

**MAR 3023  
PRINCIPLES OF MARKETING  
FALL 2017  
SYLLABUS**

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OFFICE HOURS:	MONDAY and WEDNESDAY, 4:00 – 5:30. Please respect these office hours. If they are impossible for you to attend, I am available by appointment at other times. I will also be available in Heavener 140 between Periods 7 and 8 on class days.
COURSE ADMINISTRATOR:	Jarrod Humphrey Office Hours: NA Phone: NA E-mail: mar3023.prof@warrington.ufl.edu
TEACHING ASSISTANTS:	The teaching assistants are there to tutor you on any aspect of course content and to handle any administrative problems you may have. Any questions regarding the accuracy of grading should be directed to them. The teaching assistants are there to help you - please make use of them.
TEACHING ASSISTANTS: OFFICE:	Room 202 Heavener Hall, Academic Success Suite Office Hours: See TA Office Hours on course website E-mail: mar3023.prof@warrington.ufl.edu Phone: NA

## **COURSE OBJECTIVES:**

1. You will understand the role of marketing within society and within an economic system.
2. You will learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.
3. You will consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.
4. You will learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.
5. You will appreciate how a marketing perspective is important in your own personal and professional development.

## **ASSURANCE OF LEARNING OBJECTIVES:**

Each program at the Warrington College of Business Administration has developed goals and objectives that express the most valued skills and knowledge that students should be able to demonstrate upon completion of the total learning experiences in that program. The following goals and objectives are specifically mapped onto MAR3023:

Goal 1: Demonstrate competency in and across business disciplines.

1A. Demonstrate knowledge and understanding of elements of economics, finance, accounting, marketing, operations management, organizational behavior, business law, information technology, and business statistics.

Goal 4: Appreciate the ethical and legal aspects of business.

4A. Define and explain legal, ethical, and social responsibilities of organizations.

Goal 5: Possess a global perspective on business.

5A. Describe the key components of the business environment that vary across countries and understand how these differences present challenges/opportunities for the conduct of business.

## **ACADEMIC LEARNING COMPACT:**

The Academic Learning Compact for the undergraduate business major defines the skills and knowledge necessary to master that discipline. Each course within the major plays a particular role, specified by the Student Learning Outcomes for that course. The SLOs for MAR 3023 have been defined as shown in the chart below. The course content is broader than these SLOs, which set a minimum standard.

<b>STUDENT LEARNING OUTCOMES</b>	
<b>MARKETING &amp; RELATED BUSINESS SKILLS:</b>	
<u>Consumer Behavior:</u>	Students will develop an understanding of consumer motivations and decision processes.
<u>Market Segmentation:</u>	Students will develop an understanding of the traditional bases for segmentation and how segmentation can inform marketing strategy.
<u>Product Positioning:</u>	Students will develop an understanding of product category differentiation and its role in shaping a firm's competitive strategy.
<u>Advertising:</u>	Students will develop an understanding of marketing communication, media strategy, and message strategy.
<u>Pricing:</u>	Students will develop an understanding of pricing tactics and competing approaches for extracting profit from a market offering.
<u>Distribution:</u>	Students will develop an understanding of the fundamental up-stream and down-stream issues that confront firms along the value chain.
<u>Marketing Strategy:</u>	Students will develop an understanding of corporate objectives, competitor analysis, and competitive strategy.

#### **GENERAL EDUCATION CREDIT:**

This course meets the General Education—Social & Behavioral Sciences requirement in that it focuses on the roles and decisions of both consumers and firms in the economic system. Understanding how firms operate to influence and compete for customers prepares the student for his/her role as an informed consumer. Thus, the student will attain both the Content and Critical Thinking outcomes specified for the Social and Behavioral Sciences at: <http://www.aa.ufl.edu/gened/syllabi.asp> .

**REQUIRED TEXT AND SOFTWARE:** *Marketing*, 13th Edition, by Kerin and Hartley, Irwin/McGraw-Hill, 2017. This course will use a digital version of the text within McGraw-Hill's Connect coursework platform. You will need to use this platform to be able to complete chapter reading assignments and video cases. The text and related assignments will be accessed through McGraw-Hill Connect. MAR3023 will be participating in the UF All Access program for the Fall 2017 semester. Students will have three options to gain access to the required McGraw Hill Connect materials: (1) Students will have the option to "opt-in" to Connect access through a link provided Canvas for \$115 and pay for these materials through their student account. Alternatively, students can purchase the materials (2) directly from the McGraw Hill website, also for \$115, or buy an access code for the digital materials along with a four-color loose-leaf hardcopy of the text for \$139.75 from the UF bookstore. Interested students can also purchase the loose-leaf version of the text from McGraw Hill (either using UF Access or the MH website) for \$25.00 including shipping. Note that you do not need the print copy, and even if you do choose to purchase it, you will still need to use the digital Connect platform to complete your LearnSmart chapter assignments and Connect video case assignments (described below).

