

**MAR 3023
PRINCIPLES OF MARKETING
SPRING 2018
SYLLABUS**

INSTRUCTOR:	Dr. Richard J. Lutz, J.C. Penney Professor of Marketing
OFFICE:	267A Stuzin Hall, phone: (352)273-3273 E-mail: mar3023.prof@warrington.ufl.edu
OFFICE HOURS:	MONDAY and WEDNESDAY, 9:35—10:25a.m. (Period 3). 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 HVNR 140 between Periods 7 and 8 on class days.
COURSE ADMINISTRATOR:	Jarrold Humphrey Office Hours: NA Phone: NA E-mail: mar3023.prof@warrington.ufl.edu
TEACHING ASSISTANTS OFFICE:	Room 202 HVNR Hall Office Hours: See TA Office Hours document on website E-mail: mar3023.prof@warrington.ufl.edu Phone: NA
	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.

Your well-being is important to me and to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

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 in the Warrington College of Business 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.

STUDENT LEARNING OUTCOMES

MARKETING & RELATED BUSINESS SKILLS:

Consumer Behavior:

Students will develop an understanding of consumer motivations and decision processes.

Market Segmentation:

Students will develop an understanding of the traditional bases for segmentation and how segmentation can inform marketing strategy.

Product Positioning:

Students will develop an understanding of product category differentiation and its role in shaping a firm's competitive strategy.

Advertising:

Students will develop an understanding of marketing communication, media strategy, and message strategy.

Pricing:

Students will develop an understanding of pricing tactics and competing approaches for extracting profit from a market offering.

Distribution:

Students will develop an understanding of the fundamental up-stream and down-stream issues that confront firms along the value chain.

Marketing Strategy:

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, 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. The text and related assignments will be accessed through McGraw-Hill Connect. MAR 3023 is participating in the UF All Access program for the Spring 2018 semester. Students have three options to gain access to the required McGraw-Hill Connect materials:

- (1) choose the "opt-in" to Connect access option for \$100 (paid through their student account) via the link in the "Complete the MH Connect Registration Process" section in the course's Start Here page on Canvas
- (2) purchase directly from the McGraw-Hill website for \$115, or
- (3) buy an access code for the digital materials along with a four-color loose-leaf hardcopy of the text for about \$127 from the UF bookstore.

Interested students can also purchase the loose-leaf version of the text from McGraw-Hill (using either UF Access or the MH website) for \$25.00 including shipping. Note that you do not need the printed copy, and even if you do choose to purchase it, you will still need to use the digital MH Connect platform to complete your LearnSmart chapter assignments (described below).

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). **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 choosing industries and companies for employment. Many sources of "free" business news are available on the World Wide 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 7th and 8th periods (1:55—3:50pm) in Heavener Hall 140. Anyone is welcome 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://lss.at.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. 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 automatically sends 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. You will be responsible for all material presented in lectures (not just the topics listed in the noteshells in the course packet). Roughly 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. The exam material 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.
3. There will be two midterm exams and a final exam. The three exams will comprise a **total of 168 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. **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. See <https://catalog.ufl.edu/ugrad/current/regulations/info/exams.aspx> for details.

4. 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. The final course requirement is completion of 22 McGraw-Hill Connect LearnSmart assignments, one corresponding to each chapter in the text. Each of these assignments is **worth one (1) point and must be completed in full (100%). Partial completion will be rounded down to zero.** You can access MH Connect via the MH Connect link located on the Canvas course home page. Depending on your reading speed, each assignment should require approximately 45 minutes to an hour to complete.

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 MH Connect assignments until the last minute (see schedule on next page). 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, that is your responsibility. The assignments are open and available for you to work on from the beginning of the semester. Take advantage of that time and use it wisely. **There are no makeups or extensions allowed for MH Connect assignments--no exceptions!** If you experience a technical problem 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. Contact McGraw-Hill's technical assistance at 1-800-331-5094 or use their website.

