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# MAR2011-Principals of Marketing

**CRN 31467**

**Course Syllabus and Classroom Policies**

**Summer 2022**

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| **PROFESSOR:** | William Meruvia M.S. M.B.A. | **CRN:** | 27755 |
| **OFFICE LOCATION:** | Digital | **CREDIT HOURS:** | 3 |
| **OFFICE PHONE:** | 407-299-5000 | **CLASS MEETINGS:** | Online |
| **EMAIL:** | wmeruvia@valenciacollege.edu | **OFFICE HOURS:** | Virtual or by appointment with location |

# COURSE OVERVIEW

## 

## Course Description

This course teaches students the fundamentals of business organization and procedures to acquaint students with management, business terminology, organization, and control of a large and small business.

**Course Catalog Description:**

This course provides basic principles and perspectives of the functions, institutions, methods, and problems of marketing goods and services through traditional paths as well as, through e-business.

**Prerequisites:**

ECO 2013 or ECO 2023 or GEB 1011 or GEB 1136

## Major Topics

## 1. Focusing Marketing Strategy with Segmentation and Positioning

## 2. Improving Decisions with Marketing Information and Research

## 3. Final Consumers and their Buying Behavior

## 4. Product Management and New Product Development

## 5. Distribution, Customer Service, and Logistics

## 6. Pricing Objectives and Policies

## 7. Promotion-Introduction to Integrated Marketing Communication

## 8. Marketing's Role in the Global Economy

## Learning Outcomes

## • Students will be asked to demonstrate knowledge of Strategic Planning and its role in Marketing. This MLO will be assessed using specific discussion questions, assignments, and exams.

## • Students will identify and locate the target market. This MLO will be assessed in part using specific discussion questions, assignments, and exams. • Students will understand the implication of product. This MLO will be assessed in part using specific discussion questions, assignments, and exams.

## • Students will understand the implication of price. This MLO will be assessed in part using specific discussion questions, assignments, and exams.

## • Students will understand the implication of place. This MLO will be assessed in part using specific discussion questions, assignments, and exams.

## • Students will understand the implication of promotion. This MLO will be assessed in part using specific discussion questions, assignments, and exams.

## • Students will utilize knowledge of a marketing plan. This MLO will be assessed in part using specific discussion questions, assignments, and exams.

## Core Competencies of a Valencia Graduate

Valencia’s Student Core Competencies are complex abilities that are considered the essential elements of a successful student.  This course will help you develop and demonstrate the abilities to: (1) think clearly, critically, reflectively, and creatively; (2) communicate with others verbally and in written form; (3) make reasoned value judgments and responsible commitments; and (4) act purposefully, reflectively, and responsibly. Our goal is to provide these global competencies in the context of application; this means that students will be required to understand problems and effectively communicate an appropriate solution.

## Canvas

The entirety of this course will take place online using Canvas. It is recommended that you review the tutorials before beginning this material, and set up your phone or e-mail to give alerts for Canvas (support 407-582-5600). To manage notifications by text, log into Canvas (<https://online.valenciacollege.edu/login/canvas>) and click on:

* Account
* Settings – Other Contact – Contact Method (right side of screen) – enter text information – Register SMS
* A text will go to your phone with a code to enter to confirm your number
* Notifications – select the notifications that you want and where the notification should go to

Canvas also has a mobile app! Download the app, click Find My School, search for Valencia College, and enter your Atlas login. Click “allow” to enable notifications.

**Required Course Materials/Textbooks**

## Marketing Text by Lumen Learning

Link:

https://courses.lumenlearning.com/waymakerintromarketingxmasterfall2016/?utm\_referrer=https%3A%2F%2Flumenlearning.com%2F

# CLASSROOM POLICIES

## Attendance Policy for Online Classes

This is an online course managed through Canvas. You must have access to the Internet to complete the course requirements. Your online attendance will be checked each week based on your participation in the course and submission of coursework. In the event of an extended absence, you should contact me via email or phone as soon as possible to indicate the reason. If you do not access the course website or contact me letting me know of your absence for a period of seven consecutive days, you will be contacted, and if there is no communication within 48 hours, you may be withdrawn from the course up until the withdraw deadline. After the withdraw deadline, students with an absence of more than 7 days will receive the final grade that is earned according to the course grading policy.