**The instructions for using UF All Access will be posted on Canvas prior to the first day of class.**

**CALCULATOR (Required):** You may use a basic, financial, or scientific calculator for exams. You **MAY NOT** use a GRAPHING CALCULATOR, CELLPHONE or CALCULATOR APP on your computer.

**COURSE PACK/NOTESHELLS/PRACTICE EXAMS (Strongly Recommended):**

To facilitate note taking, I have arranged to have my lecture outlines duplicated and available for sale at Target Copy ([www.target-copy.com](http://www.target-copy.com)). **They also are available on the course website, if you wish to download them for free.** Using the noteshells will facilitate your comprehension of the lecture material that is not taken from the text, because it will allow you to concentrate on what I'm saying and the examples I am discussing, rather than having to copy down in your notes all the main points. I **strongly** recommend that you use them. (I do not receive any royalty from their sales, by the way!) In addition to the complete course syllabus, the course pack contains:

- Noteshells – Copies of my lecture outlines.
- Practice Exams – Copies of practice exams similar to those that will be given this semester.

**BUSINESS PERIODICALS (Recommended):**

You need to develop the habit of reading current business news periodicals (e.g., *Wall Street Journal*, *Business Week*, *Fortune*). I strongly suggest you begin reading one of these publications. The articles will help you see how the marketing concepts you learn in this course are used in the "real world". The reading will help you decide on careers and choose industries and companies for employment. Many sources of "free" business news are available on the web. A list of more than 20 sources, with links, is on the course website. Virtually any business publication is available electronically and free through the UF library. Take advantage of this tremendous resource!

**LECTURES:**

The "live" lectures for this course will be given Mondays and Wednesdays 7<sup>th</sup> and 8<sup>th</sup> periods (1:55—3:50pm) in Heavener Hall 140. All students are encouraged to attend! **Most of you will watch the lectures on the Canvas (e-learning) website.** To view them, you must log on using your GatorLink username and password at this website:

<http://elearning.ufl.edu/>

Although this is basically a lecture course due to the size of the class, I am perfectly happy to entertain questions in class or outside of class. If you cannot see me during my office hours, e-mail is the fastest way to receive an answer to your questions. If you think that the answer to your question may be of interest to other students, I encourage you to post it on the appropriate discussion board on the class website. For routine questions (exam schedules, etc.) **please check the website first;** then contact a TA if necessary.

**ANNOUNCEMENTS AND E-MAIL:**

Important information (e.g., exam locations) will be posted as Announcements on the course website. Canvas can be set up to automatically send these announcements as emails to your GatorLink account. However, the university has been inconsistent in allowing you to forward your GatorLink email to your preferred email client. Unless you can verify that you are able to forward email to your preferred email client, it is your responsibility to check the

Announcements section of the course home page and/or your GatorLink email for course-related information.

### **COURSE REQUIREMENTS:**

1. *Lectures:* You will be responsible for all material presented in lectures (not just the topics listed in the noteshells in the course packet). Approximately half of the questions on each exam will come from lecture material. Lectures occasionally will be used to clarify and summarize the text, but will also include a lot of material not covered in the text.
2. *Readings:* Approximately half of the questions on each exam will be drawn evenly from all assigned chapters. Even though I do not specifically discuss all material from the text in class, you are still responsible for all assigned text material. There are also 22 LearnSmart assignments, one corresponding to each chapter in the text. These assignments are available in MH Connect. You can access MH Connect via the MH Campus button located on the Canvas course home page. Depending on your reading speed, each LearnSmart assignment should require approximately 45 minutes to an hour to complete, apart from the reading of the chapter itself. Please allow yourself adequate time!
3. *Exams:* There will be three non-cumulative exams. The three exams will comprise a **total of 165 questions, worth one point each.**

It is important to note that you **MAY NOT DROP** an exam. Thus, you are required to take all tests as scheduled. University policy states that assembly exams take precedence over classes and non-assembly exams scheduled at the same time. (See <https://catalog.ufl.edu/ugrad/current/regulations/info/exams.aspx> for details.) **IF YOU MISS AN EXAM, A MAKEUP EXAMINATION WILL BE GIVEN ONLY IN THE CASE OF A DOCUMENTED MEDICAL PROBLEM, A DOCUMENTED FAMILY EMERGENCY, OR A CONFLICT WITH A HIGHER-NUMBERED ASSEMBLY EXAM.** Students encountering these rare events will need to contact and provide documentation of the emergency to the Dean of Students Office (Phone: (352) 392-1261, <https://www.dso.ufl.edu/home/contact-us>).

