

COURSE SYLLABUS

Marketing Management MAR3802#3122

Blended Class

Will meet on Wednesday 6-8.40 PM EST

St Pete Gibbs Location

Room TE110

View How to Be a Successful Student (Syllabus Addendum) which provides details about success factors and links to the most current version of fluid information, such as the academic calendar.

# WELCOME

Welcome to Marketing Management MAR3802. I am sure that together this course will meet and exceed your learning expectations.

# INSTRUCTOR

**Name:** Dr.Marietta Poshi

**Email: poshi.marietta**[@spcollege.edu](mailto:Buschman.Greg@spcollege.edu)

**Phone:** 727-341-4113

**Office and Online Chat Hours:**

**In Person at The Gibbs Campus**

**Tuesday 9 AM to 2 PM EST and Wednesday 1 PM to 6 PM EST**

**On Zoom Monday 4 – 9 PM EST**

**And as needed by appointment**

**Office Location:** Gibbs Campus TE107A

**Instructor Webpage:** [https://web.spcollege.edu/instructors/id/poshi.marietta](https://web.spcollege.edu/instructors/id/poshi.marietta%20)

ACADEMIC DEPARTMENT

## Academic Coordinator: Mike Ewell

**Office Location:** Gibbs, TE

**Office Phone Number:** (727) 791-2610

**Email:** [ewell.mike@spcollege.edu](mailto:ewell.mike@spcollege.edu)

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

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

## 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:

This course will be delivered in a blended format. We will meet together for lectures and in class assignments, while some of the work will be completed online. The work is organized in 8 Modules which corresponds to one week each. Week 1 will open on Mondy and close on Sunday. All weeks are 7 days long, except for week 8, which is shorter and ends on Wednesday. Please see your assignment calendar within our class for accurate due dates. You may work in advance in this class if you wish.

**Course Objectives/Outcomes:**

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 organizations 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 eighth stage.
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, 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.

# REQUIRED TEXTBOOK & RESOURCES

* Textbook: Kotler, P. T., & Keller, K. L. (2015). Marketing Management (15E ed.) Pearson College Div. Bundle - MyMktLab w/ eText **ISBN 978-0-13-385646-0 (student edition)**
* Publisher Information: Pearson
* Recommended Text or Other Reading Material: APA Publication Manual, 6th Edition View the Textbooks site.
* View the SPC Libraries and Services site.

# LEARNER SUPPORT

* View the Accessibility Services site.
* View the Academic Support and Student Success site. View the On Campus and Online Support site.
* View the Student Services site.

# IMPORTANT DATES

**Course Dates: March 18- May 8!**

**Last Day to Drop with A Refund: March 22, 2024**

**Last Day to withdraw with Grade of "W": April 23, 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)).

# DISCIPLINE-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

* View the college-wide attendance policy included in How to Be a Successful Student.
* 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 and ZOOM 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

* Discussions - 20%
* Chapter Simulations/Video Exercises (unlimited time, unlimited attempts) – 20%
* Quizzes (1 attempt, with time limit) - 30%
* Final Project (Marketing Plan) - 30%

How to check your Grades and review feedback: Checking Your Grades

* Reviewing Dropbox Submissions
* Checking Discussion Grades and Feedback

## Grading Scale

* 90-100 = A
* 80-89 = B
* 70-79 = C
* 60-69 = D
* 0-59 = F

# 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 MyMarketingLab (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 in MyCourses.

Assignments in MML are scored and feedback is given immediately inside of MML. MML grades will be transferred to MyCourses once a week, every Monday, unless it falls on a Holiday, in which case, they will be posted the next business day.

The discussions, Final Project, and any other work done in MyCourses will be scored and feedback given within one (1) week. All assignments are subject to the College’s “Academic Honesty Policy”. Please familiarize yourself with it: SPC Academic Honesty

**Discussion Post and Papers**

* Discussion Posts should be 200-400 words, organized for easy reading and you must respond to at least one peer post with thoughtful content that adds to the learning environment of the posts.
* Papers are to be in APA v6 Format.

