

Course Syllabus
Fayetteville State University
College of Business and Economics
Department of Marketing and Business Education

FSU Policy on Electronic Mail: Fayetteville State University provides to each student, free of charge, an electronic mail account (username@uncfsu.edu) that is easily accessible via the Internet. The university has established FSU email as the primary mode of correspondence between university officials and enrolled students. Inquiries and requests from students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU email. Inquiries or requests from personal email accounts are not assured a response. The university maintains open-use computer laboratories throughout the campus that can be used to access electronic mail.

Rules and regulations governing the use of FSU email may be found at:

<http://www.uncfsu.edu/PDFs/EmailPolicyFinal.pdf>

I. COURSE DESCRIPTION

MKTG 311 (3-3-0) Principles of Marketing: A study of the principles of marketing; current practices and structures of the market; analyses of marketing functions, institutions, costs, and marketing legislation.

Prerequisites: ACCT 211, BADM 214, BADM 215, BADM 216, ECON 211, and ECON 212.

Requirements and Expectations

This is the course covers the concepts and practices of marketing principles. As such, it requires extensive preparation to do well. You are required to read all assignments in advance, take written notes on your reading, take extensive notes about any lectures, use discussion boards and email to ask questions and engage in discussion, and provide ample time to study both sets of notes well in advance of your tests.

The assumption of this class is that you are training to become professionals and that you want the tools of this class to help you know more, do more, learn more, and be more employable than if you don't take this class. That assumption in turn is built upon the assumption that you are prepared to work as hard as necessary to meet your goals for professional success.

Your first assignment is to read this entire syllabus and the description of all assignments and expectations. **TO RECEIVE CREDIT** for this assignment, you **MUST** email me the following statement **NO LATER THAN** to the 5pm, Aug 20 for Section 02 and Sunday Aug 22 for Section D1:

“I have read, understand and accept all the requirements for this course.”

Marketing Principles is a rigorous course. To do well, you **MUST** allocate enough time to read the chapters and take **NOTES** on your reading. Simply reading or skimming the chapters will not be sufficient. Plan on spending enough time on this class to do well. Specifically, it may take you **1-2 hours to read each chapter** and another **30 minutes to 1 hour to take notes** on your reading. Later, you should plan more time to study for the exams (See the “How to Study Handout,” in Course Documents).

A Special Note on Grades and Grading:

In general (i.e., in a traditional world, and for a traditional full-time resident student), your total study time for a class should be based on a ratio of 3 to 1, or 3 hours outside of class for each hour in class. That means, in a perfect world, you should study 9 hours a week for each 3 hour class you are taking. This is the benchmark upon which all college learning is based (i.e., not just FSU but everywhere). If you live on campus, then you should adopt this benchmark for your studies: 60 hours a week on studying. If you do not fit this model, it may be that you cannot allocate such hours due to your particular situation. That is understandable. I can only provide you with this benchmark, because you compete in the job market with those that operate under it. In such circumstances, you should either take fewer courses, perform at a higher level than might be expected, or accept lower outcomes but learning/knowing how to perform at a higher level in future circumstances because you have cataloged the information from the course for future reference.

To summarize: This syllabus is designed to provide an outline for how to be successful. It cannot anticipate whether your particular situation is conducive to this model. Only you can determine whether or not you have the time needed to meet your grade goals.

To be more specific: if you are a full time residential student, success in a 15 hour, 5 course semester is based upon your willingness to commit to a 60 hour work week for classes. If you are a non-traditional student, you must strategically weigh the needs you have to get through the program relative to the grades you wish to earn.

Some students can meet their expectations for higher grades with fewer hours on task than can others. For my part, I cannot say how it will be for you. I can only give you the general information above. I will support any decision you choose to attempt; but I can only promise you that I will truthfully evaluate your performance in that attempt. If you succeed, I will tell you so. But if you fail, I must tell you that as well.

I evaluate performance, not people. All of you are welcome in my course, regardless of how things turn out relative to grades. I am committed to working with you to help you improve, no matter your grade on any assignment. But you need to understand: there are no guarantees. If you do not meet the requirements of the course, you will not receive a passing grade. In this, there are no exceptions.