## “No Show” Status for Online Classes

If you do not log into the course and complete the academically required attendance assignment in Canvas during the first week of the semester, you will be withdrawn from the class as a "No Show." Participation is required for online classes; students who are not actively participating in an online class and/or do not submit the required attendance activity or 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.

## Class Participation in an Online Class

Students are expected to actively participate in online discussions and activities. This will affect your performance in this course (students who are actively involved in course material tend to be more successful). Be prepared to discuss all materials in each module: take notes while reading at home, complete all assigned tasks on the weekly schedule, and have at least one question or comment about assigned readings every module.

## Proctored Exam Requirement

Honorlock’s system also includes a process that can detect inappropriate search-engine use, while protecting the privacy of your personal information. The recorded information will be subject to the protections of the College’s policy on Student Records.  To take an online exam, you will need:

* A laptop or desktop computer with a microphone (not a tablet or phone)
* A webcam
* Reliable Internet connection
* Photo identification in the form of a Valencia-issued student ID card or government-issued ID card (i.e. driver’s license, passport)
* [Google Chrome (Links to an external site.)](https://www.google.com/chrome/?brand=CHBD&gclid=CjwKCAjwqJ_1BRBZEiwAv73uwOdMgfo6w2jRYwQeMaGP_zdF8jUt2fxhF6RJTyd17J37_K7IdkhjthoCF3kQAvD_BwE&gclsrc=aw.ds) downloaded (required browser)
* [Honorlock Chrome Extension (Links to an external site.)](https://chrome.google.com/webstore/detail/honorlock/hnbmpkmhjackfpkpcbapafmpepgmmddc) downloaded

Honorlock support is available 24/7/365. Support access is built into Honorlock in real-time.

If you encounter any issues during an exam, you can contact support by live chat within the Honorlock window in Canvas, by phone (855-828-4004), and/or by email at [support@honorlock.com](mailto:support@honorlock.com). For answers to common questions on online proctoring, visit the [Student FAQ](https://valenciacollege.edu/faculty/canvas-resources/online-remote-proctoring-students.php) or Honorlock’s [Student Information Website](https://honorlock.kb.help/).

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## Online Protocol

Students are expected to maintain proper decorum while online. Proper etiquette includes, but is not limited to, treating your fellow students with respect online, using appropriate language in all work submitted online, and acting the same way you would behave in a classroom – consider the digital classroom to be no different from the traditional classroom or professional workplace.

**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 requirements of 12 credit hours. Consult the International Student Service office for more information.

# EVALUATION AND GRADING

*THE PROFESSOR SHOULD ADJUST THIS SECTION ACCORDING TO HIS/HER EVALUATION AND GRADE METHODOLOGY BUT KEEP THE SECTION HEADERS AS THIS INFORMATION IS REQUIRED. INFORMATION IN YELLOW IS ONLY AN EXAMPLE.*

**Course Evaluation & Grading Scale**

Course evaluation is divided into four categories; together these categories will comprise the final grade.

|  |  |
| --- | --- |
| **CATEGORY** | **PERCENT VALUES** |
| Online Discussions | 25% of Final Grade |
| Module Quizzes | 30% of Final Grade |
| Final Exam | 15% of Final Grade |
| Marketing Case Study  Part 1, 2, 3, & 4 | 30% of Final Grade |
| **TOTAL** | **100 Percent** |

The sum of points earned throughout the course will determine a letter grade as follows:

|  |  |
| --- | --- |
| A: 100-90%  B: 89;9-80%  C: 79.9%-70%  D: 69.9-60%  F: below 59.9% |  |

**Exam/Quiz/Project/Late Work Make Up Policy**

Make-up exams will be given in emergency situations, provided the instructor is notified within a reasonable time frame. Please note that missing an exam will have an adverse effect on your grade. Please also note that the final exam is required; missing the final exam will result in an automatic “0” on the final exam.