**Late Submissions & Extensions for Assignments & Tests:**

In general, late submissions are not permitted. If you have extenuating circumstances that prevent you from meeting a deadline, completing a project, taking a test, or participating in the class, please contact the instructor to make alternative arrangements. The granting of alternative arrangements is at the discretion of the instructor. Textbook and technical difficulties are not valid excuses for extensions or missed assignments. Active communication is the key to overcoming any hurdles you may encounter during the term. A penalty may or may not be assigned, at the discretion of the faculty member, for any late submissions. All requests for extensions must be made in writing (via email) and supporting documentation may be required for extensions to be granted.

# STUDENTS' EXPECTATIONS AND INSTRUCTOR'S EXPECTATIONS

## Expectations of Students

* Log in into the several times a week Check your e-mails frequently
* Keep up with the material covered every week Complete all assignments by scheduled due date Participate timely in all online discussions
* Produce written assignments and Final Project with your own work and submit them on time Abide by the standards of academic honesty and student code of conduct
* Communicate your concerns or questions to your instructor through MyCourses email
* Be courteous in all classroom communication
* Approach the subject in a positive manner

## Expectations of the instructor

* Follow the syllabus and provide you with information regarding any necessary changes
* Provide ongoing feedback and respond timely to student concerns
* Create assignments that reflect the stated learning expectations for the course
* Reply promptly to your emails answered within 24-72 hours (excluding holidays), if you use MyCourses email (If you use SPC email it may go to spam and I may miss your message
* Provide positive feedback, encouragement and respect
* Maintain a courteous and safe atmosphere in the online environment Do my best to get you to appreciate and enjoy marketing

## Participation, Conduct, and Netiquette

SPC has outlined expectations for student behavior and interaction for online discussions, email, and other forms of communication. View the Student Expectations in How to Be a Successful Student.

## Academic Honesty

View the Academic Honesty Policy.

## Copyright

Copyrighted material within this course, or posted on this course website, is used in compliance with United States Copyright Law. Under that law you may use the material for educational purposes related to the learning outcomes of this course. You may not further download, copy, alter, or distribute the material unless in accordance with copyright law or with permission of the copyright holder. For more information on copyright visit: [www.copyright.gov.](http://www.copyright.gov/)

# TURNITIN

The instructor of this course may require use of Turnitin.com as a tool to promote learning. The tool flags similarity and mechanical issues in written work that merit review. Use of the service enables students and faculty to identify areas that can be strengthened through improved paraphrasing, integration of sources, or proper citation. Submitted papers remain as source documents in the Turnitin database solely for the purpose of detecting originality. Students retain full copyright to their works. Review the Turnitin Usage Agreement. Students who do not wish to submit work through Turnitin must notify their instructor via course email within the first seven days of the course. In lieu of Turnitin use, faculty may require a student to submit copies of sources, preliminary drafts, a research journal, or an annotated bibliography.

View the Reviewing a TurnItIn/Originality Report tutorial.

# 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.

# TECHNOLOGY

## Minimum Technology Requirements

* View the Technical Requirements for MyCourses.
* View the System Requirements for MyMarkeingLab (MML).

## Minimum Technical Skills

Students should know how to navigate the course and use the course tools. Dropbox-style assignments may require attachments in either Microsoft Word (.doc or .docx) or Rich Text Format (.rtf), so that they can be properly evaluated. If an attachment cannot be opened by the instructor, students will be required to re-format and re-submit an assignment so that it can be evaluated and returned with feedback.

MyCourses tutorials are available to students new to this LMS and are located at the beginning of the course. Most features on MyCourses are accessible on mobile devices, although it is recommended that you use a computer for quizzes, tests, and essay assignments.

## Accessibility of Technology

* MyCourses (Brightspace by Desire2Learn) Accessibility MyMarketingLab (MML) Accessibility
* Turnitin Accessibility
* Google (YouTube) Accessibility

## Privacy

* MyCourses (Brightspace by Desire2Learn) Privacy Pearson Privacy
* Turnitin Privacy YouTube Privacy

**Technical Support**

Technical support is available via the Technical Support Desk Call Center.

# INSTRUCTIONAL CONTINUITY PLAN - EMERGENCY PREPAREDNESS POLICY

The St. Petersburg College website at [www.spcollege.edu](http://www.spcollege.edu/) is the official source of college information regarding the status of the institution. Other important information will be communicated via SPC Alert, local media outlets, and the college toll-free phone number 866-822-3978. All decisions concerning the discontinuation of college functions, cancellation of classes, or cessation of operations rest with the President or his/her designee. The College realizes that it is possible for a significant natural disaster to compromise SPC campus facilities sufficiently to disrupt the delivery of classes on campus/campuses for an extended period of time, and is planning ways our operations can continue following such an emergency.

