

**\*\*\*\*COLLEGE OF BUSINESS\*\*\*\***

**ACADEMIC SYLLABUS**

MAR 2011 Section 695

Principles of Marketing

Spring 2024

**INSTRUCTOR:** Dr. Marietta Poshi

**OFFICE:** St Pete Gibbs TE 107A

**PHONE:** (727) 341-4113

**EMAIL:** For course related issues please email me through “MyCourses” system using the “Communicate/Email” tab.

**WEBPAGE: https://web.spcollege.edu/instructors/id/poshi.marietta/OFC/**

**OFFICE HOURS:**

https://spcollege.zoom.us/j/99917149392

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| --- | --- | --- |
| Monday | Tuesday | Wednesday |
| 9:00 am - 2:00 pm St. Pete/Gibbs Campus, TE 107A | 4:00 pm - 9:00 pm Virtual / Online, Virtual Zoom | 9:00 am - 2:00 pm St. Pete/Gibbs Campus, TE 107A |

ACADEMIC DEPARTMENT

## Academic Coordinator: Mike Ewell

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**Website** St. Petersburg College, College of Business

### **First Day Program Access**

*This course is participating in the First Day Access Program. You will be given access the textbook through MyCourses. You will receive instant access to the textbook and save 20-50% or more off the retail price. You have the option to opt out of the program within the first week of class if you want to purchase your materials elsewhere. Opting out of the program is likely to cause you to pay a higher rate.* ***The Opt-out date is 10 days after the first day of class.*** *The materials that are accessed through My Courses are* ***NOT*** *included in your tuition. If you do not click on the button to opt out, SPC will bill your student account at the First Day price* ***after the opt-out deadline passes****-****approximately 2 weeks after your class******starts****. This will show as a bookstore charge. You will pay this to the SPC business office.*

### **Log into MyCourses and choose “Course Content” tab.**

1. Once inside course content you will click on the “First Day” link at the top of the table of contents.
2. Click on the “Barnes and Noble Course Materials” link.
3. Scroll down to your book and click on the “**Launch Courseware.”**
4. If you have never used a Pearson product before, you will be prompted to access the End User License Agreement.
5. The following screen will prompt you for a Pearson username and password or

you can create a new username and password.

1. Click on OPEN MyLab & Mastering

**REQUIRED TEXTBOOK & OTHER RESOURCE INFORMATION:**

* Pearson Course Name: MAR2011 Principles of Marketing Class:760 Instructor: Buschman
* Armstrong/Kotler, *Marketing: An Introduction*, 15th Edition
  + ISBN-10: 0-13-747645-0
* Access Code for MyMarketingLab (MML) + eText
  + Should be a part of the Day One program.
* Access to high-speed Internet.

MML Technical Support:855-875-1797

**Note:** MML is integrated in “MyCourses” system. You **should not** need a Couse ID or Course Number to register. You will be prompted to register the first time you attempt to do one of the assignments from the “MyCourses” system. If there is an error or you need to call Pearson Support.

Pearson Course name: MAR 2011-159 8W1 Principles of Marketing - Buschman

Library: <http://www.spcollege.edu/central/libonline/>.

# IMPORTANT DATES

**Course Dates:** January 16- March 8, 2024

**Last Day to Drop with A Refund:** January 19, 2024

**Last Day to withdraw with Grade of "W":** February 21, 2024

**No Class College Closed**: January 15, 2024

**Proctored Testing Dates:** View the Proctored Testing Information.

**Financial Aid Dates:** View the Financial Aid Dates.

(View the [Academic Calendar](https://www.spcollege.edu/academic-calendar)).

Students are responsible for understanding the policies and procedures about add/drop, etc. See <http://www.spcollege.edu/central/asa/addendum.htm>

**COURSE DESCRIPTION:**

This course covers the institutions and methods developed for carrying on trade operations, retail and wholesale agencies, elements of marketing efficiency, the cost of marketing, price maintenance, unfair competition, and the relationship of government to marketing. 47 contact hours.

**MAJOR LEARNING OUTCOMES:**

1. The student will gain an understanding of the marketing system and understand the significance of marketing in the American capitalistic system.

2. The student will evaluate retail and wholesale agencies, the elements of marketing efficiency, the costs involved, and the part these ingredients play in the marketing system.

3. The student will gain an understanding of the relationship of government and the importance of this relationship in the overall marketing system.