4. *Quizzes:* There are ten online quizzes throughout the semester. Each quiz is worth one point toward your final grade. There will be 3-4 quizzes that pertain to each of the exams.
5. *Video Cases:* The final course requirement is the completion of three video case assignments. These will also be available in MH Connect. Each of the three video cases entails (a) reading a chapter from the text and (b) watching a related video case, followed by a short quiz. Be sure to read and follow the instructions carefully. Unlike the LearnSmart assignments, you get only one attempt on each quiz, and you cannot miss more than one question to receive credit for the assignment. Be sure to read the associated chapter before you watch the video. Each video assignment, if completed successfully, is worth one point toward your final grade.

A dedicated service line is available if you have any questions regarding MH Connect. The number is 1-800-331-5094. You may also access the Customer Experience Group online at <http://mpss.mhhe.com/>. They are available via email as well as interactive chat. **YOU NEED TO DIRECT ALL TECHNICAL CONCERNS TO THE CUSTOMER EXPERIENCE GROUP – NO EXCEPTIONS.** You will receive a case number for all inquiries in the event that you need to follow up further.

**Please note:** I strongly advise against leaving the LearnSmart assignments and Canvas quizzes until the last minute. If the system goes down five minutes before the due date/time, that is your responsibility. If you have a scheduling conflict that occurs at the last minute and you cannot complete the assignment or quiz, that is your responsibility. The assignments and quizzes are open for long periods to give you ample time to work around any scheduling or technical issues. Take advantage of that time and use it wisely. **There are no makeups allowed for LearnSmart assignments or Canvas Quizzes--no exceptions!** If you experience a technical problem with MH Connect while/after completing an assignment, the TAs and I **CANNOT HELP YOU!** This is not because we don't want to help you, but because we do not have the capability to do so. You should instead contact McGraw-Hill's technical assistance at 1-800-331-5094 or use their website. For problems with the Canvas quizzes, you may contact us, and we will contact the Canvas support personnel.

To avoid a hopelessly cluttered gradebook on Canvas, LearnSmart points will not be displayed there. They can be found in MH Connect. It is your responsibility to check MH Campus Connect's student performance records to ensure that your LearnSmart grades have been recorded.

The following page shows a master schedule of all assignments, quizzes and exams in this course. Keep this schedule handy or transfer it to your planner. There are a lot of "moving parts," so be attentive to the schedule. You do not want to miss out on "easy points" because you have missed a Canvas or LearnSmart deadline!

**Course Assignments, Quizzes, and Exams--Master Schedule**  
**All deadlines are 11:59 PM ET unless otherwise noted.**

<u>Assessment</u>	<u>Location</u>	<u># Items</u>	<u>Open Date</u>	<u>Due Date</u>
Text Ch. 1	LearnSmart	54	Aug. 21	Aug. 27
Text Ch. 3	LearnSmart	55	Aug. 21	Aug. 29
Getting Started Quiz	Canvas	20	Aug. 21	Sept. 3
Quiz 1	Canvas	10×3 tries	Aug. 29	Sept. 5
Text Ch. 4	LearnSmart	40	Aug. 21	Sept. 7
Text Ch. 5	LearnSmart	53	Aug. 21	Sept. 10
Text Ch. 6	LearnSmart	47	Aug. 21	Sept. 12
Lands' End Video Case	Connect	6 + 11:09video	Aug. 21	Sept. 14
Quiz 2	Canvas	10×3 tries	Sept. 13	Sept. 17
Text Ch. 9	LearnSmart	56	Aug. 21	Sept. 21
Text Ch. 8	LearnSmart	53	Aug. 21	Sept. 26
Text Ch. 11	LearnSmart	51	Aug. 21	Sept. 28
Quiz 3	Canvas	10×3 tries	Sept. 27	Oct. 1
Exam 1	ProctorU/Assembly	55	Wed. October 4	
Text Ch. 10	LearnSmart	53	Aug. 21	Oct. 5
Quiz 4	Canvas	10×3 tries	Oct. 4	Oct. 8
Text Ch. 12	LearnSmart	53	Aug. 21	Oct. 12
Text Ch. 17	LearnSmart	53	Aug. 21	Oct. 15
Taco Bell Video Case	Connect	7 + 7:40video	Aug. 21	Oct. 17
Quiz 5	Canvas	10×3 tries	Oct. 14	Oct. 19
Text Ch. 18	LearnSmart	53	Aug. 21	Oct. 22
Text Ch. 19	LearnSmart	41	Aug. 21	Oct. 24
Text Ch. 20	LearnSmart	53	Aug. 21	Oct. 26
Quiz 6	Canvas	10×3 tries	Oct. 25	Oct. 29
Exam 2	ProctorU/Assembly	55	Wed. November 1	
Text Ch. 15	LearnSmart	49	Aug. 21	Nov. 2
Quiz 7	Canvas	10×3 tries	Nov. 1	Nov. 5
Text Ch. 16	LearnSmart	54	Aug. 21	Nov. 8
Amazon.com Video Case	Connect	7 + 8:06video	Aug. 21	Nov. 9
Text Ch. 13	LearnSmart	52	Aug. 21	Nov. 14
Text Ch. 14	LearnSmart	52	Aug. 21	Nov. 16
Quiz 8	Canvas	10×3 tries	Nov. 15	Nov. 19
Text Ch. 2	LearnSmart	53	Aug. 21	Nov. 21
Quiz 9	Canvas	10×3 tries	Nov. 18	Nov. 23
Text Ch. 22	LearnSmart	53	Aug. 21	Nov. 28
Quiz 10	Canvas	10×3 tries	Nov. 25	Nov. 30
Text Ch. 21	LearnSmart	37	Aug. 21	Dec. 3
Text Ch. 7	LearnSmart	53	Aug. 21	Dec. 4
Exam 3	ProctorU/Assembly	55	Wed. December 6	

