**Valencia College Logo**

# COURSE SYLLABUS

**Course:** MAR 3023 Marketing Management

**Campus:** *West*

**Semester/Term:** *Spring 2021*

**Prerequisites:** *None*

**Credit Hours:** *3*

**Class Meeting Day/Time:** Online

**Classroom:***Online*

**Professor:** *Devika Ramsingh*

**Email:** *Please use the email feature in Canvas*

**Office Phone:***407-582-1536*

**Office:***WC06-326H*

**Virtual Office Hours (Thursdays 1-3 pm):** [**Sign up for virtual office hours here**](https://valenciacollege.zoom.us/meeting/register/tJ0rc-uuqjkoGtSO5SaZHcW5EALZy55emX4E)

If you are not available during the scheduled virtual hours, please use this link to schedule an appointment with me: [**BASBOL**](https://tinyurl.com/BASBOL) **(select Business).**

## Course Description:

This course covers the study of how firms create and communicate value in order to build and maintain customer relationships while benefitting the organization and its stakeholders. Emphasis is placed on the functions, institutions, and basic problems in marketing of goods and services in our domestic economy and abroad.

## Course Major Learning Outcomes:

### Students will be able to:

* Classify the internal and external factors that affect the marketing environment and assess their impact on competitive strategy.
* Make the pricing calculations and apply related pricing strategies to make the pricing decisions contained in a marketing plan.
* Understand how markets are segmented and how target markets are selected.
* Identify advantages and disadvantages of communications options and apply related strategies to make the communications decisions contained in a marketing plan.
* Identify the steps in the new product development process and apply product related strategies to make the product and branding decisions contained in a marketing plan.
* Identify the steps in the strategic planning process, recognize the types of competitive strategies, and indicate how products are positioned for competitive advantage.
* Identify the steps in the buying decision making process that differ across buying situations.
* Identify the steps in the marketing research process and recognize how various marketing research techniques can be used to answer marketing questions.

## Required Text:

**The Open Educational Resources (OER) used for the duration of this course (No Textbook Fee) Courtesy of Open Texts books.**



**eMarketing - PDF Version**: [Download OER Textbook](https://online.valenciacollege.edu/courses/77023/files/13420590/download?wrap=1)

**eMarketing - Online Version:** [Online Textbook](https://open.umn.edu/opentextbooks/textbooks/14)

## Course Organization:

This course will be divided into four categories that will comprise the final grade. (Extra credit assignments may be added as the course progresses)

| **Assignment Type** | **Percentage toward final grade** |
| --- | --- |
| Discussion | 20% |
| Exercises | 25% |
| Exams/Quizzes | 30% |
| Program Portfolio Project | 25% |
| **Total** | **100%** |

## General Grading Scale:

A: 90-100

B: 80-89

C: 70-79

D: 60-69

F: 59-below

# CLASSROOM POLICIES

## Assignments

**Discussion Instructions** **(Initial Post is required before “Viewing” Peer Posts)**: You are required to submit a substantial response. A substantial response is one that stays on topic and fully addresses the assignment in a clear, concise, and meaningful manner. Substantial content refers to providing relevant content toward the actual topic of the discussions. This includes quality input, questions, and information in your discussion posts and responses to peers.

The deliverable length of **initial postings must be at least 150 words**. After the initial posting, students are required to respond to at least two (2) peers’ responses.  **Peer responses must be at least 50 words** for each response, in order to receive full credit. Discussions must be the **students' original thoughts** based on the topics from the "Open Educational Resource" (OER) Course Textbook and/or other referenced sources. Do not use direct quotes for your discussion posts.

Please review postings for sentence structure, grammar and punctuation errors.

**Late submissions are not accepted for discussions.**

## Discussion Posting Rules

* Personal attacks of other students because of their posts will not be tolerated.
* Provide a clear analysis and insight into the topic or questions.
* **Post original thoughts to avoid plagiarism and the penalties for plagiarism**
* Zero or minimal credit will be given to students with very FEW or NO SUBSTANTIVE postings or who post all posts within a matter of minutes or all on the last day.
* Proof postings to eliminate offensive references, poor sentence syntax, misspelled words, etc.