**CLASS SCHEDULE:**

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| **MODULE** | **TOPIC** | **GRADED ASSIGNMENTS** |
| Module 1  Week 1 | **DEFINING MARKETING AND THE MARKETING PROCESS**  **Discussion Question**  **CH 1**  **Marketing: Creating Customer Value and Engagement:**   1. Definition of marketing and steps in the marketing process 2. The marketplace 3. Marketing strategy 4. Customer relationship management 5. The marketing landscape   **CH 2**  **Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships:**   1. Company-wide strategic planning 2. Business portfolios 3. Strategic planning and customer value 4. Customer value-driven marketing strategy and mix 5. Marketing management functions |  |
| **MODULE** | **TOPIC** | **GRADED ASSIGNMENTS** |
| Module 2  Week 2 | **UNDERSTANDING THE MARKETPLACE AND CUSTOMER VALUE**  **Discussion Question**  **CH 3**  **Analyzing the Marketing Environment:**   1. Environmental forces 2. Demographic and economic environments in marketing decisions 3. Trends in natural and technological environments 4. Key changes in political and cultural environments 5. Company reactions to marketing environment   **CH 4**  **Managing Marketing Information:**   1. Importance of information 2. Defining marketing information systems 3. Steps in the marketing research process 4. Analysis and use of marketing information 5. Special issues in marketing research |  |
| Module 3  Week 3 | **DESIGNING A CUSTOMER VALUE-DRIVEN STRATEGY AND MIX**  **Discussion Question**  **CH 5**  **Understanding Consumer and Business Buyer Behavior:**   1. Consumer market 2. Stages in the buyer decision process 3. Adoption and diffusion process for new products 4. Business market   Steps in the business buying decision process  **CH 6**  **Customer value-driven Marketing Strategy:**   1. Steps in designing a value-driven marketing strategy 2. Major bases for segmenting consumer and business markets 3. Attractive market segments 4. Maximum competitive advantage |  |

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| **MODULE** | **TOPIC** | **GRADED ASSIGNMENTS** |
| Module 4  Week 4 | Discussion QuestionCH 7 **Products, Services, and Brands:**   1. Classification of products and services 2. Decisions regarding individual products and services 3. Characteristics that affect the marketing of services 4. Branding strategy   **CH 8**  **Developing New Products:**   1. Find and develop new product ideas 2. Steps in the new product development 3. Stages of the product life cycle 4. Additional product issues |  |
| Module 5  Week 5 | **DESIGNING A CUSTOMER VALUE-DRIVEN STRATEGY AND MIX (CONTINUATION)**  **Discussion Question**  Essay: The Naked Brand Documentary  Please watch the documentary "The Naked Brand" and write a one page single spaced paper summarizing the power of transparency in retail marketing and how you might apply this to your marketing plan.  The link to the movie is below.  <https://www.imdb.com/title/tt2262281/>  **CH 9**  **Pricing: Understanding and Capturing Customer Value**   1. Pricing strategies 2. External and internal factors in pricing decisions 3. Strategies for pricing new products 4. Maximizing profits from the total product mix 5. Pricing adjustment 6. Key issues in price changes   **CH 10**  **Marketing Channels: Delivering Customer Value:**   1. Definition of product 2. Classification of consumer products 3. Product item, product line, and product mix 4. Branding 5. Packaging and labeling 6. Global issues in branding and packaging 7. Product warranties | ) |
| **MODULE** | **TOPIC** | **GRADED ASSIGNMENTS** |
| Module 6  Week 6 | **DESIGNING A CUSTOMER VALUE-DRIVEN STRATEGY AND MIX (CONTINUATION)**  **Discussion Question**  **CH 11**  **Retailing and Wholesaling:**   1. Role of retailers in the distribution channel 2. Major retailer marketing 3. Trends and developments in retailing 4. Types of wholesalers and their marketing decisions   **CH 12**  **Engaging Consumers and Communicating Customer Value:**   1. Promotion mix tools for communicating customer value 2. Communications landscape and integrated marketing communications 3. Developing and advertisement program 4. Public relations |  |
| Module 7  Week 7 | **DESIGNING A CUSTOMER VALUE-DRIVEN STRATEGY AND MIX (CONTINUATION)**  **Discussion Question**  **CH 13**  **Personal Selling and Sales Promotions:**   1. Salespeople 2. Major sales force management steps 3. Personal selling process 4. Sales promotion campaigns   **CH 14**  **Direct, Online, Social Media, and Mobile Marketing:**   1. Definition of direct and digital marketing 2. Major forms of direct and digital marketing 3. Marketing strategies for the Internet and digital age 4. Social media and mobile marketing to engage customers 5. Traditional direct marketing forms |  |
| **MODULE** | **TOPIC** | **GRADED ASSIGNMENTS** |
| Module 8  Week 8 | **EXTENDING MARKETING**  **Discussion Question**  **CH 15**  **The Global Marketplace:**   1. International trade system 2. Key approaches to entering international markets 3. Marketing and mixes for international markets 4. Forms of international marketing organizations   **CH 16**  **Sustainable Marketing:**   1. Definition of sustainable marketing 2. Major social criticism of marketing 3. Consumerism and environmentalism 4. Principles of sustainable marketing 5. Role of ethics in marketing |  |

**COURSE SPECIFIC INFORMATION:**

Marketing is a very progressing and exciting field, responsible for researching and satisfying customer needs. This course will introduce the marketing concepts and expose students to a variety of marketing issues.

