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



**ACADEMIC SYLLABUS**

MAR 3802 Section 3019

Marketing Management

FALL Term 2023

**OCT 9 – DEC 8 2022**

**INSTRUCTOR:** **Andrew S. Lasher**

**OFFICE:** Online

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**OFFICE HOURS:** Connect through Email

**Academic Chair (to be used if after appropriate efforts with instructor have not resolved issue, 99.9% of the time issue can be resolved with instructor):**

**Mr. Mike Ewell** Academic Department Chair ….ewell.mike@spcollege.edu

Office: LY-113, Tarpon Springs Campus (EpiCenter on Weds)

Instructor Page <http://www.spcollege.edu/instructors/id/2443>

 Syllabus Addendum Link - <https://www.spcollege.edu/current-students/student-affairs/student-right-to-know/student-responsibilities>)

**REQUIRED TEXTBOOK & OTHER RESOURCE INFORMATION:**

Please double check with book store but you need the book (either hard copy or electronic) and you MUST have the ACCESS to Marketing Lab. I believe there is a bundle that is the book with the lab access…..or you can get the lab access and it comes with the electronic version of the book. But please double check with book store.

This is just the My Marketing Lab with Electronic Book…This is available through the course in mycourses. Please see instructions on mycourses and how to access in the shell of the class.

[**MYMARKETINGLAB-F/KOTLER:MARKET .MGMT.**](http://spcollege.bncollege.com/webapp/wcs/stores/servlet/MYMARKETINGLABFKOTLERMARKETMGMT/BNCB_TextbookDetailView?sectionId=80386432&item=Y&catalogId=10001&langId=-1&displayStoreId=65206&storeId=65203&partNumber=MBS_1526850&productId=500021369324)

# *REQUIRED |*By PEARSON

* **EDITION:**  15th 19
* **PUBLISHER:**  PEARSON
* **ISBN:** 9780357700006
* Access to high speed Internet.

VERY IMPORANT NUMBER: If you are having trouble with the Pearson side of things

MML Technical Support: 855-875-1797

**RECOMMENDED TEXT (NOT REQUIRED):** APA Publication Manual, 6th Edition

**Important:** This book comes in a bundle with MyMarketingLab. Do not buy a used book as the code for MML can be used one time only.

**Note:** MML is integrated in “MyCourses” system. You **do not** need a Couse ID or Course Number to register. You will be prompted for the Access Code the first time you attempt to do one of the assignments from the “MyCourses” system.

Library:  [http://www.spcollege.edu/central/libonline/.](http://www.spcollege.edu/central/libonline/)

**COURSE INFORMATION**

**Course Description:**

This course helps develop the marketing knowledge and skills necessary for the successful manager to address the intermediate marketing issues surrounding the complex demand management problem all organizations face. Students will understand marketing concepts, including the development of a marketing strategy. The course focuses on consumer and business-to-business marketing. 47 contact hours.

Course Goals and Objectives:

1. The student will explain the significance of the role of marketing in an organization as a function using a holistic marketing approach by:

1. describing the focus, scope and importance of the marketing function in organization's large and small.
2. discussing the theory of, and components in a market environment, the historical context and transition of the marketing function over the years, and identify recent & emerging trends that are likely to affect its importance in the future.
3. identifying, describing and examining the tasks necessary for successful marketing management.
4. examining the different company orientations toward a marketplace, including the attributes and significance of the Holistic Marketing Concept.

2. The student will examine marketing for the 21st century and the key issues surrounding an organization's demand management problem by:

1. identifying and analyzing the eight demand problems all firms encounter.
2. describing the role that credit, energy, technology, communication and globalization have had on the marketing function.
3. illustrating the influences associated with the value delivery process as outlined in the value chain concept.
4. discussing the dynamics associated with the customer, company and competitors.

3. The student will explain the importance of capturing marketing insights, how those insights influence perception, preference and product development, and how they ultimately affect the buying decision process by:

1. examining the components of a modern marketing information system.
2. examining the components of a marketing intelligence system including the procedures and sources that managers use to obtain information.
3. examining the tools, methods and approaches used when conducting basic marketing research.
4. identifying and examining forecasting methods by incorporating the ninety types of demand measurement in the 6x5x3 demand forecast model.