Exercise Instructions:

**You are required to submit at least a 3-Page (Title Page, Content Page, and the Reference Page)** APA 7 formatted paper with substantial content. Substantial content requires staying on topic and fully addresses the assignment in a clear, concise, and meaningful manner. Please review your paper for grammar and punctuation errors.

Exercises must be the student’s original thoughts based on the topics from the "**Open Educational Resource**" (OER) Course Textbook and/or other referenced sources. **You are required to use your textbook and at least two (2) scholarly/peer-reviewed articles or eBooks from the Valencia College Library databases to support your statements.**

All direct quotes from the sources you used must be less than 10 words in total and must be cited within the text as well as in the Reference list. Paraphrases and summaries must also be cited within the text as well as in the Reference list. Plagiarized exercises may result in a "0" for the submission of this assignment. Please review postings for sentence structure, grammar and punctuation errors.

**Late submissions will be deducted 5 points.**

**Plagiarized submissions may result in a "0" for this assignment.**

Exam Instructions:

**Mid-Term/Final Exam contains “critical thinking” randomly selected essay questions.** Students will be instructed in and will apply critical thinking skills to include creative thinking, innovation, inquiry, analysis, evaluation, and synthesis of information. Students will be instructed in and will apply knowledge, skills and ability to include development, interpretation, and expression of ideas through written communication.

**Students will have 1 attempt to complete the exam with a duration of 100 minutes to complete the exam.** Students must complete the entire exam in the attempt (If the exam or the web browsers is closed - the exam is considered completed). The exam consists of 5 randomly selected essay questions based on the related chapter(s) learning objectives of each module covered thus far.

Students are required to read and fully answer the essay questions in order to receive full points. Students are required to submit a substantial response to each essay question. A substantial response is one that stays on topic and fully addresses the essay question in a clear, concise, and meaningful manner. Some essay questions required the student to provide examples to support the essay question being answered.

**Your mid-term and final exams are designed to assess your understanding of the content covered. Your answers should be in your own words based on your understanding of the topic.** Please read the textbook before attempting the exam.

If you choose to use direct quotes, paraphrases or summaries from a source, you will need to cite your sources. All direct quotes from references for each answer must be less than 10 words in total and must be cited within the text as well as in the Reference list. Paraphrases and summaries must also be cited within the text as well as in the Reference list.

**Plagiarized submissions may result in a "0" for this assignment.**

The deliverable length of an answer must be at least 150 words.  Please review your answers for grammar and punctuation errors.

## Program Portfolio (Capstone) Project Overview

**The student will develop, create and present a business proposal during the capstone course**. Students may use a current business; a business the student wants to create or a fictitious business organization. The important key is for the student to critically think and research the business which will be used to develop a business plan in its entirety. The student will need to think about all the facets of the business for the duration of the Program Portfolio (Capstone) Project.

Each BAS course is an active part of students developing, creating and completing a segment of the Program Portfolio (Capstone) Project. The BAS Program courses learning objectives all align with students developing, creating and completing the Program Portfolio (Capstone) Project. Students will apply the knowledge, skills and abilities learned from each BAS Program course(s) toward the development, creation and completion of the Program Portfolio Project.

Each BASBOL upper level core (3000 and 4000) courses will have a different topic of the Program Portfolio Project. Students are to submit original content for each BASBOL upper level core (3000 and 4000) course. Students will work on their final submission during the capstone. Students will have access to this course project paper in the last module. For more information, contact your professor.

Program Portfolio (Capstone) Project Business Organizational Marketing Plan Instructions - Course MAR 3023: Marketing Management:

For this course, you are required to create a business organizational marketing plan that has an emphasis on a description of the business, and the products/services, the market analysis, strategies and marketing techniques that will be used, location, competition, as well as any problems/challenges that may occur in the marketing of goods and services and how to overcome these problems/challenges. Incorporate the learnings from this course to your marketing plan and justify and support the decisions you made with research.

Topic Guidelines:

This project will be a segment of your Program Portfolio (Capstone) Project. Select **the same business you plan to use for your Program Portfolio (Capstone) Project**. Using **this same business**, you will complete other segments of this project in your other 3000- and 4000- level core courses in the BAS program. You may use a current business; a business you want to create or a fictitious business organization.

