

**MAR 3023
PRINCIPLES OF MARKETING
SUMMER C 2009
SYLLABUS**

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OFFICE HOURS:	During Summer A, MONDAY and WEDNESDAY, 3:00—4:00pm. During Summer B, MONDAY and WEDNESDAY, 9:30—10:15am. (The reason for the time change from A to B is an MBA class I am teaching Summer B term.) Please respect these office hours. If they are inconvenient, I am available by appointment at other times. Generally, I will be available in BRY 130 between Periods 3 and 4 on class days.
COURSE ADMINISTRATOR:	Jon Lutz Office Hours: NA Phone: NA E-mail: mar3023.prof@cba.ufl.edu
TEACHING ASSISTANTS OFFICE:	Room 225 Bryan Hall Office Hours: See TA Office Hours document on website E-mail: mar3023.prof@cba.ufl.edu Phone: (352)273-3295
HOURS AND LOCATION:	Posted on the website. To reach 225 Bryan, enter through the <u>northwest</u> door from the Business courtyard, go down the hall and turn left before you go through the double wooden doors. Take the elevator--push the "3" button. The door to 225 will be right in front of you when the elevator door opens. 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.

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.

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.

REQUIRED TEXT: *Marketing*, 9th Edition, by Kerin, Hartley and Rudelius, Irwin/McGraw-Hill, 2009. Do not try to get by with the 8th Edition. Copies of the 9th Edition are on reserve in Library West. **The book is available in both hard copy and loose-leaf format.** The two are identical, but the latter costs less, requires a binder, and cannot be re-sold at the end of the semester. **To save money, consider buying eBook access for the semester.** Here are the details on that option:

CourseSmart, Vital Source, and Zinio

eBooks save you up to half the cost of a new print book. They also let you:

- Search the entire book with the click of a button
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Your eBook also includes tech support (from the company, not UF) in case you ever need help.

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If you want to **download an eBook to your hard drive** visit either www.vitalsource.com or textbooks.zinio.com and search by title, author, or ISBN.

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

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 3rd and 4th periods (11:00am—1:45pm) in Bryan Hall 130. Anyone is welcome to attend. **Most of you will watch the lectures on the 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.

CLASS E-MAIL LIST:

E-mails with important class-related information will be sent to your Gatorlink e-mail address. If you do not routinely use your Gatorlink account, it is imperative that you get into the habit of doing so. Instead of your having to go to the website to obtain information, we will e-mail you the locations of tests, test answer keys and other information we post on the website. To obtain your test grades you will still need to go to the class website. Note that the university now allows forwarding of Gatorlink e-mail to a personal e-mail account such as aol or hotmail.

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). 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 three midterm exams and a final exam. The four exams will comprise a total of 240 questions, allocated as follows:

Midterm 1	55 questions	(worth 1 point each)
Midterm 2	60 questions	(worth 1 point each)
Midterm 3	60 questions	(worth 1 point each)
Final Exam	65 questions	(worth 1 point each)

The reason for this allocation of questions is to give students the opportunity to offset a poor grade on the first exam. No matter how much information I provide about my exams, I find that some students don't fully comprehend how to prepare for the exams until they have experienced one for themselves. The gradual increase in points throughout the semester gives anyone who blows the first exam a chance to make up for it. 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 OR A DOCUMENTED FAMILY EMERGENCY.**

4. There are ten online quizzes throughout the semester. Each quiz is worth one point toward your final grade. There will be 2-3 quizzes that pertain to each of the four exams. Each quiz has ten randomly-generated questions, and you have three tries on each quiz to achieve a score of 80% or better, which is the level you need to receive one point of credit. The quizzes are not only helpful in earning you points toward your final grade; they also encourage you to keep up with class and to study for the exams. You will find the quizzes under the "Assessments" link on the course website. Each quiz will be available for only about a week, so you will need to check the website calendar regularly.

More Information on the Online Quizzes

The quiz schedule is posted on the course website in the *Online Quizzes* folder.

