PREREQUISITES

***PLEASE READ THE SYLLABUS CAREFULLY AND DETERMINE WHETHER YOUR SCHEDULE ALLOWS FOR YOU TO COMPLETE THE COURSE AS SCHEDULED IN THE SYLLABUS. THE COURSE SCHEDULE WILL NOT BE ALTERED TO ACCOMODATE INDIVIDUAL SCHEDULES. IF THE SCHEDULE DATES DO NOT WORK WITH YOUR PERSONAL SCHEDULE, PLEASE DROP THE COURSE DURING THE ADD/DROP PERIOD***

***YOU MUST EMAIL ME THE TIME, DATE, AND LOCATION OF YOUR EXAM PROCTOR CENTER (BY SEPTEMBER 13, 2012). IF YOU ARE TESTING IN A NON-UWF EXAM PROCTOR CENTER, FAX OR EMAIL ME THE PROCTOR APPROVAL APPLICATION FORM (AT BEGINNING OF SEMESTER ONLY) TWO WEEKS PRIOR TO EXAM I (BY SEPTEMBER 13, 2012). FAILURE TO DO SO WILL RESULT IN YOU BEING UNABLE TO TAKE THE EXAM!***

***IF THE EXAM PROCTOR POLICY (SEE BELOW) OR THE USE OF TURNITIN (SEE BELOW) IS NOT AGREEABLE TO YOU, PLEASE DROP THE COURSE DURING THE ADD/DROP PERIOD***

Students should have a working knowledge of the following software applications:

- Netscape, Internet Explorer, Firefox, or Safari
- Word Processing Package (e.g., Word, OpenOffice, or NotePad/TextEdit) and HTML Editor (e.g., Composer, Front Page, Word, Dreamweaver, etc.) All submitted files must be in either .doc, .docx, .rtf, .txt, or pdf format. You must include your full name, course name, assignment name and number (e.g., janesmith_assignment1). Files not submitted in this format will not be graded.

COURSE DESCRIPTION

Marketing is part of all of our lives and touches us in some way every day. To be successful, each company that deals with customers on a daily basis must not only be customer-driven, but customer-obsessed. The best way to achieve this objective is to develop a sound marketing function within the organization.

Marketing is defined as “a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.” Marketing is a key factor in business success. The marketing function not only deals with the production and distribution of products and services, but it also is concerned with the ethical and social responsibility functions found in the domestic and global environment.

COURSE OBJECTIVES AND LEARNING OUTCOMES

By the end of the semester, you should be able to demonstrate the following core learning outcomes, assuming you meet my expectations for your involvement with this course.

Upon successful completion of this course, students should be able to:

- Define existing marketing concepts, theories, and models.
- Identify the marketing components that influence strategic marketing decision-making.
- Integrate marketing conceptual frameworks into effective strategic marketing plans.
REQUIRED TEXTS


http://www.amazon.com/s/ref=pd_lpo_k2_dp_sr_sq_top?ie=UTF8&index=blended&keywords=marketing%20kerin%2011th&pf_rd_p=486539851&pf_rd_s=lpo-top-stripe-1&pf_rd_r=0201&pf_rd_i=0073529931&pf_rd_m=ATVPDKIKX0DER&pf_rd_r=0B6PDSD25T3XBCQXB8R4

CLASS POLICIES AND EXPECTATIONS

DURING THE SEMESTER (PARTICULARLY AT THE END OF THE SEMESTER) EMAIL AND PHONE RESPONSES MAY BE VERY SLOW, SO BE PATIENT. I DO NOT TOLERATE RUDE AND/OR DISPECTFUL BEHAVIOR IN THIS CLASS.

Expectations for Academic Conduct/Plagiarism Policy

As members of the University of West Florida, we commit ourselves to honesty. As we strive for excellence in performance, integrity – both personal and institutional – is our most precious asset. Honesty in our academic work is vital, and we will not knowingly act in ways to erode that integrity. Accordingly, we pledge not to cheat, nor to tolerate cheating, nor to plagiarize the work of others. We pledge to share community resources in ways that are responsible and that comply with established policies of fairness. Cooperation and competition are means to high achievement and are encouraged. Indeed, cooperation is expected unless our directive is to individual performance. We will compete constructively and professionally for the purpose of stimulating high performance standards. Finally, we accept adherence to this set of expectations for academic conduct as a condition of membership in the UWF academic community.

