistant) directly at patel.1489@osu.edu

SONA website: Go to <http://fisher-osu.sona-systems.com>

HONOR CODE

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's *Code of Student Conduct* and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's *Code of Student Conduct* and this syllabus may constitute "Academic Misconduct."

The Ohio State University's *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's *Code of Student Conduct* is never considered an "excuse" for academic misconduct, so I recommend that you review the *Code of Student Conduct*, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct. If COAM determines that you have violated the University's Code of Student Conduct (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

COURSE CALENDAR AT A GLANCE*

Week	Day	Class	Day	Material Covered in Class	Assignment Due by Friday of Week Due
<i>Defining Marketing and Understanding the Marketplace</i>					
1	M	1	9-Jan	Introduction to MyMarketingLab	
	W	2	11-Jan	@video Ch. 1 Creating Customer Value	Register for MyMarketingLab
2	M		16-Jan	<i>MLK Day -- No Class</i>	Practice Assessments for Chapter 1
	W	3	18-Jan	Ch. 2 Marketing Strategy	Practice Preparation for Chapters 2 and 3
3	M	4	23-Jan	Ch. 3 Analyzing Marketing Environment	
	W	5	25-Jan	Ch. 4 MKT Research	Assessments for Chapters 2 and 3
4	M	6	30-Jan	Ch. 4 MKT Res & Ch. 5 Consumer Behav.	Preparation for Chapter 4
<i>Customers & Brands</i>					
	W	7	1-Feb	Ch. 5 Consumer Behavior	Assessments for Chapter 4
5	M	8	6-Feb	Ch. 6 Business Buyer Behavior	Preparation for Chapters 5 and 6
	W	9	8-Feb	Guest Speaker	Assessments for Chapters 5 and 6
6	M	10	13-Feb	Ch. 7 Cust Driven Mkt Strat & Exam Rev.	Preparation for Chapter 7
	W	11	15-Feb	***EXAM 1***	Assessments for Chapter 7
<i>The Marketing Mix: Products, Pricing, & Place</i>					
8	M	12	20-Feb	Guest Speaker	Course Feedback Survey 1
	W	13	22-Feb	Ch. 8 Products	Preparation for Chapters 8 and 9
9	M	14	27-Feb	Ch. 9 New Products	
	W	15	1-Mar	Ch. 10 Pricing	Assessments for Chapters 8 and 9
10	M	16	6-Mar	Ch. 11 Pricing Strategies	Preparation for Chapters 10 and 11
	W	17	8-Mar	Ch. 12 Place (Channels)	Assessments for Chapters 10 and 11
			13-Mar	<i>Spring Break -- No Class</i>	
			15-Mar	<i>Spring Break -- No Class</i>	
11	M	18	20-Mar	Ch. 13 Retailing	Preparation for Chapters 12 and 13
	W	19	22-Mar	***EXAM 2***	Assessments for Chapters 12 and 13
<i>The Marketing Mix: Promotions</i>					
12	M	20	27-Mar	Guest Speaker	
	W	21	29-Mar	Ch. 14 Promotions (IMC)	Preparation for Chapters 14 and 15
13	M	22	3-Apr	Ch. 15 Advertising and PR	
	W	23	5-Apr	Ch. 16 Personal Selling	Assessments for Chapters 14 and 15
14	M	24	10-Apr	Ch. 17 Direct, Online, Social, etc.	Preparation for Chapters 16 and 17
<i>Extending Marketing</i>					
	W	25	12-Apr	Ch. 18 Creating Competitive Advantage	Assessments for Chapters 16 and 17
15	M	26	17-Apr	Ch. 19 The Global Marketplace	Preparation for Chapters 18, 19, and 20
	W	27	19-Apr	Ch. 20 Social Responsibility & Ethics	Assessments for Chapter 18
16	M	28	24-Apr	Catch up and Review	Course Feedback Survey 2
FINAL EXAM					2:45 section: Friday April 28 4:00-5:45pm
					3:55 section: Monday May 1 4:00-5:45pm

@Video lecture, available via Carmen. No class.

*Calendar subject to change at the instructor's discretion. All changes will be discussed in advance of day affected.