The ten quizzes can be found under the *Assessments* link on the toolbar at the top 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 is worth one point toward your final grade. Each quiz has ten randomly-generated questions, and you have three tries on each quiz to achieve a score of 80% or better, which is the level you need to receive one point of credit. Hence, you will need to achieve a score of 8, 9, or 10 on a quiz to receive one point toward your final grade. (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.)

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. Also, you must wait a minimum of two hours after an attempt on a quiz before you can attempt it again. (This time interval is designed to allow you time to study the relevant material.) Therefore, please schedule your time appropriately. Late completion of a quiz is not an option under any circumstance.

After attempting a quiz, your quiz score (e.g. 0-10) will be reported on the e-learning website under the *Assessments* link. Shortly after taking each related exam (i.e., Midterm1, Midterm2, Midterm3, or Final), your quiz scores (e.g., 0-10) will be converted into quiz credits (i.e., either 0 or 1). Quiz credits will be shown only under *My Grades*.

GRADING SCALE:

Grades are based on the total of 250 possible points across all four exams and the ten online quizzes.

Grades will be assigned as follows:

A	225 and above
A-	220 to 224
B+	215 to 219
B	200 to 214
B-	195 to 199
C+	190 to 194
C	175 to 189
C-	170 to 174
D+	165 to 169
D	150 to 164
D-	145 to 149
E	below 145

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 exams. 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 bring it to me when requesting accommodation. I am happy to provide whatever accommodations are prescribed.

More about 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 TA's" to prepare for the tests.

What to Bring to Your Exams:

- You must bring a photo ID and a soft lead (#2) pencil (two pencils just in case) to the exams (test locations will be listed in the Exam Info folder).
- You **MAY NOT** use any books, notes, or electronic devices (other than a simple calculator) during the exams. No cell phones!
- If the proctors find you are using any books, other written materials or electronic devices, they will take your test and you will receive a zero on the exam.

Posting Answers:

- I will post the answers to the exams to the class e-mail list and on the course website immediately after the exam.

Test Question Answer Appeals:

If you want to "appeal" the posted answer to a test question (no more than two 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.

3. Please use no more than a half page per question. **Clearly indicate the question number and form code.**
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 see a TA *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. In 99% of the cases where a discrepancy exists, the student bubbled in a different answer from the one circled on the exam booklet. Transcription errors are your responsibility, so check your bubbling carefully before you turn in your answer sheet.

How You Can Improve Your Grade

Class Attendance:

MAR 3023 is "localized" distance education. 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 live lecture hall. I encourage you to attend the live lecture whenever you can.**
- viewing the course on the Internet via WebCT Vista.

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 optional participation in research studies conducted by members of the marketing faculty and doctoral students in the Warrington College of Business. Studies will be conducted throughout the semester. Studies will not be announced in class, so you will have to check the “CB-Central” web site from time to time for availability and to register to participate. Those who participate early will have the largest set of studies from which to choose. There often are no studies scheduled for the last week of class, so plan accordingly.

When you participate in a study, a record of your participation will be sent to the CB-Central website and you will be able to check your credit. You are responsible for ensuring your record of participation is accurate in the event that you do not get credit for a study. You may not participate in a study twice (unless it is a two-part experiment). You may earn up to five (5) extra credit points toward your final grade (See Grading Scale).

CLASS WITHIN A CLASS

The concept of a “class within a class” is something I implement every summer, when the class is somewhat smaller. The goal is to try to “personalize” this very large class for at least some subset of you who would value that enhancement. For those of you who are able and interested, I invite you to **find a spot in the first six rows of BRY 130** that will become your assigned seat, **add your name to the seating chart**, and participate in a more typical classroom experience. I will learn your name and call on you by name when you ask a question, and I hope you will get to know some of your neighboring classmates. There are fewer than 50 students who attend the live section regularly in the summer, so there is plenty of room. I will not take attendance or penalize you if you don’t attend every day, but I hope you will be there most days. In fact, **for every day that there are at least 30 students present, I will lower the course grading scale by 0.1 of a point.** That will amount to a 2-point lowering of the course grading scale if we hit that mark every class. Thus, your attendance of the class within a class will benefit everyone in the course, including me, because I will have some actual students to teach and not a virtually empty lecture hall! For those of you who are unable to attend due to your schedule (or being somewhere distant from Gainesville), this will not affect you negatively in any way. Those who do attend will not receive extra credit, advance exam answers, or any other advantage. I hope to see you in class (11:00am MW in BRY 130. You are welcome to come for just one period if that is all that fits your schedule. The second half begins at 12:30pm.).