**You are required to submit at least a 4-Page (Title Page, 2 Pages of Content and the Reference Page),** APA 7 formatted paper with substantial content. Substantial content requires staying on topic and fully addresses the assignment in a clear, concise, and meaningful manner. The deliverable length of your business organizational marketing plan for this course must be at least 4-pages (Title Page, 2 Pages of Content and the Reference Page), APA 7 format. Please review your paper for grammar and punctuation errors.

Submission must be the student’s original thoughts based on the topics from the "Open Educational Resource" (OER) Course Textbook and/or other referenced sources. **You are required to use your textbook and at least three (3) scholarly/peer-reviewed articles or eBooks from the Valencia College Library databases.**  All direct quotes from the sources used must be less than 20 words in total and must be cited within the text as well as in the Reference list. Paraphrases and summaries must also be cited within the text as well as in the Reference list.

**Plagiarized submissions may result in a "0" for the submission of this assignment.**

**Late submissions will be deducted 10 points.**

## Course Summary:

| **Date** | **Details** | |
| --- | --- | --- |
| Sat Jan 16, 2021 | Assignment [How to Find Credible Sources](https://online.valenciacollege.edu/courses/100363/assignments/2396344) | due by 11:59pm |
| Assignment [Introduction Discussion](https://online.valenciacollege.edu/courses/100363/assignments/2396319) | due by 11:59pm |
| Assignment [Part 1: Muddiest Point](https://online.valenciacollege.edu/courses/100363/assignments/2396366) | due by 11:59pm |
| Assignment [Part 2: APA Tutorial](https://online.valenciacollege.edu/courses/100363/assignments/2396367) | due by 11:59pm |
| Assignment [Part 3: What did you learn?](https://online.valenciacollege.edu/courses/100363/assignments/2396368) | due by 11:59pm |
| Assignment [Task 10: EBook Citation](https://online.valenciacollege.edu/courses/100363/assignments/2396314) | due by 11:59pm |
| Assignment [Task 1: Where do I start?](https://online.valenciacollege.edu/courses/100363/assignments/2396316) | due by 11:59pm |
| Assignment [Task 2: Access the Library's Databases](https://online.valenciacollege.edu/courses/100363/assignments/2396301) | due by 11:59pm |
| Assignment [Task 3: Exploring the Library's Databases](https://online.valenciacollege.edu/courses/100363/assignments/2396302) | due by 11:59pm |
| Assignment [Task 4: Retirement Age](https://online.valenciacollege.edu/courses/100363/assignments/2396313) | due by 11:59pm |
| Assignment [Task 5: APA Assistance](https://online.valenciacollege.edu/courses/100363/assignments/2396310) | due by 11:59pm |
| Assignment [Task 6: Business Databases](https://online.valenciacollege.edu/courses/100363/assignments/2396304) | due by 11:59pm |
| Assignment [Task 7: Searching](https://online.valenciacollege.edu/courses/100363/assignments/2396312) | due by 11:59pm |
| Assignment [Task 8: Article Citation](https://online.valenciacollege.edu/courses/100363/assignments/2396307) | due by 11:59pm |
| Assignment [Task 9: EBooks](https://online.valenciacollege.edu/courses/100363/assignments/2396303) | due by 11:59pm |
| Assignment [Your feedback](https://online.valenciacollege.edu/courses/100363/assignments/2396308) | due by 11:59pm |
| Sat Jan 23, 2021 | Assignment [Module 4 Discussion](https://online.valenciacollege.edu/courses/100363/assignments/2396321) | due by 11:59pm |
| Assignment [Paraphrasing and In Text Citation (Extra Credit)](https://online.valenciacollege.edu/courses/100363/assignments/2396318) | due by 11:59pm |
| Assignment [Module 3 Exercise](https://online.valenciacollege.edu/courses/100363/assignments/2396359) | due by 11:59pm |
| Sat Jan 30, 2021 | Assignment [Extra Credit: What Is Marketing?](https://online.valenciacollege.edu/courses/100363/assignments/2396309) | due by 11:59pm |
| Assignment [Module 5 Discussion](https://online.valenciacollege.edu/courses/100363/assignments/2396323) | due by 11:59pm |
| Assignment [Module 6 Discussion](https://online.valenciacollege.edu/courses/100363/assignments/2396324) | due by 11:59pm |