4. The student will describe the marketing issues, theories and approaches associated with customer salience, preference, loyalty, and retention by:

1. differentiating the aspects, tools and approaches associated with building a customer value campaign, and a life-time value (LTV) strategy.
2. identifying the criteria to determine and ensure customer satisfaction.
3. comparing and contrasting the multiple approaches to customer relationship management (CRM).
4. illustrating the eight-stage marketing funnel process on how to transition from the identification of a target market to loyalty in a target market.

5. The student will describe strategies to build, support, and promote a firm's branding initiatives on a product and company level by:

1. analyzing consumer and business markets.
2. analyzing how to identify market segments.
3. analyzing how to target a specific market segment.
4. analyzing how to position a market offering to the selected target market.

6. The student will recommend methods to create, deliver, and communicate value for long-term growth by:

1. examining and evaluating methods to create a product strategy.
2. examining and evaluating methods to create a pricing strategy.
3. examining and evaluating methods to create a channel strategy.
4. examining and evaluating methods to create a promotional strategy.
5. examining and determining if a global market strategy is appropriate.

Prerequisites:

Admission to Banking BAS, Business Administration BS, International Business BAS,

Management & Organizational Leadership BAS, Sustainability Management BAS,

Technology Management BAS, or Business Technology Education BS, or Health Services Administration BAS. Availability of Course Content: (e.g., when segments/components/units of the course will “open,” if students will be able to work ahead, or work “behind.”

**CLASS SCHEDULE:**

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| **MODULE** | **TOPIC** | **ASSIGNMENTS DUE** |
| Module 1  Due 10/15 by  11:30PM | **CH 1**  **Defining Marketing for the 21st Century:**   1. Importance of marketing 2. Scope of marketing 3. Core marketing concepts 4. Marketing management through the years 5. Successful marketing management     **CH 2**  **Developing Marketing Strategies and Plans:**   1. Marketing and consumer value 2. Corporate and division strategic planning 3. Marketing plan | Module 1 – Discussion  Forum    Simulation CH1  Quiz CH1    Simulation CH2  Quiz CH2      Start working on your  Final Project |

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| **MODULE** | **TOPIC** | **ASSIGNMENTS DUE** |
| Module 2  Due 10/22  by 11:30PM | **CH 3**  **Collecting Information and Forecasting Demand:**   1. Marketing information system 2. Internal records 3. Marketing intelligence system 4. Macro environment developments 5. Forecast demand       **CH 4**  **Conducting Marketing Research:**   1. Good marketing research 2. Measuring marketing productivity 3. ROI of marketing expenditures | Module 2 – Discussion  Forum    Simulation CH3  Quiz CH3      Simulation CH4  Quiz CH4      Make sure the product/service for your Final Project has been approved by your instructor. |
| Module 3  Due 10/29  11:30PM | **CH 5**  **Creating Long-term Loyalty Relationships:**   1. Customer value, satisfaction, and loyalty 2. Lifetime value of customers 3. Attract and retain customers 4. Database marketing     **CH 6**  **Analyzing Consumer Markets:**   1. Consumer characteristics influence on buying behavior 2. Psychological processes influence on consumer responses 3. Purchasing decisions 4. Deliberate, rational decision process       **CH 7**  **Analyzing Business Markets:**   1. Business market vs. consumer market 2. Buying situations for organizational buyers 3. Business-to-business buying process 4. Business buyers decision making 5. Companies relationship with business customers 6. Institutional buyers and government agencies | Module 3 – Discussion  Forum    Simulation CH5  Quiz CH5    Simulation CH6  Quiz CH6          Simulation CH7  Quiz CH7    Simulation CH8  Quiz CH8 |

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|  | **CH 8**  **Identifying Market Segments and Targets:**   1. Market segmentation 2. Requirements for an effective segmentation 3. Target markets |  |
| **MODULE** | **TOPIC** | **ASSIGNMENTS DUE** |
| Module 4  Due 11/5  by 11:30PM | **CH 9**  **Creating Brand Equity:**   1. Brand and branding 2. Brand equity 3. Brand architecture decisions in a branding strategy     **CH 10**  **Branding the Brand Positioning:**   1. Develop and establish an effective positioning 2. Competition 3. Brands differentiation 4. Positioning and branding in small businesses     **CH 11**  **Competitive Dynamics:**   1. Market share 2. Market challengers 3. Market followers 4. Marketing strategies and the product life cycle 5. Marketers strategies and tactics for an economic downturn or recession     **CH 12**  **Setting Product Strategy:**   1. Characteristics of products 2. Differentiation of products 3. Product design 4. Product mix and product lines 5. Co-brands 6. Packaging, labeling, warranties, and guarantees as marketing tools | Module 4 – Discussion  Forum    Simulation CH9  Quiz CH9    Video Ex. CH10  Quiz CH10    Video: CH11  Quiz CH11        Simulation CH12  Quiz CH12 |
| Module 5  Due 11/12 by 11:30PM | **CH 13**  **Designing and Managing Services:**   1. Services vs. goods 2. New services realities 3. Services marketing | Module 5 – Discussion  Forum    Simulation CH13 |

