

## PRINCIPLES OF MARKETING MAR 3023

**Instructor:** Siân Morgan, MBA

**Instructor Contact:** Please email [sian.morgan@warrington.ufl.edu](mailto:sian.morgan@warrington.ufl.edu)

**Course Deadline:** 16 weeks from each student's enrollment date

**Required Textbook:** Roger A. Kerin, Steven W. Hartley, and William Rudelius, *Marketing*, TWELFTH Edition (12<sup>th</sup>), (McGraw-Hill Companies, Inc., 2015). The textbook is on reserve (under "Professor Lutz") at Library West, University of Florida.

**Class website:** Log in via e-Learning in CANVAS at <https://lss.at.ufl.edu/>

### COURSE OBJECTIVES

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

### ASSURANCE OF LEARNING OBJECTIVES

Each program at the Warrington College of Business Administration has developed goals and objectives that express the most valued skills and knowledge that students should be able to demonstrate upon completion of the total learning experiences in that program. The following goals and objectives are specifically mapped onto MAR3023:

**Goal 1:** Demonstrate competency in and across business disciplines.

1A. Demonstrate knowledge and understanding of elements of economics, finance, accounting, marketing, operations management, organizational behavior, business law, information technology, and business statistics.

**Goal 4:** Appreciate the ethical and legal aspects of business.

4A. Define and explain legal, ethical, and social responsibilities of organizations.

**Goal 5:** Possess a global perspective on business.

5A. Describe the key components of the business environment that vary across countries and understand how these differences present challenges/opportunities for the conduct of business.

## OVERVIEW OF THE COURSE

There are 20 lessons, each with a written assignment, and 3 proctored exams in this course. Each lesson contains:

1. Objectives and a Reading Assignment – so that you know what you should learn and what to read.
2. A video lecture conducted by Dr. Richard Lutz, J.C. Penney Professor of Marketing, University of Florida – so that you may hear important topics discussed in depth and see relevant and current marketing examples.
3. Written Assignment – to assess your progress and comprehension of the materials.

First, you should read the assigned chapter(s). Second, you should watch the video lecture and use the Noteshells contained in the Lesson to take notes.

All the questions on the examinations are from both the lectures and the textbook.

## COURSE FORMAT AND EXPECTATIONS

This Flexible Learning course has been developed with the same rigorous standards of content as a campus course. Expectations for your performance as a Flexible Learning student are as high as they would be if you were taking this course in a classroom.

### How to Approach the Discussion and Reading Assignments

Here are some tips for effective study, based on the experience of other students.

**Take notes**, read each section of the text, make notes on pertinent material and compile them in a notebook for future references. If some words or concepts are new, include these with definitions in the notebook.

**Question what is to be learned.** Turn the main headings into questions, and answer these as you read. This engages you in an active role in studying the material. Read your course content and textbook lessons carefully. Visit the community or academic library to gather more information on the subject.

Take notes while watching Dr. Lutz's video lectures. "Noteshells," or outlines, are available for each lecture. You may print them from the course website. These noteshells will help you keep track of the main points and key terms, and the lectures will assume that you have the noteshells in front of you. I hope you find the noteshells useful, but please realize that they contain only a subset of the material presented in class. They often do not contain critical examples or explanations. Please do not rely only on the noteshells to help you remember all of the details covered in class; they are in no way a substitute for watching the lectures and careful, detailed note-taking.

**Recite** answers to the questions at the end of each lesson. Discuss subject matter with peers or interested friends and family.

**Review** the material. Be sure you understand the central ideas of each section. To make the most of the reading assignments, relate the discussions to your own life and experiences.

## EVALUATION

Your grade will be based upon the following criteria, described in more detail below:

<b>20 Assignments</b> (45 points each)	900 points	50%
<b>Midterm 1</b> (60 questions, 5 points each)	300 points	
<b>Midterm 2</b> (60 questions, 5 points each)	300 points	50%
<b>Final Exam</b> (60 questions, 5 points each)	300 points	
<b>Total possible points</b>		<b>1800 points</b>

Letter grades will be assigned as follows:

<b>If you earn at least:</b>	<b>You will earn a grade of:</b>
1665 points (92.5%)	A
1611 points (89.5%)	A-
1557 points (86.5%)	B+
1485 points (82.5%)	B
1431 points (79.5%)	B-
1377 points (76.5%)	C+
1305 points (72.5%)	C
1251 points (69.5%)	C-
1197 points (66.5%)	D+
1125 points (62.5%)	D
1071 points (59.5%)	D-

Scores below 1071 points will result in an E.