### FALL 2017 TOPIC SCHEDULE

<u>DATE</u>	<u>DAY</u>	<u>SEG</u>	<u>TOPIC</u>	<u>CHAPTER</u>
Aug. 21	M	1	Course Overview / Introduction	1
23	W	2	The Marketing Environment I	3
28	M	2-3	The Marketing Environment II/Marketing Ethics	4
30	W	4	Consumer Behavior I	5
Sept. 4	M		Labor Day - No Class	-
6	W	4	Consumer Behavior II	-
11	M	5	Organizational Buyer Behavior	6
13	W	6	Segmentation, Targeting & Positioning I	9
18	M	6	Segmentation, Targeting & Positioning II	-
20	W	7	Marketing Research	8
25	M	8	Product Strategy I	11
27	W	8	Product Strategy II	-
Oct. 2	M	9	New Product Strategy	10
<b>Oct. 4</b>	<b>W</b>		<b>WEDNESDAY, OCTOBER 4 EXAM 1 E2-E3 (8:20 - 10:10 p.m.) ROOMS TBA</b>	<b>1, 3-6, 8, 9</b>
Oct. 9	M	10	Services Marketing	12
11	W	11	Integrated Marketing Communications I	17
16	M	11	Integrated Marketing Communications II	-
18	W	12	Advertising and Sales Promotion	18
23	M	13	Personal Selling	19-20
25	W	14	Channel Strategy I	15
30	M	14	Channel Strategy II	-
<b>Nov. 1</b>	<b>W</b>		<b>WEDNESDAY, NOVEMBER 1 EXAM 2 E2-E3 (8:20 - 10:10 p.m.) ROOMS TBA</b>	<b>10-12, 17-20</b>
6	M	15	Retailing I	16
8	W	15	Retailing II	-
13	M	16	Pricing Strategy	13-14
15	W	17	Marketing & Corporate Strategy I	2
20	M	17	Marketing & Corporate Strategy II	-
22	W		Thanksgiving Break – No Class	
27	M	18	Marketing Implementation	22
29	W	19	Interactive Marketing/E-Commerce	21
Dec. 4	M	20	Global Marketing	7
<b>Dec. 6</b>	<b>W</b>		<b>WEDNESDAY, DECEMBER 6 EXAM 3 E2-E3 (8:20—10:10 p.m.) ROOMS TBA</b>	<b>2, 7, 13-16, 21-22</b>



## More Information about the Exams

MAR3023 is a “blended” course, with students studying abroad, traditional on-campus students, students in the UFOnline program, and traditional students who are off-campus for the semester. [Note: Just because you watch the *lectures online* does not automatically mean you are in the *UFOnline program or are considered off-campus*. That is an important distinction that affects how you will take your exams.]

Your section number determines how you will take your exams.

**If you do not already know your section number for MAR3023, check ISIS now to determine your section.**

If you are registered in Section **075B, 16B9, 2060, or 2264**, you are considered an **on-campus** student and will take **paper and pencil assembly exams**. Plan to be in Gainesville and at the exams on those three evenings. If you will not be physically present in Gainesville this semester (e.g., due to an internship or job), and will not be able to take your exams on campus, then you **must** switch into an off-campus section. To do so, contact an advisor ASAP by going to the Undergraduate Advising office in 333 Heavener Hall or by emailing [undergraduate.business@ufl.edu](mailto:undergraduate.business@ufl.edu).

If you are registered in Section **172D, 2281, or 2282**, you are in a designated **off-campus section** and will be taking the exams online via **ProctorU** (see below for details). It is important to note that you will take the exams on the **same days and at the same times** as the on-campus assembly exams (8:20 - 10:10pm), so be sure to block those dates and times on your schedule.

If you are registered in Section **059A, 4577, 4579, 6549, or 6993**, you are **studying abroad** and will receive examination instructions from the Study Abroad administration.

## **EXAM SCHEDULE**

### **RECORD THESE DATES IN YOUR PLANNER!**

**All exams are non-cumulative!**

#### **Exam 1**

**Wednesday, October 4, 2017 (8:20—10:10pm Eastern time)**

Exam 1 covers Chs. 1, 3-6, and 8-9 in the text and all lectures from the beginning of the course through the end of the Market Research segment. Exam is closed book, closed notes. No graphing calculators, cell phones, or other electronic communication devices may be used for computations. Only simple four-function calculators are permitted.

