MAR 3023: Marketing Fundamentals with Bob—Fall 2015
Dr Bob Kimball—Bldg 76/Room 117 —474-2617
bkimball@uwf.edu  Classroom: 52/152A

OFFICE HOURS:
Mon & Wed: 6:00 – 8:40
Tues & Thurs: 6:00 – 7:40 & 10:45 – 11:30

COURSE OBJECTIVES:
Become familiar with the terms, definitions, concepts, and applications of marketing
Understand the marketing process and how it satisfies customer needs in a mutually
beneficial exchange
Gain insight into the opportunities for Marketing, professionally and personally

GRADING:
3 term exams and a comprehensive final: 50 questions each
Grade determined by top 3 scores
If you take the 3 term exams, the comprehensive final is optional
No make-up exams

GRADING SCALE:

<table>
<thead>
<tr>
<th>3-Exam Total Points</th>
<th>Grade</th>
</tr>
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<tbody>
<tr>
<td>129+</td>
<td>A</td>
</tr>
<tr>
<td>124-128</td>
<td>B+</td>
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<tr>
<td>119-123</td>
<td>B</td>
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<tr>
<td>114-118</td>
<td>B-</td>
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<tr>
<td>109-113</td>
<td>C+</td>
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<tr>
<td>99-108</td>
<td>C</td>
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<tr>
<td>77- 98</td>
<td>D</td>
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<tr>
<td>0- 76</td>
<td>F</td>
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</tbody>
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NO TEXT! Go to marketingfundamentalswithbob.blogspot.com to get Topic Outlines and Glossary
for all 16 Topics. At that site, there are videos of the Intro to Class and all lectures

SCHEDULE:

Aug 24: Intro to Class  Aug 26: Repeat Intro  Saturday Exams at 9 AM:
Aug 31: Topic 1        Sep  2:  Topic 2
Sep 7: Holiday         Sep  9:  Topic 3
Sep 14: Topic 4        Sep 16: Topic 5
Sep 21: Topic 6        Sep 23: Exam 1 (Topics 1 – 6)  Sep 26: Exam 1 (Topics 1 – 6)
Sep 28: Topic 7        Sep 30: Topic 8
Oct  5: Topic 9        Oct  7:  Topic 10
Nov  2: Topic 15       Nov  4:  Topic 16
Nov  9: Exam 3 (Topics 13-16)  Nov 11: Holiday  Nov 14: Exam 3 (Topics 13 – 16)
Nov 16: In my office  Nov 18: In my office
Nov 30: No Class       Dec  2:  Exam 4 (Topics 1 - 16)  Dec  5:  Exam 4 (Topics 1 - 16)

PLEASE NOTE:
Mon & Wed exams start any time after 9, but must be completed by 10:50
Sat exams start any time after 9, but must be completed by 11
***You must present a picture ID at all exams