



# MAR 3023 Marketing Management

Session FULL- ONLINE (CRN 15371)  
Class Policies & Course Syllabus  
Fall 2024

## COURSE DESCRIPTION

This course covers the study of how firms create and communicate value in order to build and maintain customer relationships while benefiting 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.

*Credit hours: 3*

*Prerequisites:* Admission to the B.A.S degree in Business and Organizational Leadership.

*Class Meeting Room:* Virtual

*Day/Time:* Virtual

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**PROFESSOR:** M. Rodriguez Raupach, Ph.D.  
A.K.A: Dr. Rodriguez

*Front Door:* <https://frontdoor.valenciacollege.edu/?mrodriguezraupach>

*Office:* West Campus, Building 5, Room 149

*Phone:* 407-582-5339

*Email:* [mrodriguezraupach@valenciacollege.edu](mailto:mrodriguezraupach@valenciacollege.edu)

*Canvas:* Preferred mode of communication during the term.

*Office hours:*

M: 8:30-12:30 Virtual

T: 8:45-9:45 and 12:45-1:45 West Campus, Building 5, Room 149

W: 8:00-10:00 Virtual

R: 8:30-11:30 Virtual

F: 8:00-9:00 Virtual

Note: Contact Professor to schedule Campus or Virtual meeting.



## COURSE MAJOR LEARNING OUTCOMES (MLO)

Course outcomes are set by Valencia College and reinforce the Student Competencies of Think, Value, Act, and Communicate. For more information select:

<http://valenciacollege.edu/competencies>. The MLOs for this course are 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.

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## EDUCATIONAL MATERIALS

*Text:* You are not required to purchase a textbook for this course. Instead, we will be using the following free Open Education Resources (OER) ebook.

### [Principles of Business: Marketing](#)

*Supplemental:* In addition to the ebook, we will be discussing current events and using supplemental resources such as journal articles and videos. Links for these supplemental resources will be provided on Canvas.

*Software:* All course materials and communication tools will be accessed via your Canvas account for this course. As a Valencia student, you have access to Microsoft Office (Word, Excel, PowerPoint) free for personal use. It is recommended that you download the desktop version of MS Office to avoid formatting issues in Canvas. You can learn more about accessing these applications in Atlas, on the "My Atlas" tab, right hand column, under "Microsoft Office for Personal Use."

## COURSE EVALUATION

The purpose of the evaluation strategy for this course is to measure your Knowledge, Skills, and Abilities (KSAs) as a student of the Bachelor of Applied Science in Business and Organizational Leadership (BASBOL) program.

MLOs will be assessed by either 1) Knowledge check quizzes, 2) Discussions, 3) Assignments, 4) Final evaluation, or a combination. Below is a general description for each assessment:

- 1) **Knowledge Check Quizzes** are open text or notes and are intended as self-checks to make sure you understand the course content for any given week or module. You will have two attempts on each quiz.
- 2) **Class Activities/Discussions** are based on main topics in the chapter readings, journal articles, videos, current events, or supplemental materials. Class Activities/Discussions require you to participate during the in-person sessions as part of a small group or as a class. You will be required to post on Canvas a reflection about the activity and when applicable an artifact from your work, such as a file or photo. In addition, students will post a substantive response to at least one classmate's posting. Substantive means responses that add depth and detail to the discussions, stimulate thought, and further the discussions. Responses must be in your own words, use correct spelling/grammar, and properly cited with references when required. It is recommended that you first type your post in MS Word, run a spellcheck/grammar, and then copy/paste the posting in Canvas.

**Note:** Class Activities/Discussions cannot be made up if you are absent. However, you may do the Extra Credit Assignment to make-up the work if "life happens" and you can't attend class on a given day.

- 3) **Assignments** may consist of writing exercises, presentations, research, or creative project. The assignments provide students with opportunities to apply course concepts associated with learning outcomes. All submissions will be checked for proper spelling/grammar and plagiarism.
- 4) The **Final Evaluation** may consist of a written response to essay questions or a capstone project, which encompasses a major learning outcome of the course. Specific instructions and a rubric will be provided when the Final evaluation is posted.
- 5) **One Extra Credit Assignment** will be available for all students who would like to improve their grade due to a zero or poor performance on any assessment. This assignment may consist of writing exercises, presentations, research, or creative project. The Extra Credit Assignment must be completed as described in Canvas and turned in by the due date. No exceptions.