NOTE: Although you can complete all MH Connect assignments on a tablet or smartphone, it is necessary to log into MH Connect on a laptop or desktop at some point for your credits to transfer over properly from Connect to the Canvas gradebook. Simply click on each assignment (even if you have already completed it) for the credit to transfer into Canvas.

The “master schedule” of MH Connect assignments, quizzes and exams is shown on the following page. Keep this 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 quiz or MH Connect deadline!

Course Assignments, Quizzes, and Exams--Master Schedule			
<u>Assessment</u>	<u>Locus</u>	<u>Open Date</u>	<u>Due Date</u>
Text Ch. 1	LearnSmart	Jan. 8	Jan. 17
Text Ch. 3	LearnSmart	Jan. 8	Jan. 19
Text Ch. 4	LearnSmart	Jan. 8	Jan. 23
Getting Started Quiz	Canvas	Jan. 8	Jan. 24
Text Ch. 5	LearnSmart	Jan. 8	Jan. 25
Quiz 1	Canvas	Jan. 22	Jan. 26
Text Ch. 6	LearnSmart	Jan. 8	Jan. 29
Text Ch. 9	LearnSmart	Jan. 8	Feb. 1
Quiz 2	Canvas	Jan. 29	Feb. 2
Text Ch. 8	LearnSmart	Jan. 8	Feb. 8
Quiz 3	Canvas	Feb. 5	Feb. 9
Midterm 1	Assembly/PU	Feb. 13	Feb. 13
Text Ch. 11	LearnSmart	Jan. 8	Feb. 15
Text Ch. 10	LearnSmart	Jan. 8	Feb. 22
Quiz 4	Canvas	Feb. 21	Feb. 25
Text Ch. 12	LearnSmart	Jan. 8	Feb. 27
Text Ch. 17	LearnSmart	Jan. 8	Mar. 1
Text Ch. 18	LearnSmart	Jan. 8	Mar. 13
Text Ch. 19	LearnSmart	Jan. 8	Mar. 15
Quiz 5	Canvas	Mar. 12	Mar. 16
Text Ch. 20	LearnSmart	Jan. 8	Mar. 17
Quiz 6	Canvas	Mar. 16	Mar. 20
Midterm 2	Assembly/PU	Mar. 21	Mar. 21
Text Ch. 15	LearnSmart	Jan. 8	Mar. 27
Text Ch. 16	LearnSmart	Jan. 8	Mar. 29
Quiz 7	Canvas	Mar. 26	Mar. 30
Text Ch. 13	LearnSmart	Jan. 8	Apr. 3
Text Ch. 14	LearnSmart	Jan. 8	Apr. 4
Quiz 8	Canvas	Apr. 2	Apr. 6
Text Ch. 2	LearnSmart	Jan. 8	Apr. 7
Text Ch. 22	LearnSmart	Jan. 8	Apr. 10
Text Ch. 21	LearnSmart	Jan. 8	Apr. 12
Quiz 9	Canvas	Apr. 9	Apr. 13
Text Ch. 7	LearnSmart	Jan. 8	Apr. 17
Quiz 10	Canvas	Apr. 14	Apr. 18
Final Exam	Assembly/PU	Apr. 19	Apr. 19