Grades are translated into grade points by the University Registrar according to guidelines posted here: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx#calculating>

There will be no extra-credit work, outside papers, etc. If you miss the next highest grade by one point you will have my sympathy - but I will not change your grade.

### Written Assignments

Each lesson has a written assignment to be submitted for grading. The best possible score for each is 45 points. Some Writing Assignments have Multiple Choice questions, True/False questions and several Short Answer questions based on a real-world case or information contained in the Chapter or in the lecture. Other assignments may not have all of these components.

The Multiple Choice and True/False questions are typically straightforward. These questions are very similar to the examination questions that will appear on the midterm and the final. The intent of the case questions is to have you apply what you have learned in more depth.

## Submitting Assignments

You may submit a maximum of **two assignments per week** to be graded; however, we suggest a slower pace. All assignments must be submitted using the Assignment tool in the Canvas eLearning environment. If you experience problems you may contact UF Helpdesk at 352-392-4357 or [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu) to generate a "ticket" verifying the problem, along with time and date. Feedback on past assignments will help you in preparing future ones. On rare occasions, assignments have become lost for various reasons: you should make and retain an electronic copy of each assignment before you submit it. Should an assignment be lost, you will be required to resubmit it.

## Exams

This course has three (3) exams: two midterm exams and a final exam. The three exams will comprise a total of 180 questions, worth 5 points each. The second midterm and final exams are **not cumulative**, but they will pre-suppose an understanding of topics covered on the first two exams.

It is important to note that you **MAY NOT DROP** an exam -- you are required to take all tests.

The course website contains 3 past exams, i.e. a practice Midterm 1, a practice Midterm 2 and a practice Final Exam. It is unlikely that you will find duplicates of those questions in my current exams, which are written from scratch each term. However, these "practice" exams (as well as the online quizzes) will give you a basic idea of how my exams will look.

### Midterm 1

Midterm 1 covers Chapters 1, 3-6, and 8-9 in the text and all lectures from the beginning of the course through the end of the Market Research segment. Exam is **closed book, closed notes**. No graphing calculators, cell phones, or other electronic communication devices may be used for computations. **Only simple four-function calculators are permitted.**

### Midterm 2

Midterm 2 covers Chapters 10-12 and 17-20 in the text and all lectures from Product Strategy through Advertising. Exam is **closed book, closed notes**. No graphing calculators, cell phones, or other electronic communications devices may be used for computations. **Only simple four-function calculators are permitted.**

### Final Exam

The Final Exam is **non-cumulative**; it covers Chapters 2, 7, 13-16, and 21-22 in the text and all lectures from Channel Strategy through Global Marketing. Exam is **closed book, closed notes**. No graphing calculators, cell phones, or other electronic communications devices may be used for computations. **Only simple four-function calculators are permitted.**

## EXAMINATIONS THROUGH PROCTORU

In order to maintain a high standard of academic integrity and ensure that the value of your University of Florida degree is not compromised, all course exams will be proctored. You will take your exams electronically using the course website.

You will need a **webcam, speakers, microphone and a hard-wired Internet connection** to take your exams. Wireless Internet is not acceptable; experience has shown that, far and away, the biggest source of problems with online tests is the use of a wireless connection. You will also need a mirror or other reflective surface.

**Google Chrome is the only supported browser for taking exams in Canvas.** Use of other browsers may result in some exam questions not displaying correctly. **If you use a wireless connection and/or a browser other than Chrome, you will be responsible for any technical issues with your exam.**

[Sign up for an account with ProctorU](#) during the first week of the semester. If you already have a ProctorU account, you can use the same account. [Then](#), contact ProctorU for your exam appointment times early in the semester. You must sign up at least **72 hours** before an exam. Failure to do so will result in additional fees and reduce the likelihood that the time you want will be available. You should receive a confirmation email from ProctorU. If you experience any trouble with setting your appointments online, you should call **855-772-8678**. I cannot make your appointments for you.