### EVALUATION

Assessment	Total Points	Percentage of Grade
<b>Knowledge Check Quizzes</b> (5 Quizzes, 20 points each)	100	10%
<b>Class Activities/Discussions</b> (5 Activities/Disc, 40 points each)	200	20%
<b>Assignments</b> (5 Assignments, 80 points each)	400	40%
<b>Final Evaluation</b> (Marketing Plan)	200	20%
<b>Final Knowledge Check</b>	100	10%
<b>Total</b>	1000	100%
Extra Credit Assignment	80	

### GRADING SCALE

Points	Percentage	Grade
900- 1000	90% – 100%	A
800 - 899	80% - 89%	B
700 - 799	70% - 79%	C
600 - 699	60% - 69%	D
0 - 600	Below 60%	F

### CLASS POLICIES

Students must adhere to the following policies to remain in good standing.

- 1) **Attendance:** Attendance is recorded each week you attend class and submit a weekly assignment. You are marked absent each week you do not attend class and fail to submit the weekly assignment. Logging into Canvas without submitting something does not count for attendance. The academic week runs from Monday at 12:00am EST to Sunday at 11:59pm EST. There is a positive correlation between consistent attendance and high grades.

“I have to be seen to be believed.” – Queen Elizabeth II

- 2) **Late submissions:** The student is responsible for submitting ALL assessments before the due dates outlined in the course schedule or Canvas. Late submissions will not be accepted. 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 for the best course of action.
- 3) **Student participation:** Students must have an active Atlas account and 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, Canvas, etc.) may affect your grade. Students are expected to do their own work. Failure to so may result in Academic



Division of Business: West Campus

Dishonesty.

4) Students with Disabilities:

Students with disabilities who qualify for academic accommodations must provide a letter from the Office for Students with Disabilities (OSD) and discuss specific needs with the Professor, preferably during the first two weeks of class. The OSD determines accommodations based on appropriate documentation of disabilities (West Campus SSB 102, ext. 1523).

SCHEDULE OF CLASSES

Session Full
Fall 2024

Table with 3 columns: Week, Topic & Assignments, Due Dates. Rows include weeks 1 through 5 with specific dates and assignments like 'Knowledge Check Quiz' and 'Marketing Plan Review'.

<b>Week</b>	<b>Topic &amp; Assignments</b>	<b>Due Dates</b>
6 Sunday, 9/22	<b>Learning Activities:</b> Consumer Demographics, Consumer and Organizational Behavior <b>Complete and Submit:</b> Class Activity/Video: Buyer Behavior	Monday, 9/30
7 Sunday, 9/29	<b>Learning Activities:</b> Consumer Demographics, Consumer and Organizational Behavior <b>Complete and Submit:</b> Assignment – Target Market Analysis	Monday, 10/7
8 Sunday, 10/6	<b>Learning Activities:</b> Consumer Demographics, Consumer and Organizational Behavior - Continued <b>Complete and Submit:</b> Assignment – “Customer Persona” for a Target Market	Monday, 10/14
9 Sunday, 10/13	<b>Learning Activities:</b> Pricing Strategy <b>Complete and Submit:</b> Class Activity/Discussion Post – Pricing Strategy <b>Complete/Submit:</b> Knowledge Check Quiz – Price	Monday, 10/21
10 Sunday, 10/20	<b>Learning Activities:</b> Integrated Marketing Communications (IMC), Advertising Management <b>Complete and Submit:</b> Knowledge Check Quiz – IMC	Monday, 10/28
11 Sunday, 10/27	<b>Learning Activities:</b> Integrated Marketing Communications (IMC), Advertising Management <b>Complete and Submit:</b> Class Activity/Discussion Post – Example Ad for your “Big Idea”.	Monday, 11/4
12 Sunday, 11/3	<b>Learning Activities:</b> Brand Management, Brand Personality <b>Complete and Submit:</b> Assignment – Develop a Marketing Mix – Product, Promotion, Price and Place	Monday, 11/11
13 Sunday, 11/10	<b>Learning Activities:</b> Channel Management <b>Complete and Submit:</b> Knowledge Check Quiz – Channel Management	Monday, 11/18
14 Sunday, 11/17	<b>Learning Activities:</b> Final Evaluation Instructions, Example <b>Complete and Submit:</b> Marketing Plan	Monday, 12/2



Week	Topic & Assignments	Due Dates
	<b>Complete and Submit: Extra Credit</b>	
15 Sunday, 11/24	<b>Thanksgiving Break</b>	Monday, 12/2
16 Sunday, 12/1	<b>Complete and Submit: Final Knowledge Check Quiz</b>	<b>Wednesday, 12/4</b>

**DISCLAIMER**

The schedule, procedures, and assignments are subject to change in the event of extenuating circumstances. However, any such change will be clearly announced. Such changes are designed to deal with unforeseen circumstances that arise during the course. The changes will be intended to benefit the student and will not significantly add to the rigor of the course.