So, in the event that a hurricane or other natural disaster causes significant damage to St. Petersburg College facilities, you may be provided the opportunity to complete your course work online. Following the event, please visit the college website for an announcement of the College's plan to resume operations.

Further, in the event of such a disaster, the instructor will continue using the Learning Management System (LMS) of MyCourses for continuation of all required learning and instructional activities in this course, including the issuing of graded online assignments and expectation of student completion of those graded assignments.

Therefore, in order to keep up with all activities in this course during and after a natural disaster, please plan to continue this course by maintaining online access to MyCourses in lieu of meeting in a classroom - possibly through duration of the course's regularly scheduled end date. We will finish this course in MyCourses, as directed by your instructor online, and your instructor will use all graded assignments - both online and formerly on-campus - to assess and issue your final letter grade for this course, as normally planned, despite occurrence of the natural disaster.

**Academic Honesty:**

Cheating on Examinations and Assignments

Academic misconduct consists of cheating of any kind with respect to examinations and assignments as well as the unauthorized possession and/or use of exams, papers, and materials. Cheating includes unauthorized use of “crib” notes, “cheat sheets”, cell-phones, PDA’s, iPods, and collusion with other students. Additionally the use of test banks, answer keys, stolen exams and instructor’s manuals are expressly forbidden from usage by students at any time during this course.

•**Plagiarism:** as defined by the Little, Brown Essential Handbook for Writers, 4th edition, is the presentation of someone else’s ideas or words as your own. Whether deliberate or accidental, plagiarism is a serious and often punishable offense (Aaron, 2001).

•**Deliberate plagiarism:** is copying a sentence from a source and passing it off as your own and, summarizing someone else’s ideas without acknowledging your debt (ex. buying a term paper and handing it in as your own) (Aaron, 2001).

•**Accidental plagiarism:** is forgetting to place quotation marks around another author’s or writer’s words, omitting a source citation because you’re not aware of the need for it, or carelessly copying a source when you mean to paraphrase (Aaron, 2001).

**Guidelines:**

“Give credit where credit is due. Inevitably, you will use other people’s discoveries and concepts, building on them creatively. But do not compromise your honor by failing to acknowledge clearly where your work ends and that of someone else begins.” (USNA, 2004)

Papers will be routinely and randomly submitted to www.turnitin.com for review. In the absence of guidance from the instructor, reference the APA Style Manual.

**Discipline for Academic Misconduct:**

The instructor has the authority to determine whether plagiarism or cheating has occurred. Appropriate action will be taken by the instructor and SPC depending upon the nature of the infraction. Review the information in the link provided to ensure a clear understanding of the SPC policies and rules for academic honesty.

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

**SYLLABUS ADDENDUM:**

ADDENDUM LINK: http://www.spcollege.edu/addendum/index.php

ACADEMIC HONESTY http://www.spcollege.edu/academichonesty/

CAMPUS SAFETY AND SECURITY http://www.spcollege.edu/safety/

SEXUAL PREDATOR INFORMATION http://offender.fdle.state.fl.us/offender/homepage.do

SPECIAL ACCOMMODATIONS http://www.spcollege.edu/central/hr/accommodations\_manual.htm

LIBRARY SERVICES http://spcollege.edu/libraries/

In the event that topics listed in this addendum also appear in your syllabus, please note that you should rely on the addendum information as the most current and correct information.

KEY TOPICS COVERED IN THE ADDENDUM INCLUDE BUT ARE NOT LIMITED TO:

COLLEGE POLICY REGARDING COURSE DROP-ADD PERIOD AND AUDIT INFORMATION

GRADING AND REPEAT COURSE POLICIES

ATTENDANCE/ACTIVE PARTICIPATION/WITHDRAWAL POLICIES

FEDERAL GUIDELINES RELATED TO FINANCIAL AID AND TOTAL WITHDRAWAL FROMTHE COLLEGE

ACADEMIC HONESTY

STUDENT EXPECTATIONS

EMERGENCY PREPAREDNESS

CAMPUS SAFETY AND SECURIT

SEXUAL PREDATOR INFORMATION

SPECIAL ACCOMMODATIONS

LIBRARY SERVICES

DISABILITY RESOURCES