

VALENCIA COLLEGE

COURSE SYLLABUS

Course: MAR 3023 Marketing Management

Campus: West

Semester/Term: Summer/2018

Prerequisites: None

Credit Hours: 3

Class Meeting Day/Time: Monday 6:00 PM- 9:35 PM

Classroom: West Campus Building 11 218

Professor: Eden Camejo

Email: ecamejo@valenciacollege.edu

Office Phone: 727-316-1035

Office Hours: By Appointment

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:

This course is Open Educational Resources (OERs), there is no requirement to purchase a book for this course. See OER Resource links via modules.

Course Organization:

This course will be divided into four categories that will comprise the final grade.

<input type="checkbox"/> Discussion	20%
<input type="checkbox"/> Exercises	25%
<input type="checkbox"/> Exams/Quizzes	30%
<input type="checkbox"/> <u>Program Portfolio Project ...</u>	<u>25%</u>
	100%

General Grading Scale:

A:	90-100
B:	80-89
C:	70-79
D:	60-69
F:	60-below

CLASSROOM POLICIES

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 at <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 the following link:

<http://catalog.valenciacollege.edu/academicpoliciesprocedures/classattendance>

Attendance will account for 10% of the course grade. Aside from being required to actively participate in class and be a positive influence on the rest of the students, you will be graded on your attendance in the following manner:

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.

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.

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:

Homework and quizzes cannot be made up. 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. Late projects will be penalized 5 points per calendar day late.

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.

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 is 05/14/2018. 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.

Course Summary Due Dates:

Date	Details	
Sat May 12, 2018	Introduction Discussion	due by 11:59pm
	Module 1 Introductory Exercise	due by 11:59pm
Sat May 19, 2018	Module 2 Discussion	due by 11:59pm
	Module 2 Exercise	due by 11:59pm
Sat May 26, 2018	Module 3 Discussion	due by 11:59pm
	Module 3 Exercise	due by 11:59pm
Sat Jun 2, 2018	Module 4 Discussion	due by 11:59pm
	Module 4 Exercise	due by 11:59pm
	Module 5 Discussion	due by 11:59pm
	Module 5 Exercise	due by 11:59pm
Sat Jun 9, 2018	Module 6 Discussion	due by 11:59pm
	Module 6 Exercise	due by 11:59pm
Sat Jun 16, 2018	Mid-Term Exam	due by 11:59pm
	Module 7 Discussion	due by 11:59pm
	Module 7 Exercise	due by 11:59pm
Sat Jun 23, 2018	Module 8 Discussion	due by 11:59pm
	Module 8 Exercise	due by 11:59pm
	Module 9 Discussion	due by 11:59pm
	Module 9 Exercise	due by 11:59pm
Sat Jun 30, 2018	Module 10 Discussion	due by 11:59pm
	Module 10 Exercise	due by 11:59pm
Sat Jul 7, 2018	Module 11 Discussion	due by 11:59pm
	Module 11 Exercise	due by 11:59pm
	Module 12 Discussion	due by 11:59pm
	Module 12 Exercise	due by 11:59pm

Sat Jul 14, 2018

Module 13 Discussion	due by 11:59pm
Module 13 Exercise	due by 11:59pm
Module 14 Discussion	due by 11:59pm
Module 14 Exercise	due by 11:59pm

Sat Jul 21, 2018

Module 15 Discussion	due by 11:59pm
Module 15 Exercise	due by 11:59pm

Mon Jul 30, 2018

Final Exam	due by 11:59pm
Module 16 Discussion	due by 11:59pm
Module 16 Exercise	due by 11:59pm
Program Portfolio Project	due by 11:59pm