SPRING 2018 MAR 3023 SCHEDULE

<u>DATE</u>	<u>DAY</u>	<u>TOPIC</u>	<u>CHAPTER</u>
Jan. 8	M	Overview and Introduction	1
10	W	The Marketing Environment I	3
15	M	Martin Luther King Day—No Classes	-
17	W	The Marketing Environment II	-
22	M	Marketing Ethics	4
24	W	Consumer Behavior I	5
29	M	Consumer Behavior II/ Organizational Buyer Behavior	6
31	W	Segmentation, Targeting & Positioning I	9
Feb. 5	M	Segmentation, Targeting & Positioning II	-
7	W	Marketing Research	8
12	M	No Class—Study for Midterm 1	
Feb. 13	TU	TUESDAY, FEBRUARY 13 MIDTERM 1 E2-E3 (8:20 - 10:10 p.m.) ROOMS TBA	1, 3-6, 8, 9
14	W	Product Strategy I	11
19	M	Product Strategy II	-
21	W	New Product Strategy	10
26	M	Services Marketing	12
28	W	Integrated Marketing Communications	17
Mar. 5--9	M-F	SPRING BREAK!!!	-
12	M	Advertising & Sales Promotion	18-19
14	W	Personal Selling	20
19	M	Topic to be determined	
21	W	No Class—Study for Midterm 2	
Mar. 21	W	WEDNESDAY, MARCH 21 MIDTERM 2 E2-E3 (8:20 - 10:10 p.m.) ROOMS TBA	10-12, 17-20
26	M	Channel Strategy	15
28	W	Retailing	16
Apr. 2	M	Pricing Strategy	13, 14
4	W	Marketing & Corporate Strategy	2
9	M	Marketing Implementation	22
11	W	E-Commerce	21
16	M	Global Marketing	7
18	W	No Class – Study for Final Exam	
Apr. 19	TH	THURSDAY, APRIL 19 (NON-CUMULATIVE) FINAL EXAMINATION E2-E3 (8:20 - 10:10 p.m.), ROOMS TBA	2, 7, 13-16, 21-22

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** 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 MAR 3023, check one.ufl.edu to determine your section.

If you are registered in Section **2924, 2925, or 2926**, 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.

If you are registered in Section **255F or 27EG**, 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 **2H90, 2927, 2929, 4043, or 8763**, you are **studying abroad** and will receive examination instructions from the Study Abroad administration.

EXAM SCHEDULE--RECORD THESE DATES IN YOUR PLANNER!

Midterm 1

Wednesday, February 13, 2018 (8:20—10:10pm Eastern time)

Midterm 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.

Midterm 2

Tuesday, March 21, 2018 (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.

Final Exam

Tuesday, April 19, 2018 (8:20—10:10pm Eastern time)

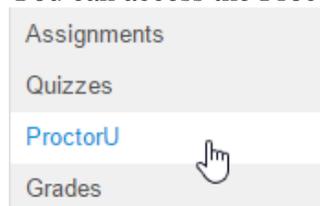
The Final Exam is **non-cumulative**; it covers Chs. 2, 7, 13--16, and 21--22 in the text and all lectures from Channel Strategy through Global Marketing.

Examinations through ProctorU

NOTE: This material applies ONLY to those students registered in one of these two sections: 255F or 27EG.

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 on the course home page from the left toolbar.



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 not 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 Exam Preparation Handout infographic that is found in <https://ufl.instructure.com/courses/200041/pages/proctored-exams-student-guide>. It is absolutely necessary that you test your connection by connecting to a live proctor some 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 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 to the Practice Quizzes section**.

The ten for-credit quizzes are also found under the **Quizzes** tab. 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 less than 8 on all attempts, you 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 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 5:00 PM EASTERN TIME ON THE OPENING DATE AND CLOSE AT 11:55 PM ON THE CLOSING DATE*****