Take special care to note when each assignment and reading is due. You **MUST** read each assignment **BEFORE** attending lectures. **The material is too detailed and complicated to simply “pick up” from lecture.** A **minimum of three exposures** is required to be **prepared** to work with the concepts as business tools. So, you must READ the material, take active notes on the lecture over the material, then discuss the material either in class or via email based upon your answers to the discussion question prepared in advance.

For group work is it up to you to make sure the group works as a team; YOU must figure out how the group will prepare and submit group work. Please read the section on group work below carefully. REMEMBER: You can fire a group member who is not contributing to the group.

How to Communicate with Me

The best way to communicate with me is by email and through Blackboard. Use email (and the Discussion Board in Blackboard) to ask questions about the course and the assignments. You can also call me at the office but I have found that written communication via email works best in this environment. The important thing is that we do communicate.

Email ID Requirements

When you send me an email, **your subject line MUST contain the following information:**

Course Number, Section Number, Group Number (if available),
Your Name, Reason for message.

Example:

“MKTG 311 02, Group 1, Jones, Smith, Taylor Question on Chapter 1 Reading”.

Submitting assignments by Email: Name your file the same as your subject line.

Example:

“MKTG 311 02 Group 1, Jones, Smith, Taylor CHO2 Quiz”

If your subject line does not follow the correct format, your email will be deleted UNREAD and/or your assignment will not be graded.

How to Communicate with Each Other

Besides email, Blackboard has a number of features for communicating with the other students in this class. Use them. Become familiar with the chat room and discussion board features of Blackboard. Each group will have its own discussion board features, which you might use to work on any required group work.

Academic Honesty

All students are expected to conduct themselves in accordance with the FSU Academic Regulations on Dishonesty in Academic Affairs, collectively referred to in this class as the Honor Code. Any student who commits an academically dishonest act such as plagiarism, cheating on an exam, submitting the work of another person as her or his own, or any other action that threatens the integrity of the degree or the high standards maintained by the other students in the class will receive an “F” in the course and may be subject to dismissal from the FSU program.

Submission by the student of any work to be graded, including projects, reports, and examinations carries with it the explicit agreement by the student to adhere to the FSU Academic Regulations on Dishonesty and sworn acceptance of the following statement:

“I have neither given nor received unauthorized aid on this assignment.”

Late Work

No late work is accepted. Failure to turn in an assignment on time results in a **zero** on that assignment.

Exams

All exams must be taken on time. All exams are given via online format in Blackboard. Please be careful. If you crash the exam because you did not use the interface correctly, you will not be allowed to re-take the exam. If a 3rd party, such as your ISP or Blackboard tech

support verifies in writing that a crashed exam was due to interrupted service, you will be allowed to take the exam again. If you have problems, please contact tech support for Blackboard or the administrator of your ISP or other internet connection.

The exception to this policy is that if you crash the exam in the first 10 minutes, call me at the office and I will re-set the exam for you. You will have to finish in the time allowed, so you will have 10 less minutes to complete the exam. This applies to in-class exams only. Online courses and all other crashes must use the Missed Exam policy below to replace a crashed or lost exam.

Missed Exams

If you have missed an exam, you will receive a zero on the exam.

However, if you miss an exam or exams during the semester, you may use the comprehensive exam during the final exam period as scheduled for this class and your grade on the comprehensive final will replace the zero you received on the missed exam or exams.

Please note that doing well on the comprehensive exam is harder than doing well on a class exam. So use this provision only if you have to.

If you are scheduled to miss class due to participation in a university sanction event, make arrangements with me to let you take an exam EARLY, before you leave for the event.

Extra Credit

There is no extra credit option in this course. There are however, opportunities to earn bonus points in the course. Please see assignments below for details.

Attendance

Attendance at all in-class and class meetings is expected but not required. A record of attendance will be kept, primarily for information purposes. However, if you miss a class or classes, it is up to you to obtain the information covered in the class from another student or from supplemental material provided in Blackboard. The professor will not cover the material for you from any class you did not attend, for any reason.