#### **Exam 2**

**Wednesday, November 1, 2017 (8:20 – 10:10pm Eastern time)**

Midterm 2 covers Chs. 10—12 and 17--20 in the text and all lectures from Product Strategy through Personal Selling. Exam is closed book, closed notes. No graphing calculators, cell phones, or other electronic communications devices may be used for computations. Only simple four-function calculators are permitted.

#### **Exam 3**

**Wednesday, December 6, 2017 (8:20 – 10:10pm Eastern time)**

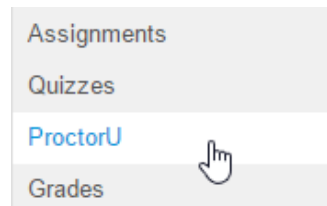
Exam 3 covers Chs. 2, 7, 13--16, and 21--22 in the text and all lectures from Channel Strategy through Global Marketing. Exam is closed book, closed notes. No graphing calculators, cell phones, or other electronic communications devices may be used for computations. Only simple four-function calculators are permitted.

## Examinations through ProctorU

**NOTE: This material applies ONLY to those students registered in one of these three sections: 172D, 2281, or 2282.**

In order to maintain a high standard of academic integrity and ensure that the value of your University of Florida degree is not compromised, all course exams will be proctored online by ProctorU. You will take your exams electronically using the course website at the same time the exams are being given on campus. **All exams this semester will be 8:20—10:10pm Eastern time.** To take your exams, you need to register with ProctorU early in the semester (if you are already registered, you can continue to use the same account) and sign up for a time (for each exam) for a certified proctor to observe you on your computer while you take your exam. You will need a **webcam, speakers, microphone and a hard-wired Internet connection** to take your exams. **Wireless Internet is not acceptable;** experience has shown that, far and away, the biggest source of problems with online tests is the use of a wireless connection. You will also need a mirror or other reflective surface. **Google Chrome is the only supported browser for taking exams in Canvas.** Use of other browsers may result in some exam questions not displaying correctly. **If you use a wireless connection and/or a browser other than Chrome, you will be responsible for any technical issues with your exam.**

You can access the ProctorU site directly in Canvas from the left menu.



*If you already have a ProctorU account, you can use the same account.*

Sign up for an account with ProctorU during the first week of the semester. If you already have a ProctorU account, you can use the same account. Then, contact ProctorU for your exam appointment times early in the semester. You must sign up at least **72 hours** before an exam. Failure to do so will result in additional fees and reduce the likelihood that the time you want will be available. You should receive a confirmation email from ProctorU. If you experience any trouble with registration or setting your appointments, you should call **855-772-8678**. I cannot make your appointments for you.

Prior to each exam and in the same environment you plan to take the exam, go to the ProctorU Test Page to ensure your computer is ready for online proctoring. After you get the 6 checks that your system is ready...



It is **strongly recommended** that you take the extra step to connect to a live person:



This process takes just a few minutes and is completely free.

**IMPORTANT:** Follow the tips provided on the [Before Your Exam handout](#). It is absolutely necessary that you test your connection by connecting to a live proctor on an evening prior to your exam, that you use a wired Ethernet connection, and that you use Chrome as your testing browser. ProctorU records and sends me reports of these data for every logged technical incident. If you are unable to take an exam because of a technical glitch on your end, and you have followed all these rules, ProctorU will document those difficulties and communicate with me, and I will work to resolve your situation. If you choose to ignore these rules when taking your exams, any unforeseen technical difficulties are entirely your responsibility.

Should you have issues with your experience in this course that cannot be resolved with the instructor, department, or program, please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

Questions? See the Proctored Exams Student Guide:

[http://bear.warrington.ufl.edu/tutorials/StudentGuide/Proctored\\_Exam\\_Student\\_Guide.html](http://bear.warrington.ufl.edu/tutorials/StudentGuide/Proctored_Exam_Student_Guide.html)

### More Information about the Online Quizzes

**\*\*\* IT staff has recommended that you use Firefox or Chrome as your browser when you are attempting the quizzes. \*\*\***

The “Getting Started” Quiz. This is a **zero-credit**, 20-question quiz that must be completed with a **perfect score** prior to attempting any of the ten for-credit quizzes. You have an unlimited number of attempts to complete this quiz. To access the quiz, go to the **Quizzes** tab on the toolbar at the left side of the course homepage; then scroll down to the bottom of the list of quizzes.

The ten quizzes can be found under the **Quizzes** link on the toolbar at the side of the course homepage. You should complete these quizzes yourself, without assistance from anyone else. You may use your book or notes if necessary, but the intent is to prepare you for the exams (as well as allow you to earn some points toward your grade). Each quiz attempt will be open for 60 minutes from the time the quiz is opened.