RELATED EXAM	QUIZ NAME	TIME PERIOD OF AVAILABILITY	TOPIC(S)	LECTURE SEGMENT#	TEXTBOOK CHAPTER(S)
Midterm 1	Quiz01	1/22/2018— 1/26/2018	The Marketing Environment	2	3
Midterm 1	Quiz02	1/29/2018— 2/2/2018	Consumer Behavior and Organizational Buyer Behavior	4 and 5	5 and 6
Midterm 1	Quiz03	2/5/2018— 2/9/2018	Segmentation, Targeting, and Positioning	6	9
Midterm 2	Quiz04	2/21/2018— 2/25/2018	Product Strategy and New Product Strategy	8 and 9	10 and 11
Midterm 2	Quiz05	3/12/2018— 3/16/2018	Integrated Marketing Communications	11	17
Midterm 2	Quiz06	3/16/2018— 3/20/2018	Personal Selling	13	20
Final Exam	Quiz07	3/26/2018— 3/30/2018	Channel Strategy	14	15
Final Exam	Quiz08	4/2/2018— 4/6/2018	Pricing Strategy	16	13-14
Final Exam	Quiz09	4/9/2018— 4/13/2018	Marketing Planning & Strategy	17	2
Final Exam	Quiz10	4/14/2018— 4/18/2018	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 and the 22 MH Connect LearnSmart assignments.

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/. 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 are comprised of 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 basic calculator) during the exams. No cell phones!
- Plain scratch paper and a non-graphing calculator.
- 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 .
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. If you do not do this, 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, after 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 by 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, Thurs. April 19** 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 (up to 5). If you choose this option, you need to notify us of this choice by **5PM ET, Sun. January 28**, and submit your papers by **5PM ET, Sun. April 8**.

Note that you may choose to switch from Option 2 to Option 1 at any point, but you cannot select Option 2 after **Jan. 28**. If you do not select an option by **Jan. 28**, you will be assigned to Option 1 (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 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, Tues. Jan. 16**. 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 Tues. Jan. 16**. 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. Jan. 28**) 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. April 8**). 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, Thurs. April 19**.

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. Jan. 28**. 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 **Jan. 28**, you will be assigned the “Participating in Research” (Option 1) 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. April 8**. This process will be spelled out 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 1 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 **Tues. Jan. 16**. If you cannot locate this email, you will need to email the Lab Manager at 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, Thurs. April 19**). 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).

How to Succeed in MAR 3023: Insights from the Teaching Assistants

I ask my Teaching Assistants each term to put together their ideas on how best to succeed in MAR 3023. All the TAs are excellent students (3.7 average GPA) and they all earned A's when they took the course. Each of their paragraphs appears below. I encourage you to read through them for ideas that appeal to you and match your learning style.

Commonalities in their ideas are as follows (in order of most agreement):

1. Keep up with the lectures on a regular schedule (attend the “live” lectures if you can).
2. Read the chapters regularly, preferably *in advance* of the lecture on the same topic, but certainly in the same week.
3. Take notes using the noteshells (the noteshells are **not** a substitute for note-taking; they are a guide. The examples discussed in class help you to understand the concepts better; write them down).
4. Make up flash cards (or buy the Study Guide that has flash cards in it) on key terms and concepts as you go along—don't wait until the last few days before the exam. Be sure to include examples as well as definitions on the cards.
5. In your final preparation for the exams, take the practice exams (don't just look them over) and re-study those areas you missed questions on.
6. As you read/study, try to relate the concepts to your own personal experiences as a consumer when you can. Reflect on the ideas; don't just memorize them.
7. Be sure to take advantage of the opportunity to earn extra credit.
8. Take advantage of the TAs' expertise—visit them during office hours.

Try setting up a schedule for yourself for each week. For example:

Week 1 Attend lecture
 Read Ch. 1
 Make up flash cards over lecture and chapter

Week 2 Attend lectures

Read Chs. 3, 5
Make up flash cards over lectures and chapters
Review flash cards from Weeks 1 and 2

Etc.

.
.
.

Week 5 Attend lectures
 Read Chs. 8-9
 Make up flash cards over lectures and chapters
 Review flash cards
 Meet with a study group to review
 Take practice exam

Individual tips from each of this semester's Teaching Assistants follow:

Isabel

Hello and welcome to MAR3023! I hope you are excited for this insightful and fun class! With consistent effort and a strong work ethic, success in this class is attainable! I hope the following tips help you in the coming months.