Lecture, Participation and Note-Taking

All students should take extensive notes on in-class lectures. The objective of note-taking is to create a transcript of everything that was said in lecture, either by the professor, a student asking a question, or other information as conveyed.

Students should realize that taking extensive notes is a form of learning. In particular, the active learning act of hearing and seeing information in one medium (such as spoken lecture or visuals on slides), then translating that information to another medium (notes), is extremely helpful in learning course concepts.

Studying notes so as to “re-create” the experience of lecture is also a process of rehearsal and translation. Your objective when studying your class notes is to “attend” the lecture again (and, perhaps, again and again) so as to practice or rehearse the information.

Important: If you use the narrated slides available on the publisher’s course site, you should plan on taking notes while playing them. This will maximize the effectiveness of your time. Just listening to them alone will not likely be very helpful.

You should combine this approach to lecture note taking and studying with the information on the “How To Study” handout provided on the course website.

A student taking copious, transcription notes of lecture is participating more than a student who does not take extensive notes.

A student who does not take notes is considered as not participating in the lecture.

Group Work Policy and Firing a Group Member

Organization, maintenance, and enforcement of group work policy is entirely up to the members of the group. You **must** create **formal, written** responsibilities for each member (a job description) and designate a group leader, president, or CEO. You may choose to designate other officials as well, such as a director of research, a vice president, or any and all positions you deem necessary. You should also clearly identify the written rules your group will follow regarding submission of work to the group leader prior to the due dates and who will be responsible for what part or part(s) of each project. For members to receive credit on an assignment, the names of all contributors must be in the header of a word file or on the cover page

of a PowerPoint file. If a group member's name is omitted due to non-contribution, the group leader must document that fact and include it in an email submission of the assignment. The group should also cc that email to the excluded group member.

The group leader is responsible for submitting all group work to the instructor. All work submitted should be in MS Word format and sent as an email attachment.

All group members are expected to contribute to the group's overall performance. Any group member who fails to meet the formal, written rules of the group can be "fired" or deleted from the group, provided all remaining group members agree. If a group must fire one or more members, the following professional, written process **MUST** be followed. Do not make any personal comments nor confront the group member subject to action in any way. Simply complete a one-sentence statement of fact that a deadline was missed (do not discuss why or how others feel about it).

Procedure for Firing a Group Member

A group member can be fired upon the third failure to meet a group work deadline. A deadline can be written work, such as an answer to a set of group discussion questions, or it can be ANY group-designated activity, such as a meeting or an online exchange. I **STRONGLY** encourage you to set early and frequent work deadlines and/or group meetings of **NO SIGNIFICANCE** to establish if there are any problems that must be fixed. To fire a group member, the group must:

- Send the group member a notice missed group for a first missed deadline (cc: the instructor). This notice should be an email message and include the names of all contributing group members (if two or more group members fail to contribute, the remaining contributing members may send the same email to all offending group members). The notice **MUST** use the **REQUIRED SUBJECT LINE FORMAT** for this course.
- Send the group member a notice missed group for a second missed deadline (cc: the instructor; same format as above).
- Upon a third missed deadline, the group may simply send a notice of termination (cc: the instructor; same format as above).

Any member "fired" from a group will be placed in a new group of other fired members. Those students may choose to work together on the remaining group projects or they may complete all remaining group assignments individually.

Technology Requirements for This Course

This course in the business curriculum assumes prior competence in standard business software tools.

SPECIAL NOTE: THE PROFESSOR IN THIS COURSE WILL NOT PROVIDE INSTRUCTION OR TECHNICAL SUPPORT FOR ANY OF THE ASSUMED SOFTWARE COMPETENCIES. THE COURSE ASSUMES YOU ALREADY HAVE A DEMONSTRATED COMPETENCE IN EACH OF THE SOFTWARE ITEMS LISTED BELOW.

Your participation in the course assumes you are competent in the use of the following.

Blackboard Interface. You are responsible for training yourself in the use of blackboard: there is a tutorial online inside Blackboard if you need it. You should be familiar with ALL aspects of blackboard, including the use of mailing lists, digital drop boxes, and how to use communication tools to send and receive assignments and group work to the professor and to other class members as needed. You should especially take care that you know how to use the quizzes and exams without crashing the software.