SUMMER 2009 MAR 3023 SCHEDULE

<u>DATE</u>	<u>DAY</u>	<u>TOPIC</u>	<u>CHAPTER</u>
May 11	M	Introduction and Overview	1
13	W	The Marketing Environment	3
18	M	Marketing Ethics	4
20	W	Consumer Behavior	5
25	M	Memorial Day - No Classes	--
27	W	Organizational Buyer Behavior	6
June 1	M	Marketing Research	8
3	W	Segmentation, Targeting & Positioning	9
June 3	W	MIDTERM 1 E1-E2 (7:00-9:00 P.M.) ROOMS TBA	Chs. 1,3-6
8	M	Product Strategy	11
10	W	New Product Strategy	10
15	M	Services Marketing	12
17	W	Integrated Marketing Communication	18
June 17	W	MIDTERM 2 E1-E2 (7:00 – 9:00 p.m.) ROOMS TBA	Chs. 8-12
22	M	Summer Break!	--
24	W	Summer Break!	--
29	M	Advertising & Sales Promotion	19
July 1	W	Personal Selling	20
6	M	Channel Strategy and Supply Chain Management	15-16
8	W	Retailing	17
13	M	Pricing Strategy	13-14
15	W	Marketing Planning & Strategy I	2
July 15	W	MIDTERM 3 E1-E2 (7:00 - 9:00 p.m.) ROOMS TBA	Chs. 15-20
20	M	Marketing Planning & Strategy II	-
22	W	Marketing Implementation & Control	22
27	M	E-Commerce	21
29	W	Global Marketing	7
July 30	TH	FINAL EXAM E1-E2 (7:00 – 9:00 p.m.) ROOMS TBA	Chs. 2, 7, 13-14, 21-22

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:

Gia

MAR3023 is a fun and rewarding class; not only do you learn the ins and outs of marketing, but Dr. Lutz makes the information fun and easy to understand. This is my list of tips to do well and enjoy MAR3023:

- My number one strategy for doing well is to watch lectures, or attend live ones, and do not get behind. Procrastination can be your worst enemy in any class, and cramming the night before for any test is never a good idea.
- Reading the book is extremely important and it isn't too difficult to read. Even if the book seems to repeat certain things that Dr. Lutz talked about, it is really good reinforcement; and most of the time, there will be information in the book that is not in lectures, so you definitely need to do both-watch lectures and read.
- I also like to outline the chapters, or jot down points that I think are important. You can highlight them as well, but I believe that actually writing out the words helps it sink in to your memory. Try writing out the vocab. words from each chapter.
- Practice tests are a great way to get a feel for how the test is going to be; make sure you do all, or at least most, of the practice tests before the actual one.
- Dr. Lutz points out that some students always do the worst on the first test so don't delay writing your outlines, reading the book, watching lectures, and doing practice tests. Go into the first exam prepared and you will do great.
- Lastly, it is always nice to have those extra credit points to fall back on. The experiments are fun, and very helpful to the grad students, so get in early and do all that you are allowed.

This has been the greatest class I have taken at UF, mainly because Dr. Lutz is not the type of professor to sit in front of the board and read straight from note shells. He gives tons of real world examples that help you relate the material you're learning to real life. The commercials are usually hilarious, and I don't think there was ever a class period that wasn't exciting. Good luck, relax, stay up to date with the material, study hard, and you will excel in this class very easily. Go Gators!

Lauren

I want to start by saying this is by far the best class I have taken at UF and I graduate in December. This being said this course does require that you watch all the lectures and read all of the text. Your grade in this class is a true reflection of the work you put into it. If you do the following for this class you will get an 'A'.