Prior to each exam and in the same environment you plan to take the exam, go to the [ProctorU Test Page](#) to ensure your computer is ready for online proctoring. After you get the 6 checks that your system is ready:



It is **strongly recommended** that you take the extra step to connect to a live person:



This process takes just a few minutes and is completely free.

**IMPORTANT:** Follow the tips provided on the [Before Your Exam handout](#). If you are unable to take an exam because of a technical glitch on your end, that is your responsibility. However, if you do experience technical difficulties during the exam, ProctorU will document those difficulties and communicate with your instructor to make alternative arrangements.

Should you have issues with your experience in this course that cannot be resolved with the instructor, department, or program, please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

Questions? See the Proctored Exams Student Guide:

[http://bear.warrington.ufl.edu/tutorials/StudentGuide/Proctored Exam Student Guide.html](http://bear.warrington.ufl.edu/tutorials/StudentGuide/Proctored_Exam_Student_Guide.html)

## IMPORTANT COURSE POLICIES

### Students with disabilities

If you are requesting accommodations for any aspect of this class, please first register with the Dean of Students Office. The Dean of Students Office will provide you with documentation, which you should then provide to me. I am happy to make any necessary accommodations.

### Academic honesty

Students enrolled Flexible Learning courses through the University of Florida are expected to perform with the highest level of academic honesty and integrity. You are responsible for providing proper acknowledgement for any work that is not the product of your own thought; this includes published and unpublished texts and information taken from Internet sources. Failure to properly cite such material will be regarded as plagiarism.

*Plagiarism* is the use of another's ideas, data, and statements without acknowledgment and/or extensive use of another's ideas, data, and statements with only minimal acknowledgment, or multiple submissions (submitting the same work for more than one class).

“A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student.” Source: Regulations of the University of Florida, UF-4.041. For more information, please go to this link: [Student Honor Code and Student Conduct Code: Scope and Violations](#)

“For a violation or violations of the Honor Code, a student may receive any of the sanctions that can be imposed for Student Conduct Code violations, including but not limited to conduct probation, suspension and expulsion as well as any educational sanctions. In addition, students may receive the following:

- a) Assignment grade penalty. The student is assigned a grade penalty on an assignment including but not limited to a zero.
- b) Course grade penalty. The student is assigned a grade penalty in the entire course including but not limited to an ‘E’.” Source: [Regulations of the University of Florida, UF-4.047.](#)

### Course Deadline and Extension Policy:

Students are allowed 16 weeks, from their date of enrollment, to complete and submit their coursework. If the student has not submitted at least 50% of their coursework and have an extenuating circumstance preventing them from submitting the coursework, a failing grade of “E”, “E0” or “E1” will be issued and recorded to the UF Registrar.

If the student has made sufficient academic progress, which is defined as completing and submitting at least 50% of the coursework and have an extenuating circumstance, the student may petition the instructor for a course extension before the course expires. Each course extension request will be

administratively evaluated. Instructors are not required to allow extensions. If a student does receive an extension, an incomplete grade of an “I” will be assigned as an interim grade. When the course is completed, the instructor will initiate the change of grade. After that, the “I” grade will be changed to the student’s final course grade on their transcript.

### **Dropping or Withdrawing From a Course:**

A tuition refund may be granted after a student submits a written request for withdrawal from a course within 30 days of enrollment. This request must be in writing and may be sent by fax or email. All requests will receive written responses. Refunds will be the amount of tuition, less \$25.00 per course. If a credit card was used to pay for tuition, the refund will be in the form of credit to that card. A refund can be issued on course materials at the time of withdrawal if they are returned within 30 days of sale and are in their original condition. Allow 6 – 8 weeks for refund checks. Please call our office (1-800-327-4218) for up to date refund policies. No refunds are granted after 30 days. Students with disabilities who need to drop a course due to disability-related reasons are allowed to petition for additional

### ***Attention UF Students:***

- **To drop a course:** In order to drop a UF Flexible Learning course, UF students must have an Academic Advisor or Department Chair email the UF Flexible Learning office at [learn@dce.ufl.edu](mailto:learn@dce.ufl.edu) stating that the student is approved to drop the course. Please use this link for more information: [UF Drop Policies](#)
- UF Students wishing to drop a UF Flexible Learning course after drop/add should contact their college advising office to see if they have a free drop remaining. If they have a free drop remaining, they have 14 weeks from the date of enrollment to drop the course, subject to applicable rules of their college and the university. This action is subject to verification that a grade has not yet been assigned.
- All full-term withdrawals must follow University of Florida policies/procedures. An approved withdrawal form must be submitted to the Dean of Student's Office for review and final approval. Students must also notify the UF Flexible Learning office of this request.