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|  | 1. Services quality 2. Customer-support services     **CH 14**  **Developing Pricing Strategies and Programs:**   1. Processing and evaluating prices 2. Initial pricing 3. Prices to meet circumstances and opportunities 4. Price change 5. Competitor’s price change reaction     **CH 15**  **Designing and Managing Integrated Marketing Channels:**   1. Marketing channel systems and value network 2. Channels performance and design 3. Managing channels 4. E-commerce and m-commerce     **CH 16**  **Managing Retailing Wholesaling, and Logistics:**   1. Marketing intermediaries 2. Marketing intermediaries decisions 3. Marketing intermediaries trends 4. Private label brands | Quiz CH13    Simulation CH14  Quiz CH14    Simulation CH15  Quiz CH15    Simulation CH16  Quiz CH16 |
| **MODULE** | **TOPIC** | **ASSIGNMENTS DUE** |
| Module 6  Due 11/19 by 11:30PM | **CH 17**  **Designing and Managing Integrated Marketing Communications:**   1. Role of marketing communications 2. Effective communications 3. Communications mix 4. Marketing communications program     **CH 18**  **Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations**     1. Developing an advertising program 2. Sales promotion decisions 3. Guidelines for effective brand-building events and experiences 4. Public relations and publicity | Module 6 – Discussion  Forum    Video Ex. CH17  Quiz CH17    Simulation CH18  Quiz CH18 |
| Module 7  Due 12/3 by 11:30PM | **CH 19**  **Managing Personal Communications: Direct and Interactive Marketing, Word of Mouth, and Personal Selling:** | Simulation CH19  Quiz CH19 |

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|  | 1. Direct marketing for competitive advantage 2. Effective interactive marketing 3. Word of mouth 4. Designing and managing a sales force 5. Sales people selling, negotiating and relationship marketing skills     **CH 20**  **Introducing New Market Offerings:**   1. Developing new products and services 2. New product development 3. Consumer adoption of new products and services     **CH21**  **Tapping into Global Markets:**   1. Going abroad 2. Foreign markets selection 3. Marketing in developing and developed markets 4. Country-of-origin effects 5. Managing and organizing intl’ activities                   **CH22**  **Managing a Holistic Marketing Organization for the Long Run:**     1. Trends in marketing practices 2. Keys to effective internal marketing 3. Social marketers 4. Marketing skills 5. Monitor and improve marketing skills | Simulation CH20  Quiz CH20    Simulation CH21  Quiz CH21    Simulation CH22  Quiz CH22      **Final Project is due at the end of this week.** Please submit it in  “MyCourses” |
| **MODULE** | **TOPIC** | **ASSIGNMENTS DUE** |
| Module 8  Due 12/5  Tuesday by 11:30PM    SHORT WEEK! | **CH23**  **Conducting Market Responsibility for Long**  **Term Success** | Simulation CH23  Quiz CH23 |

**IMPORTANT DATES:**

PLEASE CHECK CALENDAR BELOW for ADD/DROP DATES!!

Academic calendar: <https://www.spcollege.edu/academic-calendar>

Financial Aid:<http://www.spcollege.edu/getfunds/>

**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. Students are expected to participate and interact with their peers in several Case Discussions.

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”.

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:

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

Chapter Simulations / Video Exercises --------------------- 20%

Quizzes (1 attempt, time limit) -------------------------------- 30%

Final Project (Marketing Plan) -------------------------------- 30%

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

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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. Students have one week to complete their assignments. For this reason, **late assignments will only be accepted after properly documented extreme extenuating circumstances that justify the student not being capable of doing the assignment for a period of one week. The instructor has the discretion to extend or deny a petition for an extension.** There are no exemptions to this rule.Due to their nature and due dates, the Final Project and Discussion Forums cannot be extended.

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 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 a Wednesday at midnight EST. You will find the date each module starts and ends under their corresponding tab.

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

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

**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 every semester. The survey 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