Watch Lectures: If your schedule allows it, I recommend coming to the live lecture. Going to class will keep you from falling behind and I promise this will be the most enjoyable class to attend in your college career. If you are unable to attend live lecture make sure you make a routine schedule and stay on top of class. Trying to cram the lectures before the exam is a bad idea and will probably only cause you to confuse the concepts during the exams. While watching lecture make sure to have your notes shells present or have a copy of the Power Point presentation for the day. This will help you take better notes, but realize you need to take additional notes to what is provided.

Read the Text: As far as the text, reading the assigned chapters before lecture will help you to understand the concepts better. Dr. Lutz does a phenomenal job bringing examples and furthering what the text says to help students really grasp the concepts of Marketing. While reading pay attention to the bold face words and if I were you make flash cards. These bold terms always seemed to make an appearance on exams!

Take the Quizzes: Take all of the quizzes. You do not have to get a perfect quiz score to get full credit so take advantage of this opportunity to help you learn the material. They might not seem like they are worth a lot, but missing one could be the difference in your grade.

Take the Practice Exams: Dr. Lutz is giving you an advantage by being able to study old exams so do them for practice. I always studied first and then took the practice exams as if I was really taking the exam. This let me know what I still needed to study and understand better.

Do the Extra Credit: This is extra points so why would you not do them!! I suggest getting them done as soon as possible so that you do not have to worry about it. Also towards the end of the semester they seem to fill up rapidly and you may not be able to get what could be the difference in your grade.

During the Exam: You will have plenty of time to finish the exam so take advantage of it. There will be some questions that are more challenging so I suggest doing the questions you find easier first and then going back and looking at the harder questions. Read over each question more than once. Sometimes the way a question is worded is the difference in the answer.

This may seem like a lot, but I promise you will find this class to be so much fun. If you have questions or need any help come to office hours. That is what the TA's are there for. This will be a great semester!

Randy

Welcome to MAR3023! This is one of the best classes I have taken at UF, and I'm sure you will feel the same way after taking it.

Here are some tips to be successful in this class:

1. Keep up with lectures. If you can, attend the live class. This way you keep up and get to know Dr. Lutz!
2. Read the book. The book is a very easy and interesting read, and about half of the questions on the exams will come from book material.
3. Do all the quizzes (and extra credit) on time. Every point counts in this class, and a missed quiz or not doing all of the extra credit could be the difference in your grade.
4. Take practice exams! This is one of the best ways to prepare for your exam. Review the concepts of the questions you miss to make sure you get it right on the next time around.
5. Do not exam cram! There is too much material to simply try to put it all in your head in a day or two. If you keep up with the lectures and read the chapters every week, your studying will be a lot easier and more effective.

Good luck and Go Gators!!!

Greg

As a finance major, I didn't expect much going into Dr. Lutz Principles Marketing class. Many of you have probably heard the anecdotes about the class, and may be considering, as I did, using Smokin' Notes or some other third party note provider as a way to cram before the exams, and pass the class with only a minimal amount of effort. While this may be possible, I would advise against it, as you are really only cheating yourself out of an entertaining and useful lecture experience that will stay with you and tie into your everyday life. And besides which, you are also paying more than you need to and leaving yourself vulnerable to getting a lower grade than you may like.

That said, here are some strategies for getting a solid grade in the class:

- Watch all of the lectures. They are entertaining enough to keep you from falling asleep, and contain most of the material you will see on the test.

- Write everything that seems relevant down, and try to avoid a reliance on note shells. Taking the time to put pen to paper will help you remember a concept for definition much better than simply listening to it, or reading it in the note shells.
- Don't be afraid to pause. If you need time to catch up on your notes, just pause the lecture and resume it when you're ready.
- Pay attention to the lecture and don't multitask, a lot of things will only be touched on briefly, and may show up on the tests.
- Read over the book after you watch the lectures.
 - While an in-depth reading of the things that were gone over in class probably isn't necessary, skimming those parts will help refresh you on material you may have forgot or been fuzzy on.
 - Look for the bolded and italicized words and section titles; a good amount do not get mentioned in class and DO show up on the tests.
 - I did not buy the book; two copies of them are available for 2 hour course reserve loans at Library West. They may be checked out more often a few days before an exam, so plan accordingly.
- Do the Quizzes and Extra Credit
 - The quizzes are easy and should be an easy 10 points. Do not forget to do them, as they cannot be made up.
 - The extra credit can help bump you up over a threshold if you're close. They don't take too much time, and some can be done from home, so you might as well do them. You don't want to be kicking yourself at the end of the semester for missing a grade by a point which you could have got through extra credit.