| Sat Feb 6, 2021 | Assignment [Module 8 Discussion](https://online.valenciacollege.edu/courses/100363/assignments/2396327) | due by 11:59pm |
| Assignment [Module 9 Discussion](https://online.valenciacollege.edu/courses/100363/assignments/2396325) | due by 11:59pm |
| Sat Feb 13, 2021 | Assignment [Module 10 Discussion](https://online.valenciacollege.edu/courses/100363/assignments/2396331) | due by 11:59pm |
| Assignment [Module 11 Discussion](https://online.valenciacollege.edu/courses/100363/assignments/2396328) | due by 11:59pm |
| Sat Feb 20, 2021 | Assignment [Mid-Term Exam](https://online.valenciacollege.edu/courses/100363/assignments/2396315) | due by 11:59pm |
| Sat Feb 27, 2021 | Assignment [Extra Credit: Marketing Strategy](https://online.valenciacollege.edu/courses/100363/assignments/2396306) | due by 11:59pm |
| Assignment [Module 12 Discussion](https://online.valenciacollege.edu/courses/100363/assignments/2396330) | due by 11:59pm |
| Assignment [Module 13 Discussion](https://online.valenciacollege.edu/courses/100363/assignments/2396335) | due by 11:59pm |
| Sat Mar 6, 2021 | Assignment [Module 14 Exercise](https://online.valenciacollege.edu/courses/100363/assignments/2396349) | due by 11:59pm |
| Assignment [Module 15 Discussion](https://online.valenciacollege.edu/courses/100363/assignments/2396322) | due by 11:59pm |
| Sat Mar 20, 2021 | Assignment [Extra Credit: Consumer Behavior](https://online.valenciacollege.edu/courses/100363/assignments/2396317) | due by 11:59pm |
| Assignment [Module 16 Discussion](https://online.valenciacollege.edu/courses/100363/assignments/2396332) | due by 11:59pm |
| Assignment [Module 17 Discussion](https://online.valenciacollege.edu/courses/100363/assignments/2396333) | due by 11:59pm |
| Sat Mar 27, 2021 | Assignment [Module 18 Discussion](https://online.valenciacollege.edu/courses/100363/assignments/2396334) | due by 11:59pm |
| Assignment [Module 19 Discussion](https://online.valenciacollege.edu/courses/100363/assignments/2396336) | due by 11:59pm |
| Sat Apr 3, 2021 | Assignment [Module 20 Discussion](https://online.valenciacollege.edu/courses/100363/assignments/2396337) | due by 11:59pm |
| Assignment [Module 21 Exercise](https://online.valenciacollege.edu/courses/100363/assignments/2396357) | due by 11:59pm |
| Sat Apr 10, 2021 | Assignment [Program Portfolio Project](https://online.valenciacollege.edu/courses/100363/assignments/2396369) | due by 11:59pm |
| Sat Apr 17, 2021 | Assignment [Final Exam](https://online.valenciacollege.edu/courses/100363/assignments/2396311) | due by 11:59pm |

## Make-up Exams:

Make-up exams will only be given in emergency situations provided the instructor is notified in advance (prior to the absence). Upon approval of your absence, the exam will be placed in the testing center. Exams must be made up before the next class meeting. Any test missed will have an adverse effect on your grade, and make-up test will not be given unless approved by the professor prior to the date of the scheduled test. Proof of absence is required for make-up exams.

## Homework and Quizzes:

If a student is absent, it is his/her responsibility to contact a class member, obtain the assignment and come to the next class meeting prepared. If a student is absent the day of a quiz, they will receive a zero. See “Assignments” for late submission information.

## Expected Student Conduct:

Valencia College is dedicated, not only to the advancement of knowledge and learning, but is concerned with the development of responsible personal and social conduct. By enrolling at Valencia College, a student assumes the responsibility of becoming familiar with and abiding by the general rules of conduct. The primary responsibility for managing the classroom environment rests with the faculty. Students who engage in any prohibited or unlawful acts that result in disruption of a classroom or Valencia’s rules may lead to disciplinary action up to and including expulsion from Valencia. Disciplinary action could include; being withdrawn from class, disciplinary warning, probation, suspension, expulsion or other appropriate and authorized actions. You will find the student code of conduct in the current [Policy & Procedures Manual](http://www.valenciacollege.edu/generalcounsel/).