The Internet. You must be capable of using the Internet, especially for purposes of getting course-related information from the web page of the textbook hosted by the publisher. The professor may also send you email updates requiring that you visit selected web sites as part of the participation portion of the course.

Email Services. You must be proficient in sending and receiving email, including the use of attachments. All class assignments to be “handed-in” must be sent as email attachments and saved in the appropriate software file format.

Microsoft Office Professional 2007. You are expected to be competent in the use of Microsoft Office Professional 2007 and to have access to all its programs, either on your hard drive or on a network server.

- II. Disabled Student Services: In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1990, if you have a disability or think you have a disability, please contact the Center for Personal Development in the Spaulding Building, Room 155 (1st Floor); or call 910-672-1203.

III. TEXTBOOK

Grewal, Dhruv and Michael Levy (2008). *M: Marketing*, 2nd Edition. Burr Ridge, IL: McGraw-Hill/Irwin.

ISBN: 007340487x

Copyright year: 2011

(Note: New versions of this book includes a code to access online, required content. If you have a used book, purchase a code online. Be sure you have it)

You can use your code or purchase one online for \$15 at the following course site:

<http://grewalm.mcgraw-hill.com/v2/>

Click on the “First Time User” button and follow the directions to either log in or purchase an access code via credit card.

This course site houses a number of key features of the textbook, including required interactive exercises that address course objectives, additional practice quizzes, and narrated PowerPoint lectures in both traditional and pod-cast formats.

IV. Student Learning Outcomes

Upon completion of this course, students will be able to:

- Explain the marketing function in business and society.
- Identify and describe the 4 Ps of marketing.
- Define, describe, and generate a comprehensive marketing plan.
- Explain the market strategy planning process.
- Describe the role of marketing information systems and marketing research for understanding consumers.
- Identify and describe how consumers make purchase decisions.
- Identify and describe how organizations make purchase decisions.

V. COURSE REQUIREMENTS AND EVALUATIVE CRITERIA

a. Grading Scale and Required Pre-requisites

As required by the University, notification of the grading scale for this course is the following:

90%-100% (900+)	A
80%-89.9% (800+ <900)	B
70%-79.9% (700+ <800)	C
60%-69.9% (600+ <700)	D
<60% (<600)	F

Requirements to be met PRIOR to taking this course:

Prerequisites: ACCT 211, BADM 214, BADM 215, BADM 216, ECON 211, and ECON 212.

ANY and ALL Students who do not meet the requirements for the course must have written permission from the instructor into the course to receive course credit.

- b. Attendance. Attendance is expected. Attendance, note taking, and contribution to lecture are graded assignments.
- c. Graded Assignments and the
- d. Value of Each Assignment.

Exams. 60%. Individual. Four exams at 15% each. (75 questions over 3-4 chapters, 90 minutes per exam, 2 points per question). Closed book. No notes, no help. You must answer the questions from memory.

4Ps Essay. 5%. Group. Write an essay on the 4Ps of marketing using the 3D Writing Heuristic format. (*Note: You may submit your essay individually or as a group*)

Term Project. 12.5%. Group. Create a marketing plan (10%) & presentation (2.5%) as assigned. Class time is allocated for group work (online class must work online, using the collaboration tools in Blackboard). A working copy of the project is

handed-in for feedback prior to grading the project. Use the feedback to improve your performance. *Special Note: Plan your group work carefully and take special care to ensure all work submitted is original to your group and/or fully cited if from outside sources. Failure to cite work properly constitutes plagiarism, whether intended or not.*

Participation. 2.5%. Individual. (1% Syllabus Assignment, 1.5% Class participation)

Chapter Quizzes. 15% Individual. Complete online. 10 points each. Open book, open notes. Take the quizzes up to five times in Blackboard and the average of your grades is recorded in the grade center.

Interactive Toolkits. 5%. Group (online students may choose to complete toolkits individually). Complete online interactive exercises as assigned. Email the result to the instructor at: lhershey@uncfsu.edu.