Andrew

If you have taken a number of the online courses through Warrington, you have probably developed impressive skills at watching lectures at faster than normal speeds (as I have). Give these skills a rest during Dr. Lutz's lectures. Sure, you could probably get a decent grade by watching at 1.5x but you would miss out on one of the most entertaining and informative courses offered at UF. Taking Dr. Lutz's course has enhanced the way I perceive my environment. Simple trips to the grocery store have become enriching since I can now understand how each brand is being managed and why. If you don't take the time to really absorb the material, you may miss out on developing a new and, possibly, highly lucrative perspective on life.

Life lesson out of the way, to get a good grade in the course you should really do the following things:

- Read the book before watching the corresponding lecture. This will give you an idea of where Dr. Lutz is going and you'll be able to better organize your notes.

- As you watch a lecture, take notes. If you're at home, pause the video as often as needed. Spending ten minutes more on each lecture so that you really understand the material will save time in the long run.
- Dr. Lutz's examples are awesome. Pay attention to them; but, more than just memorizing them, think of your own. The important thing to take from this class is an understanding of marketing, not just an understanding of the stuff that Dr. Lutz specifically brings up in class.
- After you watch a lecture, compare how Dr. Lutz talked about the material to how the book presents it. Knowing both is important (although lecture is probably more so).
- Make note cards. Don't buy pre-made note cards. Make them. Organizing the material to fit on note cards will help you study more than studying off of them. Trust me.
- Stay on top of the quizzes. I missed the first online quiz because I hadn't looked over the syllabus well enough. Pay attention. Do the quizzes.
- Do the extra-credit. Even if you think you'll end up with an A anyway, do the extra-credit. If you're thinking of doing any research, it's a good idea to be a subject in a few experiments. If you're thinking of working in marketing, it's a good idea to understand how marketing research is conducted. And, if you like free stuff, it's a good idea to do the extra-credit. You get free points and (sometimes) free goodies. I got a candy-bar out of one of my labs.

I look forward to working with that one person that drops by office hours and with everyone else who posts on the discussion boards. Good luck.

Philip

-Make sure to watch all the lectures whether it is live or online

-If you do watch online, set yourself a "schedule" so that you don't get too far behind. You do NOT want to be watching all of the lectures a few days before the exam.

-While you are watching lectures, use the note shells to add your notes from class

-Take the quizzes early! You want to have enough time in case you don't get a passing score. Make sure you aren't trying to take the quiz with only enough time for one try.

-Read the book prior to watching lectures; this will help all of the lecture material make sense while you hear it

Yao

Hello everyone, welcome to MAR 3023!

Want to know the secret of being successful in this course? It is very simple: Falling in love with it! I'm sure you will!

Tips for your success:

1. Keep up with lectures, DON'T fall behind. I highly recommend you to attend live lectures regularly. Interacting with the professor and your classmates is always the most efficient and interesting way of learning. I have to remind you that since each period is longer during summer, it is going to take you a while to finish watching each lecture if you choose to watch it on your laptop; and if you pile them up, you will lose a lot of fun and be in pain before exams.
2. Take good notes. It is always helpful to pay attention to the examples Dr. Lutz provides in the class, because examples give you a better understanding of concepts. When reviewing for the exams, you will find examples help you save quite amount of time if you forget certain concepts.
3. Read the textbook. For this class, in order to get a good grade in the exams, it is very important that you read the textbook. There will be material that Dr. Lutz will not cover in the lectures showing up in the exams, therefore make a good schedule for yourself to read the book.