Each quiz is worth one point toward your final grade. There will be 3-4 quizzes that pertain to each of the exams. Each quiz has ten randomly-generated questions, and you have three tries on each quiz. If you achieve a score of at least 8 on any attempt, you will receive one point toward your final grade. If you achieve a score of less than 8 on all attempts, you will earn zero points. (The random question generation means that you may see some questions more than once, but most of the questions will be different each time you attempt a quiz.) You may take the quiz all three times without penalty; only your highest score is used to assign your quiz credit. (The maximum credit you can earn on any quiz is 1 point.)

The table below provides information about the ten quizzes. For each quiz, please note the time period of availability. Once a quiz’s time period of availability expires, you will NOT be able to take the quiz. Therefore, please schedule your time appropriately. **Late completion of a quiz is not an option under any circumstance.**

After attempting a quiz, your quiz **raw score** (0-10) will be shown under **Grades**. Shortly after the quiz availability closes, your quiz score will be converted into quiz credits (i.e., 0, or 1).

**Quiz Credits** will be shown under **Grades only after the quiz closes.**

## QUIZ SCHEDULE AND TOPICS COVERED

**\*\*\*ALL QUIZZES OPEN AT 8:00 AM ON THE OPENING DATE AND CLOSE AT 11:59 PM ON THE CLOSING DATE\*\*\***

<b>RELATED EXAM</b>	<b>QUIZ NAME</b>	<b>TIME PERIOD OF AVAILABILITY</b>	<b>TOPIC(S)</b>	<b>LECTURE #</b>	<b>TEXTBOOK CHAPTER(S)</b>
N/A	Getting Started	M 8/21 – Su 9/3	Course Rules	1	course syllabus
Exam 1	Quiz01	Tu 8/29 – Tu 9/5	The Marketing Environment	2 and 3	3
Exam 1	Quiz02	W 9/13 – Su 9/17	Consumer Behavior and Organizational Buyer Behavior	4 and 5	5 and 6
Exam 1	Quiz03	W 9/27 – Su 10/1	Segmentation, Targeting, and Positioning	6	9
Exam 2	Quiz04	W 10/4 – Su 10/8	Product Strategy and New Product Strategy	8 and 9	10 and 11
Exam 2	Quiz05	Sa 10/14 – Th 10/19	Integrated Marketing Communications	11	17
Exam 2	Quiz06	W 10/25 – Su 10/29	Personal Selling	13	20
Exam 3	Quiz07	W 11/1 – Su 11/5	Channel Strategy	14	15
Exam 3	Quiz08	W 11/15 – Su 11/19	Pricing Strategy	16	13-14
Exam 3	Quiz09	Sa 11/18 – Th 11/23	Marketing Planning & Strategy	17	2
Exam 3	Quiz10	Sa 11/25 – Th 11/30	Marketing Implementation & Control	18	22

## GRADING SCALE:

Grades are based on the total of 200 possible points across all three exams, the ten online quizzes, the 22 LearnSmart assignments and the 3 video cases.

Grades will be assigned as follows:

A	185 and above
A-	179 to 184
B+	173 to 178
B	165 to 172
B-	159 to 164
C+	153 to 158
C	145 to 152
C-	139 to 144
D+	133 to 138
D	125 to 132
D-	119 to 124
E	below 119

This scale may be lowered if warranted, but it will not be raised under any circumstances.

Once the final course grading scale is set, it is set in stone. There will be no extra-credit work, outside papers, etc. If you miss the next highest grade by one point you will have my sympathy - but I will not change your grade!

The course note pack and the course web site contain sample copies of a set of past exam items. It is unlikely that you will find duplicates of those questions in my current exams, which are written from scratch each term. However, these "practice" exams (as well as the online quizzes) will give you a basic idea of how my exams will look. **Please note that because different terms proceed at different paces, the practice exams may not cover the same precise material that exams will cover this term.**

## Academic Honesty

University policy requires that I remind you of the common sense values embodied in the University Honor Code. I assume that you are all familiar with the policy on academic honesty as stated on the following web page: [http://www.reg.ufl.edu/01-02-catalog/student\\_life/](http://www.reg.ufl.edu/01-02-catalog/student_life/). The following pledge will be assumed in regard to all examinations: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Because of the large size of the class and the use of multiple-choice examinations, some students may be tempted to cheat on exams. DON'T. I do take students to honor court when necessary.

## **Students with Physical or Learning Disabilities**

Students requesting note-taking services or a testing accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then convey it to me when requesting accommodation. I am happy to provide whatever accommodations are prescribed.

## **More on the Exams:**

### **Type of Exams:**

- All of the exams consist of only multiple-choice questions. The questions are similar to and infrequently may be the same ones as on your practice tests.
- Use the practice exams and “Tips from the TAs” to prepare for the tests.