DETAILED COURSE SCHEDULE

Defining Marketing and Understanding the Marketplace

Class 1, Monday, Jan 9

Introduction and MyMarketingLab

Class 2, Wednesday, Jan 11

Chapter 1 (Marketing: Creating Customer Value and Engagement)

Assignments (due Friday 11:59pm of this week):

- Register for MyMarketing Lab. Please do not create a “new” account when upgrading from a temporary account, as your information from the temporary to the permanent account will be lost if you do this! This must be completed by 2:00 PM the day of class 2.

Monday, Jan 16 No Class. MLK Day.

Class 3, Wednesday, Jan 18

Chapter 2 (Company and Marketing Strategy)

Assignments (due Friday 11:59pm of this week):

- Do all three Practice Assessment assignments for Chapter 1 (i.e., complete the video exercise (“Zappos”), the simulation “What is Marketing?”, and the Chapter 1 quiz). Your % scores on these assignments will not be counted. You will simply earn points for completing them, as your introduction to MyMarketing Lab. In other words, your score does not count as long as you complete each assignment.
- Read Chapters 2 & 3 (either from the eText on MyMarketing Lab or your hard copy of the text book)
- Complete the Practice Warm-up for both Chapters 2 and 3. Only graded for completion. You must do this to earn the points.

Class 4, Monday, Jan 23

Chapter 3 (Analyzing the Marketing Environment)

Class 5, Wednesday, Jan 25

Chapter 4 (Marketing Research)

Assignments (due Friday 11:59pm of this week):

- Assessment for Chapters 2 and 3
 - Video exercise for both chapters (“OXO” for Ch 2, “Ecoist” for Ch 3)
 - Simulation for both chapters (“Strategic Marketing” for Ch 2 & “The Marketing Environment” for Ch 3)
 - Quizzes for both chapters

Class 6, Monday, Jan 30

Chapter 4 (Marketing Research) & Chapter 5 (Consumer Behavior)

Assignments (due Friday 11:59pm of this week):

- Read Chapter 4
- Complete the Warm-up for chapter 4

Class 7, Wednesday, Feb 1

Chapter 5 (Consumer Behavior) continued

Assignments (due Friday 11:59pm of this week):

- Assessment for Chapter 4
 - Video exercise for Chapter 4 (“Domino’s Pizza”)
 - Simulation for Chapter 4 (“Market Research”)
 - Quiz for Chapter 4

Customers & Brands

Class 8, Monday, Feb 6

Chapter 6 (Business Buyer Behavior)

Assignments (due Friday 11:59pm of this week):

- Preparation for Chapters 5 and 6
 - Read text for both chapters.
 - Complete the Warm-ups for both chapters.

Class 9, Wednesday, Feb 8

Guest Speaker

Assignments (due Friday 11:59pm of this week):

- Assessment for Chapters 5 and 6
 - Video exercises (“Goodwill” Ch 5 & “Eaton” Ch 6)
 - Simulations (“Consumer Behavior” Ch 5 & “B2B” Ch 6)
 - Quizzes for both chapters

Class 10, Monday, Feb 13

Chapter 7 (Customer-Driven Marketing Strategy: Creating Value for Target Customers)

Assignments (due Friday 11:59pm of this week):

- Preparation for Chapter 7
 - Read text for Chapter 7.
 - Complete the Warm-up for Chapter 7

Assignments (due before the exam):

- Assessment for Chapter 7
 - Video exercise (“Boston Harbor Cruises”)
 - Simulation (“Segmenting, Targeting”)
 - Quizzes for both chapters

Class 11, Wednesday, Feb 15

******EXAM 1******

The Marketing Mix: Products, Pricing, & Place

Class 12, Monday, Feb 20

Guest Speaker

Class 13, Wednesday, Feb 22

Chapter 8 (Product, Services, and Brands: Building Customer Value)

Assignments (due Friday 11:59pm of this week):

- Course Feedback Survey 1. Via Carmen. Points awarded based on completion.
All answers are anonymous. I will only know whether you completed it or not.