Strict adherence to the university's *Expectations for Academic Conduct* will be enforced. Academic integrity forms the basis of university intellectual life. By registering for a course at the University of West Florida, you are acknowledging that you are aware of and agree to the tenets of the *Expectations of Academic Conduct*.

You are responsible for:

- Becoming familiar with your rights and responsibilities as defined in the *Expectations for Academic Conduct*.
- Knowing the requirements regarding collaborative work and the methods of documenting published sources used in your academic work.
- Practicing ethical conduct in regards to academic integrity including violations (but not limited to): plagiarism, inappropriate collaboration, dishonesty in exams, dishonesty in papers, work done for one course and submitted for another, deliberate falsification of data, interference with other students' work, and copyright violations.

Special Needs Assistance

Students with special needs must inform the instructor within the first week of the course term of any personal circumstances that may require special consideration in meeting course requirements or adhering to course policies. Students with special needs who require specific examination-related or other course-related accommodations should contact the Student Disability Resource Center, SDRC@uwf.edu, (850) 474-2387. Student Disability Resource Center will provide the student with a letter for the instructor that will specify any recommended accommodations.

EXAMINATIONS AND GRADING

The majority of your grade will be derived from your performance on three exams. There will be no makeup exams or late assignments allowed in this class. A portion of your grade will come from your level of participation during the class. In order to do well in this course, you will need to be prepared. *Class assignments, exercises, and discussion* will be used to determine your participation grade.

EXAM PROCTORING

There are three test proctoring options which must be used by UWF students when taking online exams:

IMPORTANT EXAM NOTES:

***YOU MUST EMAIL ME THE TIME, DATE, AND LOCATION OF YOUR EXAM PROCTOR CENTER (BY SEPTEMBER 13, 2012). IF YOU ARE TESTING IN A NON-UWF EXAM PROCTOR CENTER, FAX OR EMAIL ME THE PROCTOR APPROVAL APPLICATION FORM (AT BEGINNING OF SEMESTER ONLY) TWO WEEKS PRIOR TO EXAM 1 (BY SEPTEMBER 13, 2012). FAILURE TO DO SO WILL RESULT IN YOU BEING UNABLE TO TAKE THE EXAM!***

***IT SHOULD BE NOTED THAT TESTING IN A NON-UWF EXAM PROCTOR CENTER REQUIRES THE AVAILABILITY OF ELEARNING ACCESS VIA A COMPUTER AND THE INTERNET.***
***PLEASE NOTE THAT THE PROCTORU EXAM REQUIREMENTS INCLUDE THE FOLLOWING:***

**THE EXAM MUST BE TAKEN IN A PRIVATE LOCATION (I.E., NOT IN A PUBLIC COMPUTER LAB, PUBLIC WIRELESS LOCATION, WORKPLACE, ETC.)**

OPTION 1A: In-person testing at the UWF Pensacola campus in the Bld 76 COB computer classroom (Bld 76 Rm 127)(No charge per exam). Capacity controls limit the number of students in the classroom at any one time (max. 30/hr).

UWF Pensacola COB exam dates are:

EXAM I

Thurs. Sept. 27--3-4:45pm (start times)

EXAM II

Thurs. Nov. 1-- 3-4:45pm

EXAM III

Thurs. Dec 6 --3-4:15pm

OPTION 1B: In-person testing at the UWF Pensacola Testing Center computer classroom (Bld 21 Rm 120)(Cost $20/exam). Capacity controls limit the number of students in the classroom at any one time (max. 8/hr). **YOU MUST SCHEDULE YOUR EXAM IN ADVANCE WITH THE UWF PENSACOLA TESTING CENTER (850-473-7340).**

UWF Pensacola Testing Center exam dates are:

EXAM I

Wed. Sept. 26--TBD
Thurs. Sept 27--TBD

EXAM II

Wed. Oct. 30--TBD
Thurs. Nov. 1--TBD

EXAM III

Wed. Dec. 5--TBD
Thurs. Dec. 6--TBD

OPTION 1C: In-person testing at the UWF Emerald Coast (FWB) Testing Center in Bld 7 Rm 751(No charge per exam). I do not schedule the exams at the UWF Emerald Coast campus. **YOU MUST SCHEDULE YOUR EXAM IN ADVANCE WITH ANDREA (850-863-6569 or arymer@uwf.edu) AT THE UWF EMERALD COAST TESTING CENTER.**