1. Watch the lectures on **THE DAY** they are released
2. Stay on top of the textbook reading
3. Purchase the spiral bound note shells from Target Copy and maintain good notes
4. Do as many of Dr. Lutz's practice exams as possible
5. Consider purchasing the Smokin Notes for additional review
6. Use the discussion board to ask questions
7. Do the extra credit!!

As a whole, there is a lot of information presented in the class, so it is important to avoid falling behind. Also, this class focuses a lot on application, not simply memorization. In order to effectively study, make an effort to apply the concepts and terms to real-world situations in order to create a well-rounded understanding. Best of luck and feel free to ask the TA's any questions!

Lauren

Tips for Success in MAR 3023:

1. Keep up with the readings. Always complete your assigned readings before attending lectures.
2. Attend live lectures whenever possible. Attending the live lectures made it easier for me to pay attention and take thorough notes. Also, it is easy to fall behind in online courses. Attending live lectures will ensure that you keep up with the material.

3. Review your notes from assigned readings after attending lectures. The textbook contains information that is not always covered in lectures. Since this information can show up on an exam, reviewing it after a lecture is a good way to ensure you do not forget what you learned.
4. Review your notes from the previous week. This is a good way to ensure that you do not get overwhelmed with too much information when you start studying for exams.
5. Come to office hours. Always feel free to reach out to the TAs for any questions or concerns you have about the material or the course itself! We are happy to help you!

Nicola

Welcome to MAR 3023! This has been one of my favorite courses at UF and I fell in love with my major through this class. Here are some tips to help you succeed:

- Firstly and most importantly, watch the lectures! The real world, interesting examples that Professor Lutz provides will help you A LOT with remembering definitions and concepts. Also, if you're in Gainesville make an effort to physically attend the classes to keep up to date with the course and make it more enjoyable for you.
- Read the textbook daily and carefully so that you retain the information and jot down the concepts that you have trouble remembering. Try reading the corresponding chapters prior to class too.
- I highly recommend reviewing ALL the practice exams and learnsmarts to get accustomed to the type of exam questions you will see.
- Put the information you study into stories or hypotheticals to make it more meaningful and vivid to you
- Make flashcards or a vocab sheet to help you remember the key definitions
- Lastly, take advantage of the extra credit opportunities provided and do so EARLY in the semester

If you put in the necessary time and effort, you will easily succeed in this class. Don't be afraid to reach out to the TA's if you have questions or are confused about any concepts, we're here to help you! I hope you enjoy this class as much as I did. Good luck!!

Alyssa

Welcome to MAR3023! Here are some of the things I did to succeed in Principles of Marketing:

1. Although this one seems obvious, I would highly recommend attending the **live lectures**. It's SO much easier to grasp concepts in an interactive setting where there are minimal distractions. If you absolutely can't attend, then watch them ASAP and take thorough notes (the Target Copy note shells are super helpful for this).

2. This is one that I can't emphasize enough... Take ALL of the **practice exams** provided by Dr. Lutz! I used them as benchmarks by taking them throughout my studying process and focusing in on the concepts that I frequently missed. They are real exams from previous semesters, so they are extremely relevant and similar to the ones you'll be taking. In my experience, they're the most useful tool in study prep - so take advantage of them!
3. Try to **apply the concepts** you learn in the course to things outside of the classroom. If you can connect them to your own experiences, they'll be reinforced so that instead of just memorizing facts, you actually *know* the ideas. You'll easily begin to notice marketing concepts in the real world, and they'll become an important foundation for the rest of your academic and professional careers.
4. Finally, **take advantage of all the resources** offered to you (the textbook, TA's, practice exams, your notes, etc. - Smokin' Notes are definitely helpful for extra review, but don't rely on them completely) and ASK QUESTIONS! Whether it's Dr. Lutz, TA's during office hours, or a friend from class - don't hesitate to ask for help when you're unclear about a concept.

This was one of my favorite courses I've taken at UF so far, so I hope your experience is as positive and valuable as mine was. Good luck this semester and go Gators!