## Attendance:

Punctual and regular attendance is mandatory in this course. Students are responsible for all material covered in class. Valencia’s attendance policy is that a student will be present for all class meetings.

No show withdrawal**:**

Valencia policy is that any student that does not come to class during our first two meetings will be withdrawn. The policy can be located at this [link](http://catalog.valenciacollege.edu/academicpoliciesprocedures/classattendance/).

Valencia College students are held accountable for meeting all course requirements. Students must therefore realize that they are expected to attend all regularly scheduled meetings of courses in which they are enrolled. Professors will record attendance during each class session. The student is expected to carry out all assigned work and to take examinations at the class period designated by the instructor. Failure to carry out these assignments or to take examinations at the designated times may result in an appropriate reduction in grade or being dropped from the course.

**Three partial attendances count as an absence.** A partial attendance is defined as arriving tardy, leaving early, or not being an active participant in the class session. Leaving after a test counts as two partial attendances. There are no excused absences from this class. I reserve the right to withdraw or fail a student who has 4 or more absences or any combination of partial attendances and absences equaling 4 absences. Students missing the first-class session are subject to withdrawal as “no shows.”

## For Online Attendance

For online attendance, students are required to log on weekly, review the week's course material and submit appropriate assignments/exams. Individual Assignments or Internet Assignments are due for each module of the online course. Attendance will be taken based on your submitting assignments weekly. If a student fails to submit an assignment when due, the student will be marked absent for that week.

## Class Recordings

Parts of our class sessions will all be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live.

## Procedures for Reporting Absences

It is the responsibility of the student, where possible, to notify instructors regarding absences for whatever reason or period of time. This should take place before leaving campus, during an illness or upon return to campus.

Click here for more information on Valencia College “[**Attendance Policy**](http://catalog.valenciacollege.edu/academicpoliciesprocedures/classattendance/)”

0-2 absences = 100% for the attendance grade

3-3+ absences = 0% for the attendance grade, resulting in a reduction of one letter grade

4+ absences = 0% for attendance, resulting in possible withdraw or an F in the course

Two partial attendances are counted as an absence; e.g. two tardy days equals one absence. A partial attendance is defined as arriving tardy, leaving early, or not being an active participant in the class session. Leaving after a test is counted as full absence. There are no excused absences from my class. I reserve the right to withdraw or fail a student due to excessive absences, normally viewed as 4 or more.

If you are unable to participate in the course due to illness, family emergency, etc., please communicate with me as soon as possible in order to create a plan to complete any missed assignments so that your learning can progress in your course. In the case of a prolonged online absence, please communicate with me as soon as possible in order to create a plan for the best course of action.

## Note to International Students (F-1 or J-1 Visa)

Please be advised that withdrawal from this course due to attendance may result in the termination of your visa status if you fall below the full-time enrollment requirement of 12 credit hours. Contact Valencia’s [International Student Services](http://valenciacollege.edu/international/) office for more information.

## Statement of Support for Students with Food/Housing/Financial Needs

Any student who has difficulty accessing sufficient food to eat, or who lacks a safe and stable place to live, and believes this may affect his or her performance in the course, is urged to meet with a Counselor in the [Advising Center](https://valenciacollege.edu/students/advising-counseling/) for information about resources that may be available from the college or community.

## Email Policy:

Students must have an active Atlas account. Students must check their Atlas e-mails regularly as to not miss any important messages from the professor. Missed messages via Atlas or any other medium (in-class, etc.) may affect your grade and are the responsibility of the student.

## Academic Honesty:

Each student is expected to do his or her own work, unless otherwise specified. Cheating will not be tolerated and will result in an automatic “zero” on that exam or assignment. For obvious reasons, **cell phones will not be permitted** to be used as calculators or for any other reasons **during exams**. Anyone accessing their phone during an exam will receive an automatic zero for that exam. Students may not leave the classroom for any reason during exams.