UWF Emerald Coast exam dates are:

EXAM I

Wed.. Sept. 26--10am
Thurs. Sept. 27--1pm

EXAM II

Wed. Oct. 30--10am
Thurs. Nov. 1--1pm

EXAM III

Wed. Dec. 5--10am
Thurs. Dec. 6--1pm
OPTION 2:
ProctorU (see below)

ProctorU exam dates are:

EXAM I
Wed. Sept. 26--8am-10pm
Thurs. Sept 27--8am-10pm

EXAM II
Wed. Oct. 30--8am-10pm
Thurs. Nov. 1--8am-10pm

EXAM III
Wed. Dec. 5--8am-10pm
Thurs. Dec. 6--8am-10pm

*All times are CST.

OPTION 3:

Students arrange for an non-UWF exam proctor using the following UWF guidelines (this procedure is not used for ProctorU exam proctoring):

http://onlinecampus.uwf.edu/class/proc_exams.cfm

You need to coordinate the non-UWF testing date, time, and location with me by submitting the Proctor Approval Application Form (see website listed above) two weeks prior to EXAM I (submit only at beginning of semester).

THE NON-UWF PROCTOR CENTER EXAMS WILL BE SCHEDULED BY THE INDIVIDUAL TESTING CENTERS, AT YOUR REQUEST, AND WILL BE SCHEDULED DURING THE CENTER'S SCHEDULED HOURS.

Non-UWF testing center exam dates are:

EXAM I (all exam proctor appointments are to be determined (TBD) by the individual testing centers during the following days).

Wed. Sept. 26--TBD
Thurs. Sept 27--TBD

EXAM II
Wed. Oct. 30--TBD
Thurs. Nov. 1--TBD

EXAM III
Wed. Dec. 5--TBD
Thurs. Dec. 6--TBD

ProctorU

Getting started with ProctorU is easy. Just follow these simple steps:

- Visit the ProctorU website. (http://proctoru.com)
- Watch the video “Introducing ProctorU.”
- Need a webcam? ProctorU recommends the Microsoft Lifecam VX1000 (or higher models).
  - This camera, or an acceptable alternative, is available at Best Buy, Office Depot, Office Max, Target, Wal-Mart, or Amazon.com.
Webcams must have a microphone for you to communicate with your proctor.

- **Check the technical specifications** to make sure your computer and webcam meet the requirements.
- Create an account by selecting the webcam image.
- Be sure to provide the proctor a valid email address and a phone number where you can be reached when you are taking an exam.
- On this page, as a new student you will select:
  - New Users: Request Login ID
    - Fill in ALL of the requested data.
  - Also on this page watch the demo video, “How ProctorU Works.”
- At the time of your exam, please return to and click on the blinking button, asking you to “click here to start.”
- Be on time for your scheduled exam appointment with ProctorU!
- Being late may affect the amount of time you will have to complete your exam.

**IMPORTANT PROCTORU NOTES:**

- You will be required to pay for the ProctorU service ($22.50/per exam) at the time of the exam with a valid credit/debit card.
- ProctorU will take a picture (snapshot through the webcam) at the beginning of the test period. ProctorU may also record sessions of the exam if deemed necessary.
  - Students should
    - Dress appropriately.
    - Warn other people at their location that:
      - An exam is being conducted.
      - That they (the other people) should stay out of the room, and
      - That if they (the other people) come in the room for any reason they too should be appropriately dressed.
  - Be advised the ProctorU representative can see your (the student’s) computer desktop.
    - If needed, the ProctorU representative has the ability to remotely control your computer to assist in the resolution of minor technical issues. This is only done with your permission.
- Students are encouraged to schedule exams with ProctorU 3-4 weeks in advance. If 3-4 weeks is not possible, schedule exams as soon as possible to ensure an exam time (within your instructor’s designated time period) that is convenient to you.
  - ProctorU requires that you schedule your exam no later than three days in advance.
    - If your instructor schedules the exam for a Friday, you must make your exam appointment with ProctorU (through the UWF ProctorU portal) no later than the Tuesday preceding the exam date.
    - Failure to do so will incur a $5.00 penalty from ProctorU.
- Students must
  - Self-register for the exam.
  - Be Prepared with a credit/debit card to pay the ProctorU fee ($22.50).
    - Note: if you take longer than 2 hours to complete the exam, you may incur an additional fee ($8.50/hour).