Final Exam. Individual. Replace missed exams /BONUS POINTS.

Exams. Individual.	600 Total (4 exams @150 points each)
4Ps Essay. Group essay using 3D Writing Heuristic (Online students may choose to complete individually).	50 POINTS
Term Project. Written plan and presentation of a comprehensive assignment. 5 to 10 pages providing a marketing plan for an on-campus student group, organization, or campus-related cause.	100 POINTS Written Plan 25 POINTS Presentation of Plan (PowerPoint slide show with either voice over narration or text of what the speaker will say on the notes page.)
Participation. Individual. Syllabus Acceptance Statement	10 POINTS
Participation. Individual. Class participation (Attendance, Note Taking, Group Organization, Verbal Contribution to Lecture (section 02),	15 POINTS

Contribution to Chapter Discussion Boards)	
Chapter Quizzes. Individual. Via Blackboard Online (see above) Note the deadlines for each quiz in the timeline for the class below.	150 POINTS (10 Points each)
Toolkit Interactive Exercises. Group or Individual. Completion of Online Exercises. Requires code to access web site. Must email results for credit.	50 POINTS (10 Points Each) See schedule below for specific assignments and due dates.
Final Exam. Individual.	Replaces Missed Exams <OR> 100 BONUS POINTS.

e. **Policy on Missed or Late Assignments.** No late work is accepted. Missed exams can be replaced by the grade received on the final exam. Missed exams are counted as a zero until the final exam is recorded. The percentage correct on the final exam will be multiplied times the points available on missed work and that product will become the point value used to replace the zero. All other work cannot be replaced. Bonus points must be earned during the time of the assignment.

f. Other

Your grade in the course is determined by dividing your total points by 1000. It is ***possible to EARN up to 100 bonus points*** (up to 1100 total points). Bonus points offer the potential to improve your final grade by a full grade point. *Determining your grade at any point during the course is a simple calculation – do not ask the professor to do it for you.*

Note: There is no “rounding” of grades. Your grade must be within the range established above. For example, if you get a 79.9 average in the course, you will get a C, not a B.

VI. **Academic Support Resources.** Course support, documents, syllabus, online exams are available online at the Blackboard Course Site. Students enrolled in this class are automatically enrolled in the Blackboard course site.

VII. COURSE OUTLINE AND ASSIGNMENT SCHEDULE

Note that much of the content for this book is found online at the textbook website, sponsored by the publisher. Access is available with each new edition of the textbook. Available as a stand-alone fee afterward.

On Readings & Lectures: You **MUST** read the assignments before the lecture. Coming to lecture without reading is a waste of your time. Online students should read the assignments on the same day as in-class students, **THEN** listen to the narrated lectures available online. Listening to the narrated lectures without reading the chapter is an even bigger waste of time. Students should **ALSO** take notes on their readings and on the lectures (either in-class or online). If you are not taking notes during lecture, you are not participating, and again, you are wasting your time. See handout in course documents on how to study and on note taking.

On Discussion Boards: These are **NOT REQUIRED** and are **NOT GRADED**. They are just there to let you post a comment or question on the readings and receive feedback, like a regular class discussion or Q&A. The deadlines for them simply refer to how when they should be posted in order to receive feedback.

On Exams: All exams are taken online in the [Blackboard Course Site for this class](#). These are scheduled by section. For section 02, they must be taken during class time (90 minutes maximum). For section D1, they are made available between 7-11pm on the day scheduled for after work-convenience. But they must still be completed within 90 minutes of when you begin the exam. **Overtime penalties apply** as noted: 1 grade point per minute over time.

On Quizzes: All quizzes are taken online in the [Blackboard Course Site for your section](#). These are due each week. Check your deadlines in advance. They are usually due on no later than Sunday night for the previous week but some are due before then. See schedule below for dates and times.

On Interactive Toolkits: All toolkits are accessed online in the [Textbook Course Site for the Book](#). These are due as scheduled. If no lecture is listed on the day of the assignment, your group should meet during class time to complete the assignment by the end of class. Check your deadlines in advance. Be sure you have an access code to the Interactive Toolkits – it is your responsibility to verify this the first week of class. Email your results for credit (there are provisions to email completed toolkit at the bottom of the page, once you are finished).