Homework and quizzes cannot be made up; if a student is absent, the student is responsible for determining required work, completing the assignment. If a student is absent on the day of a quiz, that student will receive a “0” for the quiz.

**Course Assignments**

| **Weeks** | **Major Topic/Outcome** | **Assignments** |
| --- | --- | --- |
| 1 | Chapter 1-What is Marketing?  Chapter 2-Marketing Function & Chapter 3- Segmentation and Targeting | * Discussion 1 (Introduction) * Discussion 2 (Analyzing Market Efforts) * Module Quizzes |
| 2 | Chapter 4-Marketing Strategy  Chapter 5: Ethics and Social Responsibility | * Discussion 3 (Analyzing Social Responsibility) * Module Quizzes |
| 3 | Marketing Plan Part 1 | * Marketing Plan Part 1 |
| 4 | Chapter 6: Marketing Information & Research  Chapter 7: Consumer Behavior | * Discussion 4 (Customer Profile) * Module Quizzes |
| 5 | Chapter 8: Positioning  Chapter 9: Branding | * Discussion 5 (Positioning & Differentiation) * Module Quizzes |
| 6 | Marketing Plan Part 2 | * Marketing Plan Part 2 |
| 7 | Chapter 10: Product Marketing  Chapter 11: Pricing Strategies | * Discussion 6 (Pricing Strategy) * Module Quizzes |
| 8 | Chapter 12: Place: Distribution Channels  Chapter 13: Promotion: Integrated Marketing Communication (IMC) | * Discussion 7 (Marketing Campaign Concept) * Module Quizzes |
| 9 | Marketing Plan Part 3 | * Marketing Plan Part 3 |
| 10 | Chapter 14: Marketing Globally  Chapter 15: Marketing Plan | * Discussion 8: Global Marketing * Module Quizzes |
| 11 | Marketing Plan Part 4 | * Marketing Plan Part 4 |
| 12 | Final Exam | Final Exam |
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## Extra Credit Assignments

The availability of extra credit opportunities is at my discretion.

# VALENCIA COLLEGE POLICIES & GENERAL INFORMATION

## Important Valencia Website Links

* College Calendar: <http://valenciacollege.edu/calendar/>
* Important Dates & Deadlines: <https://valenciacollege.edu/academics/calendar/>
* College Catalog: <http://valenciacollege.edu/catalog/>
* Valencia Policy and Procedures: <http://valenciacollege.edu/generalcounsel/policy/>
* FERPA: <http://valenciacollege.edu/ferpa/>

## Important Course and College Dates

Be sure to adjust the dates below if you are teaching another part of term.

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| --- | --- |
| * May 9: Classes Begin * **May 16:** Drop/Refund Deadline (midnight) * **June 10: Withdrawal Deadline** * July 4: Independence Day (No Classes) | * August 2: Day and Evening Classes End * August 5: Final Grades Viewable in Atlas |

**NOTE: Visit the following website for any changes to the current academic calendar year:** <http://valenciacollege.edu/calendar/>

## Withdrawal Policy

Please see the date above for the withdrawal deadline. During a first or second attempt in the same course at Valencia, if you withdraw or are withdrawn by the professor, you will receive a non-punitive grade of “W” (Withdrawn). You will not receive credit for the course, and the W will not be calculated in your grade point average; however, the enrollment will count in your total attempts in the specific course. **Students are not permitted to withdraw after the withdrawal deadline**. A student may be administratively withdrawn from the course due to violation of class attendance policy; if you are withdrawn administratively, you will receive a W. Any student who withdraws or is withdrawn from a class during the third or subsequent attempt to complete the course will be assigned a grade of F. Please note that withdrawal from a course may impact financial aid; it is strongly recommended a student consult with the professor, an adviser, and financial aid before withdrawing from the course.