**TURNITIN**

UWF maintains a university license agreement for an online text matching service called Turnitin. At my discretion I will use the Turnitin service to determine the originality of student papers. If I submit your paper to Turnitin, it will be stored in a Turnitin database for as long as the service remains in existence. If you object to this storage of your paper, you must let me know no later than two weeks after the start of this class. I will utilize other services and techniques to evaluate your work for evidence of appropriate authorship practices.

**PARTICIPATION**

(10% OF OVERALL FINAL GRADE--SEE COURSE GRADING PERCENTAGES BELOW)

You will need to complete the following number of class activities to fulfill the class participation grade component of the course.

3 Required Class Assignments -- (These are listed in the DropBox section of eLearning and Syllabus and have specific due dates) (60% of Participation Grade).

3 Class Exercises -- (Your choice--these are listed in the DropBox section of eLearning) (24% of Participation Grade).

3 Class Discussion Forum Posts -- (Your choice--these are listed in the Discussions section of eLearning) (16% of Participation Grade).
ALL CLASS ASSIGNMENTS AND EXERCISES ARE LIMITED TO ONE PAGE SINGLE-SPACE

IMPORTANT CLASS ACTIVITY NOTES:

ALL 'CLASS EXERCISES' AND 'CLASS DISCUSSIONS' FOR ANY GIVEN INSTRUCTIONAL MODULE WILL BE DUE AT THE END OF THE WORKWEEK (FRIDAY) THAT THE MODULE IS CONNECTED TO IN THE SYLLABUS AND SCHEDULE. THE REQUIRED 'CLASS ASSIGNMENTS' LISTED IN THE SYLLABUS HAVE SPECIFIC DUE DATES.

GROUPS

I will place you in a group to work with--if you know someone in the class, request that person be included in your group, and I will do my best to place that person in your group. The groups are designed to be study groups.

<table>
<thead>
<tr>
<th>Course Work</th>
<th>Grades</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam I</td>
<td>30%</td>
</tr>
<tr>
<td>Exam II</td>
<td>30%</td>
</tr>
<tr>
<td>Exam III</td>
<td>30%</td>
</tr>
<tr>
<td>Class Participation</td>
<td>10%</td>
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<tr>
<td>Total</td>
<td>100%</td>
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</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Course Work

Class Exercises and Discussions are due typed and proofed on Friday by 11:59pm unless noted otherwise.

Course Outline

<table>
<thead>
<tr>
<th>Date</th>
<th>Topical Outline</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Day of Week (starts on Sunday)/Week#</td>
<td>Kerin et al. Chs.</td>
<td>'Student' assignments are individually completed. TURN IN ALL COURSEWORK IN ELEARNING DROPBOX OR DISCUSSION FORUMS. DO NOT EMAIL ASSIGNMENTS. EMAILED ASSIGNMENTS WILL NOT BE GRADED.</td>
</tr>
<tr>
<td>Aug 26/Week 1</td>
<td>Introduction to Course - Read Course Orientation</td>
<td>Ch. 1</td>
</tr>
<tr>
<td>1</td>
<td>Creating Customer Relationships and Value</td>
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<tr>
<th>Assignment Links</th>
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</table>

(file://E:/Class0812-mar3023.htm[8/22/2012 6:54:03 PM])
| Sept. 2/Week 2 | Developing Successful Marketing Strategies | Ch. 2 |
| Sept. 9/Week 3 | The Marketing Environment | Ch. 3 |
| 3 | Ethical and Social Responsibility in Marketing | Ch. 4 |
| Sept. 16/Week 4 | Consumer Behavior | Ch. 5 |
| 4 | Industrial Buyer Behavior | Ch. 6 |
| Sept. 23/Week 5 | Global Buyer Behavior | Ch. 7 |

**EXAM I will be available in the Quizzes section of eLearning during the time period listed to the left. There will be 35 multiple choice questions. You will have 45 min to complete the exam. Your exam proctor will log you into the exam. Failure to take the exam during the listed time period will result in zero points for the exam.**