Date	Assignment
Week 1	
Aug 19, THU	Initial Meeting, Review of Syllabus, Overview of Course, Key Assignments, Expectations. Assignment: Tour course site, in-class & online

	<p><u>Verify your access to the online Materials</u> at:</p> <p>http://grewalm.mcgraw-hill.com/v2/</p> <p>For Fall 2010, the rental book SHOULD have access to all online content. If so, you can use your code to access the content. Otherwise, you can purchase a code online for \$15 at the course site. Click on the “First Time User” button and follow the directions to either log in or purchase an access code via credit card.</p> <p>If you wish to own a copy, purchase online at:</p> <p>http://www.mhprofessional.com/product.php?cat=108&isbn=0077386434</p> <p>After class:</p> <ul style="list-style-type: none"> • Read Syllabus and complete first assignment. • Plan for group work assignments Aug 26 • (Online students can work in groups or alone) <p><i>Due: Syllabus acceptance statement BEFORE:</i></p> <p><i>Section 02: 5pm Friday, Aug 20</i> <i>Section D1: 5pm Sunday, Aug 22.</i></p>
<p>Week 2</p> <p>Aug 24</p> <p>Aug 26</p>	<p>Lecture Chapter 1 READ BEFORE CLASS:</p> <ul style="list-style-type: none"> • Chapter 1: An Overview of Marketing • Syllabus Section on Group Work • <i>Assignment to Work Groups</i> • In Course Documents: <ul style="list-style-type: none"> ○ How to Study Handout ○ Sample of Notetaking, BB&T Hershey PDF. <p>The 3D Writing Heuristic (Assignments Folder). READ BEFORE CLASS: “The 3D Writing Heuristic” <i>Hand-in Project Groups Roles and Contact Information</i> <i>(Section 2 and D1. Form groups by choice, others will be assigned to groups randomly. Online students may choose to do all group work independently.)</i></p> <ul style="list-style-type: none"> • <i>Discussion Board Submissions Due by 5pm, Friday Aug 27</i>

	<ul style="list-style-type: none"> • End of Week Homework: <ul style="list-style-type: none"> ○ Submit Online Quiz for Chapter 1 by 1130pm, Sunday, Aug 29
<p>Week 3</p> <p>Aug 31</p> <p>Sep 2</p>	<p>Lecture Chapter 2 READ BEFORE CLASS: Chapter 2: Marketing Strategies Interactive Toolkit: Conducting a SWOT Analysis ! Email Group Term Project for Approval by 5pm Today !</p> <p>Lecture Chapter 3 READ BEFORE CLASS: Chapter 3: Ethics</p> <ul style="list-style-type: none"> • <i>Discussion Board Submissions Due by Friday 5pm, Sep 3</i> • End of Week Homework: <ul style="list-style-type: none"> • Email Interactive Toolkit CH2 SWOT Analysis: Nike & Reebok, by Friday 5pm, Sep 3 • Submit Online Quiz for Chapters 2& 3 by 1130pm, Sunday, Sep 5
<p>Week 4</p> <p>Sep 7</p> <p>Sep 9</p>	<p>Lecture Chapter 4 READ BEFORE CLASS: Chapter 4: The Marketing Environment</p> <p>Hand-in Group Project: 4Ps Essay (by end of class, section 02; 11pm section D1)</p> <ul style="list-style-type: none"> • <i>Discussion Board Submissions Due by Friday 5pm, Sep 10</i>

