

MAR 3023 Marketing Management

Session FULL-ONLINE (CRN 24275)
Class Policies & Course Syllabus
Spring 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: Canvas

Day/Time: N/A

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

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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: 8:30-10:00 and 11:15-11:45 Winter Park Campus, Faculty Office

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.

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 |
|--|--------------|---------------------|
| Knowledge Check Quizzes (5 Quizzes, 20 points each) | 100 | 10% |
| Class Activities/Discussions (5 Activities/Disc, 40 points each) | 200 | 20% |
| Assignments (5 Assignments, 80 points each) | 400 | 40% |
| Final Evaluation (Marketing Plan) | 200 | 20% |
| Final Knowledge Check | 100 | 10% |
| Total | 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:** If you are absent more than two weeks in the semester, you are subject to withdrawal. Attendance is recorded each week you submit a Knowledge check quiz, Discussion, Assignment, or Final evaluation. You are marked absent each week you do not submit any of the weekly assignments. 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.

If the syllabus notes additional activities that must be completed during a given week or time period for the student to be viewed as having “attended” the course, those instructions apply in addition to the minimal requirements listed above.

- 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 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
Spring 2024

| Week | Topic & Assignments | Due Dates |
|-------------------|--|------------------|
| 1 Monday, 1/8 | <p>Go to: Start Here</p> <p>Read: Orientation Module</p> <p>View: Welcome Video</p> <p>Complete/Submit: Knowledge Check Quiz - Syllabus</p> <p>Complete/Submit: Class Activity/Discussion Post – Ice Breaker</p> | Tuesday, 1/16 |
| 2 Sunday, 1/14 | <p>Learning Activities: Marketing Management</p> <p>Complete/Submit: Knowledge Check Quiz – Marketing Plan Review</p> | Monday, 1/22 |
| 3 Sunday, 1/21 | <p>Learning Activities: Marketing Environment</p> <p>Complete/Submit: Assignment – Marketing Environment Paragraph with In-text citations.</p> <p>Complete/Submit: Assignment – Marketing Topic Form – 10 points extra credit if submitted on time!</p> | Monday, 1/29 |
| 4 Sunday, 1/28 | <p>Learning Activities: SMART Marketing Objectives</p> <p>Complete/Submit: Class Activity/Video – SMART Objective</p> | Monday, 2/5 |

| Week | Topic & Assignments | Due Dates |
|--------------------|---|------------------|
| 5 Sunday, 2/4 | Learning Activities: Market research Complete and Submit: Assignment – Market Research, SWOT Analysis | Monday, 2/12 |
| 6 Sunday, 2/11 | Learning Activities: Consumer Demographics, Consumer and Organizational Behavior Complete and Submit: Class Activity/Video: Buyer Behavior | Monday, 2/19 |
| 7 Sunday, 2/18 | Learning Activities: Consumer Demographics, Consumer and Organizational Behavior Complete and Submit: Assignment – Target Market Analysis | Monday, 2/26 |
| 8 Sunday, 2/25 | Learning Activities: Pricing Strategy Complete/Submit: Knowledge Check Quiz – Price | Monday, 3/4 |
| 9 Sunday, 3/3 | Learning Activities: Pricing Strategy Complete and Submit: Class Activity/Discussion Post – Pricing Strategy | Monday, 3/11 |
| 10 Sunday, 3/10 | Learning Activities: Integrated Marketing Communications (IMC), Advertising Management Complete and Submit: Knowledge Check Quiz – IMC | Monday, 3/18 |
| 11 Sunday, 3/17 | 🌸SPRING BREAK 🌸 | Monday, 3/25 |
| 12 Sunday, 3/24 | Learning Activities: Integrated Marketing Communications (IMC), Advertising Management Complete and Submit: Assignment – Develop a message for your IMC plan. What is your “Big Idea”? Complete and Submit: Class Activity/Discussion Post – Example Ad for your “Big Idea”. | Monday, 4/1 |
| 13 Sunday, 3/31 | Learning Activities: Brand Management, Brand Personality | Monday, 4/8 |

| Week | Topic & Assignments | Due Dates |
|--------------------|--|---------------|
| | Complete and Submit: Assignment – Develop a Marketing Mix – Product, Promotion, Price and Place | |
| 14 Sunday, 4/7 | Learning Activities: Channel Management Complete and Submit: Knowledge Check Quiz – Channel Management | Monday, 4/15 |
| 15 Sunday, 4/14 | Learning Activities: Final Evaluation Instructions, Example Complete and Submit: Marketing Plan Complete and Submit: Extra Credit | Monday, 4/22 |
| 16 Sunday, 4/21 | Complete and Submit: Final Knowledge Check Quiz | Tuesday, 4/23 |

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.

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



Division of Business: West Campus

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 **3/15/24** for this class in the **Spring 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. The Professor is permitted to withdraw a student from the class for violation of the Professor's attendance policy with written notification to the student prior to the beginning of the final exam period.

A student who withdraws from a class before the withdrawal deadline will receive a grade of "W." A student who is withdrawn by a Professor 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 **1/16/24** 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/>