**EXAM I (Chs. 1-7) (use eLearning chapter study notes for exam study guide)**

**Student: To introduce you to the key marketing concepts, examine the marketing plan tutorial. Identify and write an analysis of one of the marketing concepts (e.g., 4 Ps, targeting, positioning, etc.) mentioned in the Marketing Plan Tutorial (limit answer to one page single-spaced) (REQUIRED)(due 09/14/12 by 11:59pm)**
<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Chapter</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 30</td>
<td>Marketing Research</td>
<td>Ch. 8</td>
</tr>
<tr>
<td>Oct. 7</td>
<td>Market Segmentation and Positioning</td>
<td>Ch. 9</td>
</tr>
<tr>
<td>7</td>
<td>New Product Development Strategy</td>
<td>Ch. 10</td>
</tr>
<tr>
<td>Oct. 14</td>
<td>Managing Products and Services</td>
<td>Ch. 11</td>
</tr>
<tr>
<td>8</td>
<td>Services Marketing</td>
<td>Ch. 12</td>
</tr>
<tr>
<td>Oct. 21</td>
<td>Pricing Products: Foundations</td>
<td>Ch. 13</td>
</tr>
<tr>
<td>9</td>
<td>Pricing Products: The Final Price</td>
<td>Ch. 14</td>
</tr>
</tbody>
</table>

**Student:** Find an article in a magazine or website that concerns the use of marketing concepts in business. Summarize the contents of the article. Include source citation or website link (limit answer to one page single-spaced) (REQUIRED) (due 10/19/12 by 11:59 pm).

http://www.magportal.com
http://www.clickz.com/
http://advertising.utexas.edu/world/
http://advertisingprinciples.com/
http://www.marketingprofs.com
http://www.allbusiness.com
http://biz.yahoo.com/ic/index.html
http://www.business.com

Oct. 21/Week 9 Pricing Products: Foundations Ch. 13

<table>
<thead>
<tr>
<th>Oct. 28/Week 10</th>
<th>EXAM II will be available in the Quizzes section of eLearning during the time period listed to the left. There will be 35 multiple choice questions. You will have 45 min. to complete the exam. Your exam proctor will log you into the exam. Failure to take the exam = automatically failing the class.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Date</td>
<td>Topic</td>
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<td>------------</td>
<td>--------------------------------------------</td>
</tr>
<tr>
<td>Nov. 4/ Week 11</td>
<td>Marketing Channels</td>
</tr>
<tr>
<td>Nov. 11/ Week 12</td>
<td>Advertising &amp; Sales Promotion</td>
</tr>
<tr>
<td>Nov. 11/ Week 12</td>
<td>Integrated Marcom Strategy</td>
</tr>
<tr>
<td>Nov. 18/ Week 13</td>
<td>Personal Selling</td>
</tr>
<tr>
<td>Nov. 25/ Week 14</td>
<td>Strategic Marketing</td>
</tr>
</tbody>
</table>

EXAM III will be available in the Quizzes section of eLearning.

The exam during the listed time period will result in zero points for the exam.

Student: Find a print or website ad which utilizes marketing concepts to be effective (e.g., how perception influences the success of an ad branding strategy - try googling perception and ad branding to find information that might be related). Write up an evaluation of how the ad employs consumer behavior concepts to be effective. Include evaluated ad and source citation or website link (limit answer to one page single-spaced) (REQUIRED) (due 11/16/12)

http://www.magportal.com
http://www.clickz.com/
http://advertising.utexas.edu/world/
http://advertisingprinciples.com/
http://www.marketingprofs.com
http://www.allbusiness.com
http://biz.yahoo.com/ie/index.html
http://www.business.com
http://www.knowthis.com
<table>
<thead>
<tr>
<th>Dec. 2/Week 15</th>
<th>EXAM III (Chs. 15-22) (use eLearning chapter study notes for exam study guide)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday Dec. 5 (Time TBD per testing location) or Thursday Dec. 6 (Time TBD per testing location)</td>
<td>during the time period listed to the left. There will be 35 multiple choice questions. You will have 45 min. to complete the exam. Your exam proctor will log you into the exam. Failure to take the exam during the listed time period will result in zero points for the exam.</td>
</tr>
</tbody>
</table>

All assignments are due by Friday Dec. 7, 2012 by 11:59pm.