### **What You May Use during Your Exams:**

- You ***MAY NOT*** use any books, notes, or electronic devices (other than a calculator) during the exams. No cell phones or graphing calculators!
- Plain scratch paper and a calculator. I prefer that you use a simple four-function calculator. They cost about a dollar at any low-price retailer.
- If the proctors find you are using any books, other written materials or electronic devices, you will receive a zero on the exam.

### **Posting Answers:**

- The answer key for each exam will be posted as soon as possible after the exam, so you can score yourself and possibly write a question appeal.

### **Test Question Answer Appeals:**

If you want to "appeal" the posted answer to a test question (no more than two appeals per person per exam), you need to follow these steps.

1. Turn in your appeal by the date and time stated on the cover page of the exam.
2. Your appeal must be sent via e-mail, one question per message, to [mar3023.prof@warrington.ufl.edu](mailto:mar3023.prof@warrington.ufl.edu) .
3. Please use no more than a half page per question. **Clearly indicate the question number and form code (if applicable).**
4. In your appeal **you *must* cite a specific page number in the text or class notes** that supports your appeal, or your appeal will not be considered.

### **Posting Grades:**

- We will post grades on the class website after the test appeal period. This means the grades will be posted 3-4 days after the exam.

## **Check Your Exam Scores:**

If you think there may have been a mistake in your posted exam grade, you must resolve it *prior to* the next exam. For students taking assembly exams, visit a TA during office hours, and s/he will hand score your Scantron. All others should contact a TA by email and state clearly what they believe the scoring error is. If you do not resolve scoring errors before the next exam, your score, even if it should have been changed, will not be modified. I should note that the computer rarely makes a grading mistake.

## **How You Can Improve Your Grade**

### **CLASS ATTENDANCE:**

You may "attend" class in two ways:

- attending the "live" section. **In my opinion, this is the method of attendance that maximizes your learning and makes the course most enjoyable. Generally, even during the first week of the semester, seats are available in the lecture hall. I encourage you to attend the live lecture whenever you can.**
- viewing the course on the Internet via Canvas.

### **ASK QUESTIONS:**

On the surface marketing may appear easy, but it is much more complex than some people think. After class, review the class notes and if you have questions see a TA or send an e-mail. Remember, there is no such thing as a "dumb question". It is best for you to get answers to your questions before you take a test and not later.

### **OTHER ADVICE:**

1. Take notes. Then read them. Then read them again. Significant research in Psychology shows that people are better able to recall and use information that they have seen repeatedly.
2. Read notes written by other people (but not during exams!)
3. Read the book. Then read it again.
4. Use the practice exams to get used to the testing approach in this course.



## EXTRA CREDIT

The final course activity is designed to help you learn about research in marketing while also contributing to the production of research among the faculty and graduate student researchers in the Warrington College of Business. You may earn up to five (5) extra credit points toward your final grade (see Grading Scale) in one (and only one) of two ways:

- 1) You can participate in research studies through the Behavioral Research Pool. These may involve scheduled sessions in the Behavioral Lab or elsewhere, or online research studies. These studies need to be completed by **5PM ET, Tues. Dec. 6** to count for extra credit.

or,

- 2) You can read academic journal papers about marketing and/or consumer behavior, and submit a short (400+ word) report summarizing each. You will receive one extra-credit point for each paper report you submit. If you choose this option, you need to notify us of this choice by **5PM ET, Sun. Sept. 10**, and submit your papers by **5PM ET, Sun. Nov. 19**.

Note that you may choose to switch from Option 2 to Option 1 at any point, but cannot select Option 2 after **Sept. 10**. If you do not select an option by **Sept. 10**, you will be assigned to the first option (research participation) by default.

Either form of participation in the Marketing Department Research Pool is entirely voluntary.

### ***Research Pool General Information:***

A Canvas (e-learning) website has been set up to provide students with information about the Research Pool. There will be a link from your participating course site to this information site. In the event that you want to access the Research Pool information site directly, the URL is: <https://ufl.instructure.com/courses/330958>. The Lab Manager administers the Research Pool, and can be reached at: [experiments@warrington.ufl.edu](mailto:experiments@warrington.ufl.edu) or using the Inbox tool on the above Canvas site.

### ***On-Campus versus Off-Campus Participation:***

Participation in the pool is managed through a web-based service called Sona Systems. The website is located at: <http://ufl-mkt.sona-systems.com>. The research pool will open on **10 AM ET, Mon. Aug. 28**. On this date, we will add the names of students who are currently enrolled in a participating class to the system. You will be added to the on- or off-campus pool for your class based on the section of the class you are enrolled in. Study-abroad and online students will automatically be placed in the off campus section, whereas all others will be placed in the on-campus section. It is very important that you are registered in the correct section before the end of add/drop so that you are added to the correct section. The section you are placed in affects whether you are shown lab versus online studies.