All professors have their own policy on what percentage constitutes plagiarism. In this course, students must get 15% or lower on the report for all writing assignments that are linked to Unicheck.

All of the following are considered plagiarism:

* turning in someone else's work as your own
* copying words or ideas from someone else without giving credit
* failing to put a quotation in quotation marks
* giving incorrect information about the source of a quotation
* changing words but copying the sentence structure of a source without giving credit
* copying so many words or ideas from a source that it makes up the majority of your work, whether you give credit or not
* using previous work the student has already completed and presenting it as new work without citing the previous work, (also known as self-plagiarism).
* Most cases of plagiarism can be avoided, however, by citing sources. Simply acknowledging that certain material has been borrowed, and providing your audience with the information necessary to find that source, is usually enough to prevent plagiarism.

## Student Technology in the Classroom:

I understand there are many good reasons to have laptops, mobile phones, and other wireless communication devices. Many of us have work and family responsibilities that sometimes cannot wait until the end of class.

Recognizing that it may be necessary on occasion to communicate with others during class, please do not text, email, surf, talk, or anything else while class is in session. Feel free to leave the classroom for a moment to take care of any necessary communications. If I find you are “surfing the web” and are not engaged in the class, I may ask you to put your electronic device away for the remainder of the class session and/or semester.

Florida is a “two consent” state concerning recording conversations. Students may not record their instructors, either in conversation or in class, without their consent. If you want to record a classroom conversation, you must first receive permission from everyone in the room.

## Academic Accommodations:

**“**Students with disabilities who qualify for academic accommodations must provide a Notification to Instructor (NTI) form from the Office for Students with Disabilities (OSD) and discuss specific needs with the professor, preferably during the first two weeks of class. The Office for Students with Disabilities determines accommodations based on appropriate documentation of disabilities. See the appropriate office for more information:

* East Campus Bldg. 5, Rm. 216 Ph: 407-582-2229 Fax: 407-582-8908 TTY: 407-582-1222
* West Campus SSB, Rm. 102 Ph: 407-582-1523 Fax: 407-582-1326 TTY: 407-582-1222
* Osceola Campus Bldg. 1, Rm. 140A Ph: 407-582-4167 Fax: 407-582-4804 TTY: 407-582-1222
* Winter Park Campus Bldg. 1, Rm. 212 Ph: 407-582-6887 Fax: 407-582-6841 TTY: 407-582-1222

## Student Assistance Program:

Valencia College is interested in making sure all our students have a rewarding and successful college experience. To that purpose, Valencia students can get immediate help with issues dealing with stress, anxiety, depression, adjustment difficulties, substance abuse, time management as well as relationship problems dealing with school, home or work. BayCare Behavioral Health Student Assistance program (SAP) services are free to all Valencia students and available 24 hours a day by calling (800) 878-5470. This number is also located on the back of your Valencia Student ID. Free face to face counseling is also available.

## Withdrawal Policy:

The withdrawal policy deadline for the semester – See Academic Calendar “[Important Dates & Deadlines](http://valenciacollege.edu/calendar/)”

A student who withdraws from class before the established deadline for a particular term will receive a grade of “W”. A student is not permitted to withdraw after the withdrawal deadline. After this date, the grade assigned will be based on the student’s academic achievement in class and the actual work completed.

## Institutional Core Competencies:

The following Valencia Student Competencies will be reinforced throughout the entire course:

* **THINK –** Analyze data, ideas, patterns, principles, and perspectives employing facts, formulas and procedures of the discipline.
* **VALUE** – Distinguish among personal, ethical, aesthetic, cultural, and scientific values evaluating your own and others values from a global perspective in the process of learning the discipline.
* **COMMUNICATE –** Identify your own strengths and need for improvement as a communicator employing methods of communication appropriate to your audience and purposefully evaluate the effectiveness of your own and others communication.
* **ACT** – Apply disciplinary knowledge, skills, and values to educational and career goals acting effectively and appropriately in various personal and professional settings responding also to changing circumstances.

## Disclaimer:

Changes in this syllabus, schedule, and or college policy may be made at any time during the course per instructor discretion. Students are responsible for staying abreast of these changes.