	<ul style="list-style-type: none"> • End of Week Homework: <ul style="list-style-type: none"> ○ Submit Online Quiz for Chapter 4 by 1130pm, Sunday, Sep 12
Week 5	
Sep 14	<p>Exam 1. Chapters 1-4 Available:</p> <p>Section 02: 3:45 – 5pm</p> <p>Section D1: 7-11pm</p>
Sep 16	<p>Lecture Chapter 5</p> <p>READ BEFORE CLASS:</p> <ul style="list-style-type: none"> ➤ Chapter 5: Consumer Decision Making ➤ Interactive Toolkit: CH 5 Consumer Decision Rules <ul style="list-style-type: none"> • <i>Discussion Board Submissions Due by Friday 5pm, Sep 17</i> • End of Week Homework: <ul style="list-style-type: none"> • Email Interactive Toolkit CH5 Decision Rules: The Care Model by Friday 5pm, Sep 17 • Submit Online Quiz for Chapter 5 by 1130pm, Sunday, Sep 19
Week 6	
Sep 21	<p>Lecture, Lecture/Discussion Chapter 8</p> <p>READ BEFORE CLASS: Chapter 8: Segmenting and Targeting Markets</p>
Sep 23	<p>Interactive Toolkit: CH 8 Creating a Positioning Map</p> <ul style="list-style-type: none"> • <i>Discussion Board Submissions Due by Friday 5pm, Sep 24</i> • End of Week Homework: <ul style="list-style-type: none"> • Email Interactive Toolkit CH8 Positioning Map: Tracking SUVs by Friday 5pm, Sep 24 • Submit Online Quiz for Chapter 8 by 1130pm, Sunday, Sep 26
Week 7	

Sep 28	<p>Lecture Chapter 9 READ BEFORE CLASS: Chapter 9: Marketing Research</p> <ul style="list-style-type: none"> • <i>Discussion Board Submissions Due by 5pm, Wednesday, Sep 29</i> • End of Week Homework: <ul style="list-style-type: none"> ○ Submit Online Quiz for Chapters 9 by <u>1130pm, WEDNESDAY, Sep 29</u>
Sep 30	<p>Exam 2. Chapters 5, 8, 9 Section 02: 3:45 – 5pm Section D1: 7-11pm</p>
Week 8	<p>FSP Forum Week – All Class Lecture Online!</p>
Oct 5	<p>Lecture Chapter 10 – ONLINE NARRATED LECTURE ONLY READ BEFORE CLASS: Chapter 10: Branding</p>
Oct 7	<p>Lecture Chapter 11– ONLINE NARRATED LECTURE ONLY READ BEFORE CLASS: Chapter 11: New Products</p> <ul style="list-style-type: none"> • <i>Discussion Board Submissions Due by 5pm, Friday Oct 8</i> • End of Week Homework: <ul style="list-style-type: none"> ○ Submit Online Quiz for Chapters 10 & 11 by 1130pm, Sunday, Oct 10
Week 9	
Oct 12	<p>Lecture, Lecture/Discussion Chapter 12 READ BEFORE CLASS: Chapter 12: Services</p> <ul style="list-style-type: none"> • <i>Discussion Board Submissions Due by 5pm, <u>Wed Oct 13</u></i>
Oct 14	<p><i>Group Work Day: Work on Term Project</i></p> <ul style="list-style-type: none"> • End of Week Homework: <ul style="list-style-type: none"> ○ Submit Online Quiz for Chapter 12 by 1130pm, Sunday, Oct 17
Week 10	
Oct 19	<p>Lecture Chapter 13 READ BEFORE CLASS: Chapter 13: Pricing</p>
Oct 21	<p><i>Group Work Day: Work on Term Project</i></p>