Class 14, Monday, Feb 27

Chapter 9 (New-Product Development and Product Life-Cycle Strategies)

Assignments (due Friday 11:59pm of this week):

- Preparation for Chapters 8 and 9
 - Read text for both chapters
 - Complete the Warm-up for both chapters

Class 15, Wednesday, March 1

Chapter 10 (Pricing: Understanding and Capturing Customer Value)

Assignments (due Friday 11:59pm of this week):

- Assessment for Chapters 8 and 9
 - Video exercises (“Life is Good” Ch 8 & “Subaru America” Ch 9)
 - Simulations (“Service Marketing” Ch 8 & “Product Life Cycle” Ch 9)
 - Quizzes for both chapters

Class 16, Monday, March 6

Chapter 11 (Pricing Strategies: Additional Considerations)

Assignments (due Friday 11:59pm of this week):

- Preparation for Chapters 10 and 11
 - Read text for both chapters
 - Complete the Warm-up for both chapters

Class 17, Wednesday, March 8

Chapter 12 (Marketing Channels: Delivering Customer Value)

Assignments (due Friday 11:59pm of this week):

- Assessment for Chapters 10 and 11
 - Video exercises (“Smashburger” Ch 10 & “Hammerpress” Ch 11)
 - Simulations (“Pricing” Ch 10 & “Pricing Strategies” Ch 11)
 - Quizzes for both chapters

Monday, March 13 No Class. Spring Break.

Wednesday, March 15 No Class. Spring Break.

Class 18, Monday, March 20

Chapter 13 (Retailing and Wholesaling)

Assignments (due Friday 11:59pm of this week):

- Preparation for Chapters 12 and 13
 - Read text for both chapters
 - Complete the Warm-up for both chapters.

Assignments (due before exam):

- Assessment for Chapters 12 and 13
 - Video exercises (“Gavina Gourmet Coffee” Ch 12 & “HSN” Ch 13)
 - Simulations (“Supply Chain” Ch 12 & “Retailing/Wholesaling” Ch 13)
 - Quizzes for both chapters

Class 19, Wednesday, March 22

******EXAM 2******

The Marketing Mix: Promotions

Class 20, Monday, March 27

Guest Speaker

Class 21, Wednesday, March 29

Chapter 14 (Engaging Customers & Communicating Customer Value)

Assignments (due Friday 11:59pm of this week):

- Course Feedback Survey 2. Via Carmen. Points awarded based on completion. All answers are anonymous. I will only know whether you completed it or not.

Class 22, Monday, April 3

Chapter 15 (Advertising and Public Relations)

Assignments (due Friday 11:59pm of this week):

- Preparation for Chapters 14 and 15
 - Read text for both chapters
 - Complete the Warm-up for both chapters.

Class 23, Monday, April 5

Chapter 16 (Personal Selling & Sales Promotion)

Assignments (due Friday 11:59pm of this week):

- Assessment for Chapters 14 and 15
 - Video exercises (“OXO” Ch 14 & “E*Trade” Ch 15)
 - Simulations (“IMC” Ch 14 & “Advertising” Ch 15)
 - Quizzes for both chapters

Class 24, Monday, April 10

Chapter 17 (Direct, Online, Social Media, and Mobile Marketing)

Assignments (due Friday 11:59pm of this week):

- Preparation for Chapters 16 and 17
 - Read text for both chapters
 - Complete the Warm-up for both chapters.

Extending Marketing*Class 25, Wednesday, April 12*

Chapter 18 (Creating Competitive Advantage)

Assignments (due Friday 11:59pm of this week):

- Assessment for Chapters 16 and 17
 - Video exercises (“Medtronic” Ch 16 & “HSN” Ch 17)
 - Simulations (“Personal Selling” Ch 16 & “Online Marketing” Ch 17)
 - Quizzes for both chapters

Class 26, Monday, April 17

Chapter 19 (The Global Marketplace)

Assignments (due Friday 11:59pm of this week):

- Preparation for Chapter 18, 19, and 20
 - Read text for all chapters
 - Complete the Warm-up for all chapters.

Class 27, Wednesday, April 19

Chapter 20 (Social Responsibility and Ethics)

Assignments (due Friday 11:59pm of this week):

- Assessment for Chapter 18
 - Video exercise for Chapter 18 (“UMPQUA Bank”)
 - There is no simulation for chapter 18
 - Quiz for Chapter 18

Class 28, Monday, April 24

Catch up and Review

Assignments (due Friday 11:59pm of this week):

- Course Feedback Survey 3. Via Carmen. Points awarded based on completion.
All answers are anonymous. I will only know whether you completed it or not.

*****FINAL EXAM***4:00-5:45pm on either April 28 (2:45 Section) or May 1 (3:55 Section)**