MAR 3023 is one of the most interesting courses in UF, but it is also challenging. Therefore, you have to make an effort to earn yourself a good grade! Enjoy your summer!

John

Welcome to Principles of Marketing! The following are my keys to success in one of the best classes offered by the business school.

- 1. Stay current with the lectures:** It is important to either attend class or watch the lectures as they are released. Many of the quiz questions come straight from the lectures. Also, staying up-to-date will reduce stress around test time. The days before the test should be spent reviewing, not learning the material.
- 2. Look for examples in your everyday life:** MAR3023 is one of the most relevant and applicable courses offered by the business school. When watching the lectures, try to apply the terms and concepts to situations and organizations you have encountered. This will make recalling the material that much easier.
- 3. Take the quizzes early and often:** There is no excuse for losing points on the quizzes. The current set-up is very fair and conducive to both learning and earning points.
- 4. Take all of the practice exams:** These are the best way to test your understanding of the material. I suggest you take all of them, regardless of how old. It is also important that you take them under the same conditions as the actual exam. Force yourself to answer and then look at the solution, not vice versa.
- 5. Read the textbook at least once:** Do not fall prey to the idea that if it's not in the lecture then it's not important. Many exam questions come straight from the chapters.

Therefore it is vital that you have at least seen this material. Also, it helps to clarify and reinforce the topics covered in class.

6. Take advantage of the extra credit: It's easy and often times fun.

Dillon

Here are my tips for success:

1. Take the practice tests that Dr. Lutz has made available for you. I think this is the most important thing that you can do to be successful in Mar3023. Once you take a practice test, look over what you did wrong and write down the right answer and the reason it is correct. Make sure you know that concept so you don't miss it again.
2. Read the chapters and highlight them, once you are finished with each chapter, write down the key points that you highlighted somewhere, I wrote them down on note cards so I could quiz myself once it got closer to the test. Also, make sure to read the chapters when they are assigned, it will reinforce what you are learning in class and you won't have to cram right before the test.
3. Take the online quizzes after finishing the chapters. That way, the key points from each chapter will be fresh in your mind and you will get your quiz points. Make sure not to wait until the last minute to complete the quizzes.
4. Take advantage of the extra credit. The extra credit isn't very time consuming and it is fun. You get to participate in real research and sometimes you get prizes or food for it.
5. **GO TO CLASS!** If you are going to be in Gainesville for the summer, make sure you go to the live lecture. People watch it online can get easily distracted. If you are doing the class Distance Ed, simulate a classroom environment at home. Turn your phone off and tune other distractions out.
6. If you have questions, come to office hours or post on the discussion board. I, as well as the other TAs, would love to help!

Samantha

MAR 3023 is an interesting class that you will certainly be able to succeed in. However, as easy as it is to get an A in the class, it is equally as easy to do poorly if you let yourself slip up on little things. Here are my tips for how to do well in this class:

- **Watch the lectures, and keep up-to-date with them.** Dr. Lutz does a great job of teaching the material. If you watch the lectures, you will definitely do well on the exams. I also highly recommend watching them as they're taped as opposed to cramming a bunch in before an exam.
- **Don't forget the quizzes.** These are a great way to review for exams and to find out what areas you need to study more. Plus, they will help your grade!

- **Write things down.** When studying for the exams, take the time to write things down. Writing out the definitions will help you to remember them much better than just reading them over and over again. Make yourself a quick reference sheet that you can continue to look over in the time leading up to an exam.
- **Use good time management.** Don't wait until the night before an exam to start studying! This includes watching lectures, reading the book or taking practice exams. Start studying a few days ahead of time so that you have plenty of time to make sure you're prepared.
- **Do the practice exams.** These are up on the Web site for a reason! They're a great way to get a feel for the format of the exams, and they are a wonderful study tool. Take a few with your book and notes in front of you, and then take a few under test-taking conditions (no peeking at your notes, have a time limit, etc.).
- **Take advantage of the extra credit.** This is a very simple and convenient way to help your grade. Plus they're fun!

This class is so enjoyable and simple to do well in. So stay on top of your work, learn a lot and have fun. Good luck!