### ***How to Participate:***

After we have added students to the system, the system will send you an introductory email. This will occur shortly after the pool opens at **10 AM on Mon. Aug. 28**. If you choose not to participate in the research pool, you can simply ignore this email when it arrives. (However, it would be a good idea to keep a copy of it in case you later change your mind.) The introductory email will contain your username (which is the same as your GatorLink username) and your initial password (which is random). If you think that you will participate in the research pool,

you should log into Sona Systems once you receive this email. During this first log-in, you will be required to change your password. You will be directed to take a short on-line prescreening survey. This survey will ask you for some demographic information and ask whether you want to participate in the pool through Option 1 or Option 2. If you choose to participate through Option 1, you will then be able to sign up for research studies (either online or lab sessions) when they become available. If you choose to participate through Option 2, shortly after the notification deadline (**5PM ET, Sun. Sept. 10**) we will send you an email listing the papers that are assigned for you to review. You may then read them and complete your reviews at your leisure, and submit them online prior to the submission deadline (**5PM ET, Sun. Nov. 19**). If you choose to participate through Option 1, you may sign up for studies as soon as they become available. However, you **MUST** first complete the pre-screening survey before you will be able to sign up for research studies. We will now describe the two participation options in more detail.

### **Option 1: Participating in Behavioral Research**

Understanding how behavioral research is conducted is crucial to knowing its role in modern marketing management. One simple, effective means to gain that initial understanding is for you to personally participate in behavioral research. This option is designed to allow you to earn extra credit through such participation.

To select this option, open the introductory email from Sona Systems, log in to the system, change your password, and take the online prescreening survey. This survey will describe the two options in detail and let you select one. Select “Option 1 participate in research studies.” You will then be informed of research studies as they become available. All participation credits need to be completed by **5PM ET, Tues. Dec. 6** to count towards extra credit.

### **Option 2: Reviewing Behavioral Research**

This option is designed to give you exposure to the research that marketers conduct by reading and reporting on already completed studies that have been published in marketing or consumer research journals. One example of such a paper is:

Chakravarti and Janiszewski (2003). The Influence of Macro Level Motives on Consideration Set Composition in Novel Purchase Situations. *Journal of Consumer Research*, **30**, 244-258.

Students who select this option must declare their intentions no later than **5PM ET, Sun. Sept. 10**. This will allow us time to find appropriate articles to assign to you. To declare your intentions, open the introductory email from Sona Systems and take the online prescreening survey. This survey will describe the two options in detail and let you select one. Select “Option 2 review research.” If you fail to select this option by **Sept. 10**, you will automatically be assigned the “Participating in Research” option by default, and that will be your only way to earn extra credit points.

If you select this option, we will generate a list of research papers for you to review. We will notify you of your assigned papers by email. You may download and read these papers at your leisure, but you will need to submit your reports on the papers online in PDF format prior to **5PM ET, Sun. Nov. 19**. This process will be spelled out when in the email containing your paper assignments. Once you submit each review, we will read it and use TurnItIn to check it against other reviews and the paper itself for plagiarism. If acceptable, we will award the paper credit, which you can verify on at Sona Systems. Note that evidence of plagiarism in these reviews will be treated the same as on any other class assignment, and will result in disciplinary

action. It is your responsibility to insure that the work in these reviews is fully and demonstrably your own.

### **Tips for participating in the Research Pool:**

1. *Email communication:* Sona Systems will communicate important information to you through your GatorLink email address. It is your responsibility to monitor that email address if you want to participate in the Research Pool. Please add sona-systems.net to your spam whitelists.
2. *Logging in to Sona Systems:* The first time you log in to the Sona Systems website, you **MUST** use the password that we provided to you in the introductory email, sent on **Mon. Aug. 28**. If you cannot locate this email, you will need to email the Lab Manager at [experiments@warrington.ufl.edu](mailto:experiments@warrington.ufl.edu) and have him/her reset your password. Please check your spam/junk folders for this email before emailing the lab manager. You will **NOT** be able to use the “Forgot Password” function to retrieve your password if you have not previously logged in to the site. (It will act like you are able to, but you will receive errors later in the process.)
3. *Tracking and reporting credits:* Sona systems will send you email receipts for every credit you are awarded (and those that you are not awarded). You should retain these, but they are only for your records. The Sona Systems website will track your credits. You are responsible for checking the correctness of your credits on Sona. If you are enrolled in both participating courses (MAR3023 and QMB3250), you are also responsible for allocating your credits across the two classes. If you want to make a change in how credits are allocated, you should email the Lab Manager your intended change(s) and s/he will make them for you. All changes to your credit records **NEED** to be made prior to the close of the pool (**5PM ET, Tues. Dec. 6**). A day or two after the research pool closes, the lab manager will send the credits to your instructor(s), who will then post them on your course website. Your credits will **NOT** appear on your course website until this point. Please do not email your course instructor about your extra credit points prior to them being posted on your class website. They have no information about them before that point. Conversely, after that point the Lab Manager cannot make any change to the credits, and any discrepancies will need to be resolved with your instructor(s).