	<p><i>Interactive Toolkit: CH13 Breakeven Analysis: Shoe Manufacturing in Asia Due at End of Class (section02), by 1130pm (Section D1)</i></p> <p><i>Discussion Board Submissions Due by 5pm, Friday Oct 22</i></p> <ul style="list-style-type: none"> • <i>End of Week Homework:</i> <ul style="list-style-type: none"> ○ <i>Submit Online Quiz for Chapter 13 by 1130pm, Sunday, Oct 24</i>
<p>Week 11</p> <p>Oct 26</p> <p>Oct 28</p>	<p><i>Exam 3. Chapters 10-13.</i> <i>Section 02: 3:45 – 5pm</i> <i>Section D1: 7-11pm</i></p> <p><i>Group Work Day: Work on Term Project</i></p>
<p>Week 12</p> <p>Nov 2</p> <p>Nov 4</p>	<p>Lecture Chapter 15 READ BEFORE CLASS: Chapter 15: Retailing</p> <p><i>Group Work Day: Work on Term Project</i> Hand in Working Copy of Group Term Project for feedback</p> <ul style="list-style-type: none"> • <i>Discussion Board Submissions Due by 5pm, Friday Nov 5</i> • <i>End of Week Homework:</i> <ul style="list-style-type: none"> ○ <i>Submit Online Quiz for Chapter 15 by 1130pm, Sunday, Nov 7</i>
<p>Week 13</p> <p>Nov 09</p> <p>Nov 11</p>	<p>Lecture Chapter 16 READ BEFORE CLASS: Chapter 16: IMC</p> <p>Lecture Chapter 17 READ BEFORE CLASS: Chapter 17: Advertising and Sales Promotion <i>Interactive Toolkit: CH17 Advertising Creation</i></p> <ul style="list-style-type: none"> • <i>Discussion Board Submissions Due by 5pm, Friday Nov 13</i>

	<ul style="list-style-type: none"> • End of Week Homework: <ul style="list-style-type: none"> • Email Interactive Toolkit CH17 Create an Ad: Zinzer Breath Mints Part 1, by Friday 5pm, Nov 12 • Submit Online Quiz for Chapters 16 & 17 by 1130pm, Sunday, Nov 14
<p>Week 14</p> <p>Nov 16</p> <p>Nov 18</p>	<p>Lecture Chapter 18 READ BEFORE CLASS: Chapter 18: Personal Selling and Sales Management</p> <p><i>Group Work Day: Work on Term Project</i></p> <ul style="list-style-type: none"> • <i>Discussion Board Submissions Due by 5pm, Friday Nov 19</i> • End of Week Homework: • Submit Online Quiz for Chapter 18 by 1130pm, Sunday, Nov 21
<p>Week 15</p> <p>Nov 23</p> <p>Nov 25</p>	<p>Exam 4. Chapter 15-18. Section 02: 3:45 – 5pm Section D1: 7-11pm</p> <p>NO CLASS. THANKSGIVING</p>
<p>Week 16</p> <p>Nov 30</p> <p>Dec 2</p>	<p>**** FINAL EXAMINATIONS FOR DEC GRADUATES**** GRADUATING SENIORS IN SECTION 2 MUST SIGN UP VIA EMAIL FOR SENIOR-ONLY FINALS ON DEC 3 (EXAM IS DURING CLASS TIME)</p> <p>All Groups Hand-in Term Projects and Presentations</p> <p>Senior Exams & Online Student Exam Section 02: 1230 – 2pm (Section 2 Graduating Seniors Only) Section D1: 7-11pm (All online students must take the final at this day and time, whether they are graduating seniors or not).</p>

<p>Week 17</p>	<p>Final Examination, (section 02 only) Tuesday Dec 7, 2010, 4:00 to 5:50 pm. Final Exam is taken <u>Online</u>.</p> <p><i>The Final Examination is Required.</i></p> <p><u>Students Failing to take Final Examination as Scheduled Will Receive an “F” in the Course.</u></p> <p>Commencement, Saturday as scheduled by the University.</p>
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VIII. TEACHING STRATEGIES

The primary teaching strategy for this class is in-class lecture, supplemented with online quizzes, readings, interactive toolkits, and a term project (online course uses readings, discussion boards, diagnostic quizzes). The professor will provide lectures on each topic and assignment.

Web-enhancements to lecture are available to the student via the Blackboard Course Site for this course, the required course site for the book furnished by the publisher, and use of appropriate business related software specific to the course.

When the typical course schedule is interrupted by holidays and/or university events, lecture will be the primary means for keeping the course on schedule.

IX. BIBLIOGRAPHY

Hershey, Lewis. (2001). *How To Study*. Highlands, NC: Hershey Consulting Services.

Hershey, Lewis (2007), "The 3D Writing Heuristic: A Meta-Teaching Technique for Improving Business Writing Among Marketing Students," *Marketing Education Review*, 17 (1), 43-47.