## Student Code of Conduct in an Online Environment

Valencia College is dedicated not only to the advancement of knowledge and learning, but the development of responsible personal and social conduct. By enrolling at Valencia College, a student assumes the responsibility for becoming familiar with and abiding by the general rules of conduct. The primary responsibility for managing the online environment rests with the faculty. Students who engage in any prohibited or unlawful acts that result in disruption of online learning for other students may be directed to Student Services. Violation of any classroom or Valencia 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 *Valencia Student Handbook*.

## Academic Honesty

Each student is required to follow Valencia policy regarding academic honesty. All work submitted by students is expected to be the result of the student’s individual thoughts, research, and self-expression, unless the assignment specifically states “group project.” Any act of academic dishonesty will be handled in accordance with Valencia policy as set forth in the Student Handbook and Catalog. At Valencia, we expect the highest standards of academic honesty. Academic dishonesty is prohibited in accordance with policy 6Hx28: 8-11 upheld by the Vice President of Student Affairs (<http://valenciacollege.edu/generalcounsel/policy/>). Academic dishonesty includes, but is not limited to, plagiarism, cheating, furnishing false information, forgery, alteration or misuse of documents, misconduct during a testing situation, and misuse of identification with intent to defraud or deceive.

## Plagiarism

Plagiarism is the act of taking another individual’s writingsor ideas and passing them off as your own. This includes directly copying even a small portionof the text, indirectly taking thoughts by paraphrasing ideas without correctly attributing to thesource (meaning both with signal phrases and in-text parenthetical citations), using paperswritten in previous courses (self-plagiarism), and using another individual’s research without thecorrect attribution. Any act of plagiarism or academic dishonesty will result in an automaticfailing grade on the assignment, no matter how small the infraction; to clarify, this means theassignment will receive no points. Additional action may be taken with the college’sadministrative offices. Do not endanger your academic career: If there is a severe issue, you are confused about whatconstitutes plagiarism, or you feel dishonesty is your only solution, contact me immediately andwe will discuss the matter. Remember, once the assignment has been submitted, there is nodistinction between unintentional plagiarism and intentional plagiarism – it’s just intentional inmy eyes. Students’ work will be submitted through Canvas’s plagiarism assessment tool.

## Internet Research Statement

Because of the variety of sources, ease of publication, lack of central control, and proliferation of commercial information on the free Internet, it is often hard to tell if information obtained online is reliable.  Many sites contain research and information of high quality; however, unlike traditional print publications or library-based electronic resources, there is usually no process of peer review, nor is there an editor verifying the accuracy of information presented on the Internet. There are an increasing number of sites containing information that may be incomplete, anonymously written, out-of-date, biased, fraudulent, or whose content may not be factual. Students should, therefore, use caution in use of the free Internet for their research needs.  For academic topics that are addressed in scholarly literature, use of electronic databases or visiting the library may better meet your needs.  However, each professor makes the final determination of what is, or is not, accepted as a valid source, so review the syllabus for specific guidelines from your professor.

## 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 their professor, preferably during the first two weeks of class. <http://valenciacollege.edu/osd/>

**Personal Policy:** If you require any special accommodations for the course, do not hesitate to let me know. You have my permission to tape record anything in the course; any additional accommodations must go through the Office for Students with Disabilities (see below).

***From the Office for 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 Office for Students with Disabilities determines accommodations based on appropriate documentation of disabilities. All requests will be kept in strict confidence.*

## Student Assistance Program

Valencia College is interested in making sure all of 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. Free face-to-face counseling is also available.

## Disclaimer

The syllabus, assignments, and due dates are subject to change at the discretion of the professor.