Kaila

- Make a study sheet with the most important definitions and ideas. Even though you can't use it in the exam, the act of writing information down helps solidify the concepts and presents you with a condensed study sheet at the end.
- Write down and keep track of due dates for assignments!
- Do the extra credit marketing studies, they do not take long and can actually be fun. A few extra points can make a huge difference when it comes to your final grade.
- Stay on top of the lectures, read the text, and take advantage of all the practice exams provided.
- If you need help, do not be afraid to ask the TA's or come to office hours, we are here and happy to assist!
- Marketing has been one of my favorite classes at UF and I sincerely hope you find it both useful and enjoyable as well. Good luck in the class, Go Gators!

Ashley

The following are my TA Tips for Success:

- When you first get the class syllabus, make sure you write down all of the due dates for assignments like Learnsmart. These are easy points and doing them really helps you learn the material!

- In order to do well in this class, it is so important to keep up with the lectures! Try to attend live lecture, and if you can't I advise everyone to make sure they are caught up each Sunday before the new week's classes come out.
- Make flashcards or lists of the important terms as the new material is taught. This will make studying a lot easier come exam time!
- Do as many practice exams as you can and make sure you understand the problems you get wrong.

Rony

Here are my "TA Tips for Success" in the course:

1. Read the syllabus on the first day of class, writing down assignment dates, quiz dates, and most importantly exam dates. Also take down the proper contact email in case you have any questions regarding the course material.
2. Keep up with the lectures and read the textbook. These two things will be your best friend throughout the class as they give you all the information you will need to pass the class.
3. Go to office hours if you are unsure of something taught in class or have questions about exams you have taken. Don't be afraid to speak up.
4. Get to know Dr.Lutz! He'll be your best friend!

Rachel

TA Tips for Success:

1. Start studying early! The earlier you start the easier it will be to remember and apply the terms.
2. Use the videos shown in lectures to your advantage by incorporating definitions with the videos shown.
3. Take all the practice exams given to you to prepare for your exam.
4. Attend the TA office hours if you need any clarification or questions answered.

Stephanie

Hello everybody, welcome to MAR3023! This class made me passionate about marketing and realize how important it is toward the function of business, I hope you have a similar great feeling once you're done with the class! Getting an "A" in this class is very possible but requires staying on top of due dates for assignments and continuously watching lecture. Outlined below is some personal tips for success:

1. Read through the full syllabus and become familiarized with due dates and deadlines - try writing it out in an agenda or calendar

2. Go to live lectures if you are able to, not only is it easier to pay attention and you'll keep up with the material but you have the opportunity to ask questions right then and there (also they are fun and interactive!)
3. Do the extra credit and sign up early - time slots fill up fast it's better to knock it out during the beginning of the semester
4. Take notes and make sure you understand concepts mentioned in the textbook - try to read the assigned chapter each week so you don't have to cram the week before the exam
5. Prepare for the exam by reviewing all your notes from lecture & textbook and make a study sheet with some main concepts and examples related to them (you can also make flashcards). Then, take ALL the practice exams by breaking them over the week with starting from the earliest one available.

Good luck! Please don't hesitate to come to the TA office hours with questions or concerns.

Christina

MAR3023 has been my favorite class so far at UF, and I hope you enjoy it as much as I did! I have a few tips that helped me succeed, and that I think will help you succeed as well! First, watch the lectures. They are the best way to feel prepared for the exam, and they are very entertaining. There is a note shell available at Target Copy that guides your notetaking which is really helpful. Second, do the extra credit and get it done early. The extra credit will make a difference in your grade, so it is important to get those done. Finally, the practice exams are a great resource for studying. They are a good representation of what the exam is going to be like. They are also a good way to test yourself to see if you have retained the information. There are many resources that will help you succeed in this course, make sure you utilize all of them! I wish you all the best of luck in the class!