## Valencia College Policies

### Academic Dishonesty

All forms of academic dishonesty are prohibited at Valencia College. Academic dishonesty includes, but is not limited to, acts or attempted acts of plagiarism, cheating, furnishing false information, forgery, alteration or misuse of documents, misconduct during a testing situation, facilitating academic dishonesty, and misuse of identification with intent to defraud or deceive.

All work submitted by students is expected to be the result of the students' individual thoughts, research, and self-expression. Whenever a student uses ideas, wording, or organization from another source, including artificial intelligence, the source shall be appropriately acknowledged.

### Generative Artificial Intelligence (AI)

Certain assignments in this course will permit or even encourage the use of generative AI tools, such as ChatGPT, Gemini, and DALL-E. When AI use is permissible, it will be clearly stated in the assignment prompt posted in Canvas. Otherwise, the default is that use of generative AI is disallowed. In assignments where generative AI tools are allowed, their use must be appropriately acknowledged and cited. Paraphrasing or quoting smaller samples of AI generated content must be appropriately acknowledged and cited, following the guidelines established by [the APA Style Guide](#). It is each student's responsibility to assess the validity and applicability of any AI output that is submitted. Deviations from the guidelines above will be considered violations of [Valencia's academic integrity policy](#). Please contact me if you have questions regarding what is permissible and not for a particular assignment.

*Adapted from Carnegie Mellon University*  
<https://www.cmu.edu/teaching/technology/aitools/academicintegrity/index.html>





## Student Code of Conduct

Valencia College is dedicated to the advancement of knowledge and learning and also to the development of responsible personal and social conduct. The primary purpose for the maintenance of discipline in the College setting is to support a civil environment conducive to learning and inquiry.

Students will be expected to adhere to the Valencia College Student LifeMap Handbook as it references Valencia College's Policy #6HX28:08-03. The link to the LifeMap Student Handbook: <https://valenciacollege.edu/students/student-services/documents/student-handbook.pdf>

## Student Assistance Program

Valencia College has contracted with a private and confidential counseling service to provide short-term assistance to credit students who need to resolve problems that are affecting their college performance. Examples might include: stress, relationship/family issues, alcohol/drug problems, eating disorders, depression, and gender issues. Students who are experiencing any of these issues and who are enrolled in credit classes at Valencia should call the toll-free number 1-800-878-5470 to speak to a professional counselor. Following is the link to the website: <http://catalog.valenciacollege.edu/student-services/baycarestudentassistanceservices/>

## 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. For information about resources that may be available from the college or community. Following is the link to the website:

<https://valenciacollege.edu/students/advising-counseling/>

## Withdrawal Policy

The student is permitted to withdraw from a class on or before the withdrawal deadline as published in the College calendar. A student is not permitted to withdraw from a class after the withdrawal deadline, which is **10/25/24** for this class in the **Fall 2024** Full Semester. If you are thinking about withdrawing from this course, I ask that you please contact me first. I also highly recommend you contact your academic adviser and financial aid counselor as students on financial aid may be adversely affected by withdrawing from classes. A student who withdraws from a class before the withdrawal deadline will receive a grade of "W." A student who is withdrawn for administrative reasons at any time will receive a grade of "W" or other grade as determined in consultation with the Professor. Any student who withdraws or is withdrawn from a class during a third or subsequent attempt in the same course will be assigned a grade of "F". Final course grades of "A", "B", "C", "D", or "F" shall be assigned based upon the student's academic achievement on all course work.

If you drop the course(s) by the Drop/Refund Deadline, which is **8/26/24** for this class, all tuition and refundable fees will be refunded. (Application and certain other fees are not refundable.) See (*College Policy: 6HX28:06-08.1 Student Fees and Refunds*) for more information.



**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 office for more information. Following is the link to the website: <https://international.valenciacollege.edu/>

**“No Show” Status**

Class attendance is required beginning with the first class meeting. If you do not attend the first class meeting, you may be withdrawn from the class as a “no show.” Students who are not actively participating in an online class and/or do not submit the first assignment by the scheduled due date must be withdrawn by the instructor at the end of the first week as a “no show”. If you are withdrawn as a “no show,” you will be financially responsible for the class and a final grade of “WN” will appear on your transcript for the course. The policy can be located at the following link:

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