Communication is key in this area of study. In this way, a structured way of thinking and processing information will be required.

The learning process can be very demanding, but at the same time it will be very rewarding. The marketing field is fascinating and will help you develop a new set of skills that will open the doors to a whole new world of opportunities.

**ATTENDANCE:**

The college-wide attendance policy is included in the Syllabus Addendum at: <http://www.spcollege.edu/webcentral/policies.htm>

Students classified as “No Show” for both of the first two weeks will be administratively withdrawn from the class.

For face-to-face classes “No Show” means not physically present in the classroom at the moment attendance is taken.

For blended classes “No Show” means not physically present in the classroom and/or never logged into “MyCourses”.

For online classes “No Show” means never logged into “MyCourses” and submitted any assignments.

Students who have not completed more than 40% of their assignments due (homework & chapter exams) at the 60% point will be considered as “not actively participating” in the class and may be administratively withdrawn with a grade of “WF”.

**GRADING:** Grades will be earned in four parts, as follows:

In-person class participation------------------------------------ 20%

Class Discussion Forums --------------------------------------- 20%

Sim Assignments (multiple attempts, no time limit)-- 20%

Quizzes (1 attempt, time limit) -------------------------------- 40%

**Total percentage ------------------------------------------------- 100.00%**

**NOTE: Each unexcused absence is -3.5% on your final grade.**

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| A | 90 - 100% |
| B | 80 - 89% |
| C | 70 - 79% |
| D | 60 – 69% |
| F | Less than 60% |

**ASSIGNMENTS**:

It will be the students’ responsibility to complete their assignments on time and in an acceptable manner. **Late assignments will only be accepted after properly documented extreme extenuating circumstances at the instructor’s discretion**. Since the student has one week to do the assignments, he/she has to prove that due to extreme circumstances he/she could not do the assignment/s for a period of one week. There are **absolutely no exemptions** to this rule. Due to their interactive nature, the Discussion Forums cannot be extended.

Please note that technical problems with MML (lab) or MyCourses **do not** justify extensions unless there is a **reported** issue with their systems. Their systems would have to be reported down by either the publisher or the college for a minimum of 3 hours in a single day or 8 hours in a week for an extension to be considered. This policy does not apply if the downtime had been properly informed to the students with at least one week in advance.

This course has been designed to provide students with plenty of opportunities to achieve any desired grade. On this light, and to be fair and consistent with all students, the instructor does not offer extra credit on this class.

Please pay attention to the instructions for every assignment such as due date, time allowed (if that is the case), maximum attempts, etc. The instructions will be displayed in in “MyCourses” or MML.

The assignments for each module are due on Sunday at midnight before the next module starts on Monday the next day. Each module corresponds to a week of class, except for the last module (module 8) which, is a short week ending on the last day of class, Wednesday at midnight EST. You will find the date each module starts under their corresponding tab.

All assignments are subject to the College’s “Academic Honesty Policy”. Please get familiar with it.

**STUDENTS’ AND INSTRUCTOR’S EXPECTATIONS:**

Online /Student Conduct

<http://www.spcollege.edu/ecampus/help/conduct.htm>  
Online Student, Faculty and Staff Expectations and Performance Targets

<http://www.spcollege.edu/ecampus/help/expectations.htm>

Academic Honesty Policy

<http://www.spcollege.edu/AcademicHonesty/>

**STUDENT SURVEY OF INSTRUCTION:**

The student survey of instruction is administered in courses each semester. It is designed to improve the quality of instruction at St. Petersburg College. All student responses are confidential and anonymous and will be used solely for the purpose of performance improvement.

**SYLLABUS CHANGES:**

Will be posted in “MyCourses” and announced to all students.

**SYLLABUS ADDENDUM:**

Please make sure you read the information in the addendum.

<http://www.spcollege.edu/addendum/>

**STUDENT ASSISTANCE PROGRAM:**

As an SPC student it's vital that you know Titans Care.  You can access resources through SPC’s Student Assistance Program (SAP) (<https://mycoursessupport.spcollege.edu/student-assistance-program>), a collaborative resource for students with mental health or general life issues.  SAP provides help and education in suicide prevention, mental health, substance abuse awareness and more.  It is SPC’s belief that supporting mental wellness is everyone’s charge and that one loss as a result of substance abuse, mental illness, or suicide is one too many. If you or a loved one are considering suicide, please call the National Suicide Prevention Lifeline at 1-800-273-8255.