Jessie

Hi everyone! Welcome to Principles of Marketing aka the best class EVER! The way to succeed in this class is pretty clear cut: watch lectures + do your learnsmarts + practice exams = success!

1. Watch the lectures! I promise you Dr. Lutz gives you absolutely every piece of information you need to be successful, which can be found in lecture! Do your best to attend in person to make sure you stay on top of the workload but, if you cannot, MAKE SURE to set aside time in your weekly planner/ calendar to watch them. Organization and planning here is key! There's no more accurate source of information than from the source itself- that source being Dr. Lutz.
2. DO YOUR LEARNSMARTS!!! Not only are these a portion of your grade that can make or break you, they provide clarity to any of the concepts you may have been struggling with.
3. Practice with practice exams! The fact that Dr. Lutz puts up practice exams for you with past questions from previous semesters is nothing but a gift! I would use

the day before the exam to take these over and over and make sure I was clear on any material that was giving me trouble and I can promise you that it was a key component to my success in this course.

We're excited to have you in the class! And, if you have any further questions or need any extra help, come to office hours and talk to us- your TAs- I promise that we don't bite 😊 Good luck guys! You'll do great!

Alexa

Hi class, welcome to MAR3023! Here are my top 5 tips for being successful in this course:

1. Watch the lectures and make sure to take notes in the note shells from target copy. These notes will help you when taking the quizzes, especially for quantitative questions.
2. Make a calendar for yourself for when LearnSmarts and quizzes are due so assignments don't sneak up on you.
3. Actually engage with the LearnSmart homework! It may seem tedious, but it is a great way to learn the textbook material, so don't just breeze through it. Take your time to truly understand the material. It will make studying much easier.
4. If you can't always go to class, make sure to go when you need help. Dr. Lutz is always available in between periods for any questions you may have. It is easier to understand more challenging topics when you can actively ask questions during the lecture.
5. Lastly, for exams, the best way to prep is by taking all of the practice tests. Make sure you take them in the same environment you will take the test—at your desk with no distractions and a four-function calculator. Smokin Notes is also a great resource to review all the material in the days leading up to the exam. I would always do the flashcards in the afternoon right before the exam.

I hope this helps, and if you have any questions or trouble come to TA office hours. Good luck to all!

Alaina

The most important tip that I can give is to participate in the extra credit opportunities, and participate early! Doing so CAN make a difference in your final grade.

Exams are truly written with questions including roughly 50% material from the textbook and roughly 50% material from lecture. It is so important to keep up with both! When it comes to lecture, Target Copy sells noteshells which are very helpful to have during lecture. Buying them is definitely worth it! If you

cannot attend the live lecture, it is a great idea to set aside a scheduled time each week to watch the online lectures. Reading the textbook not only makes the weekly quizzes and exams more pleasant, but it allows you to understand the topics discussed in lecture more clearly.

Studying old exams from the test bank was always the best way for me to study for the exams. There are so many resources dedicated to your success in this course, and you should use them! I hope that your experience in this course is enjoyable, and I wish you all the best of luck!

Cami

Hey MAR3023!! This class is SO fun and you can really learn a lot. I hope these suggestions will help you succeed.

1. Buy the spiral bound note shells from target copy and take notes on every lecture, be careful not to fall behind!
2. Attend the live lectures; it actually makes the class more enjoyable to be there. Also, make sure to pay attention and not be distracted during class; you will miss important points if you are!
3. Read the textbook each week and try not to fall behind. This will help you with the quizzes and exams.
4. Do EVERY SINGLE practice exam Dr. Lutz posts online (I know it's a lot but trust me it helps). I feel that this was key to my success in the course because it really gave me insight into what the exam questions would be like.
5. Get the Smokin Notes to review before the exam! It sometimes helps to look at different notes from the class to give you a new perspective. I did not do the Smokin' Notes practice exams because the ones Dr. Lutz puts online are much more relevant.