Please use this link for more information: [UF Withdrawal Policies](#)

### ***Medical Withdrawals:***

Here is the link to start the Medical Withdrawal Process:  
[Dean of Students Office Medical Withdrawal Process](#)

### ***Retroactive Withdrawals:***

Here is the link for retroactive withdrawal information: [Petition Information](#)

***Transfers:***

You may transfer from one course to another within 30 days of enrollment. This request must be in writing and sent by fax or e-mail. You will receive a receipt by mail. Any difference in tuition will be collected or refunded. There is a \$50.00 transfer fee. After the transfer has taken place, the original enrollment and expiration dates still apply. The approval and signature of a dean or academic advisor is required for UF students.

**Book Buy-Back Policy:**

Textbooks and materials, except for ones that use an access code, that are in continued use by UF Flexible Learning and are in good condition may be repurchased at 50% of the original purchase price 30 days from completion of or withdrawal from a course. Contact UF Flexible Learning for more details at 1-800-327-4218.

**How to Request a UF Transcript:**

There are two ways to order a transcript:

1. The online ordering system by going to this link: [Ordering UF Transcripts](#)
2. If you cannot use the online system, please contact the UF Office of the University Registrar for instructions to mail in a request with a check or money order. They can be contacted by phone Monday-Friday, 8:00 a.m. to 5:00 p.m., at 352-392-1374. Persons with hearing impairments can call FRS # 1-800-955-8771 (TDD).

**Please check your “unofficial transcript” first, before ordering your “official transcript”, to make certain that your grade has been posted.**

The University of Florida assures the confidentiality of all your educational records in accordance with State University System Rules, State Statutes, and the Family Educational Rights and Privacy Act. **Grades are not given out over the phone.**

**UF Flexible Learning Contact Information:**

Email: [learn@dce.ufl.edu](mailto:learn@dce.ufl.edu)

Phone: (352) 392-1711

Toll free: (800) 327-4218

Fax: (352) 392-6950

Website: [UF Flexible Learning](#)

Office Hours: Monday-Friday 8:00am-5:00pm EST

## COURSE SCHEDULE

Lesson	Topic	Reading / Video Lecture
1	Introduction and Overview	Chapter 1 Lectures 1 - 2
2	The Marketing Environment I	Chapter 3 Lectures 3 - 7
3	The Marketing Environment II / Marketing Ethics	Chapter 4 Lectures 7 - 8
4	Consumer Behavior	Chapter 5 Lectures 8 – 10
5	Organizational Buyer Behavior	Chapter 6 Lectures 10 - 11
6	Segmentation, Targeting & Positioning	Chapter 9 Lectures 11 - 13
7	Marketing Research	Chapter 8 Lectures 13 - 14
<b>MIDTERM 1 – Chapters 1, 3, 6, 8, 9</b>		
8	Product Strategy	Chapter 11 Lectures 15 - 17
9	New Product Strategy	Chapter 10 Lectures 17 - 18
10	Services Marketing	Chapter 12 Lectures 19 - 20
11	Integrated Marketing Communication	Chapter 17 Lectures 21 - 23
12	Personal Selling	Chapter 20 Lectures 23 - 24
13	Advertising and Sales Promotion	Chapter 18-19 Lectures 25 - 26
<b>MIDTERM 2 – Chapters 10-12, 17-20</b>		
14	Channel Strategy	Chapter 15 Lectures 27 - 28
15	Retailing	Chapter 16 Lectures 29 – 30
16	Pricing Strategy	Chapter 13-14 Lectures 31 – 32
17	Marketing Planning & Strategy	Chapter 2 Lectures 33 - 34
18	Marketing Implementation & Control	Chapter 22 Lectures 35 - 36
19	E-Commerce	Chapter 21 Lectures 37 - 38
20	Global Marketing	Chapter 7 Lectures 39 - 40
<b>FINAL EXAM – Chapters 2, 7, 13-16, 21-22</b>		