E-mail is the best way to reach me. You all have E-mail accounts available to you and you will need to use your account for this class. Please use your Rutgers account and have email forwarded to you if you use other providers, such as Gmail. You will be sent class notes, questions, and schedules via E-mail throughout the semester.

Sakai: We will be using Sakai regularly throughout the semester. Assignments, quizzes and tests will all be distributed and collected on Sakai. Please let me know if you are unfamiliar or have trouble with Sakai during the first class.

Course Description
Marketing is the function responsible for ensuring the occurrence of mutually satisfying exchanges between an organization and its customers. This puts marketing at the core of the business enterprise.

The key to marketing success is for the organization to focus on anticipating and responding to the needs of the people it serves. The primary goal of this course is to provide you with an introduction to the concepts, techniques, and strategies that enable the organization to effectively achieve this focus on the customer.

There will be an emphasis on the many opportunities for creativity in marketing and on the challenge of developing and maintaining sensitivity to the customer among all members of the organization.

Required Textbook

TITLE: Marketing 18e
AUTHOR: Pride Ferrell
COPYRIGHT YEAR: 2016
PUBLISHER: Cengage Learning
ISBN: 9781305631601
**Nature of the Course**
The course activities will include lectures, in-class case analyses and discussions, a team project, and three examinations. Attendance at all classes meetings and student participation in class activities is expected. The material presented in the textbook provides the essential backbone of the course. Rather than spend our limited class time repeating textbook material, much of the class time will be devoted to activities that flesh out the material presented in the text. Given this approach, it is necessary that you complete the assigned reading before class. It is also the student's responsibility to be fully prepared for in-class case analyses and discussions, as assigned.

**Syllabus updates and other course communication:**
All changes and announcements will be made in class at least once. If you anticipate being absent from class, find a classmate who can pick up handouts, supply notes, assignments and announcements made in class etc. for you, as you are responsible for keeping up with this course.

**Evaluation**
Your final grade will be determined on the basis of these components. Each is described below.

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Exam #1</td>
<td>20%</td>
</tr>
<tr>
<td>Exam #2</td>
<td>20%</td>
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<tr>
<td>Final Exam</td>
<td>25%</td>
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<tr>
<td>In the News</td>
<td>5%</td>
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<tr>
<td>Web assignment</td>
<td>5%</td>
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<tr>
<td>Class participation</td>
<td>10%</td>
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<tr>
<td>Team Project</td>
<td>15%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
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**Examinations**
There will be three exams: two exams administered in class during the semester and a final that will be administered during the final exam period. The first 2 exams will be closed book and will consist of multiple-choice questions. The questions will require a solid understanding of fundamental concepts as well as a more advanced capacity to integrate and apply concepts in a variety of marketing problem-solving settings. The Final will consist of multiple-choice questions and essay questions that cover the semester's work.

Before each exam there will be an in-class review session.

**Academic Integrity**
"Academic integrity requires that all academic work be wholly the product of an identified individual or individuals. Joint efforts are only legitimate when the assistance of others is explicitly acknowledged...The principles of academic integrity entail simple standards of honesty and truth. Each member of the university has a responsibility to uphold the standards of the community and to take action when others violate them...Students are responsible for knowing what the standards are and for adhering to them. Students should also bring any violations of which they are aware to the attention of their instructors."

Students are expected to know, understand and adhere to the policies on academic integrity outlined above. Procedures for violation of these policies outlined in the University Code of Academic Conduct will be followed.

609-213-4828
Exam Make-up Policy:
If, for a university approved reason, you cannot take an exam at the scheduled time you must give the professor written notice at least one week in advance so that other arrangements can be made. If the situation does not allow for advance notification (for example, emergency hospitalization), contact the professor as soon as possible after a missed exam. Make-up exams for non-university approved reasons are not guaranteed. The professor reserves the right to request written documentation to support your absence (such as a doctor's note, an obituary, or military orders).

If you find that you are having trouble completing course work or need further explanation of class topics, please schedule an appointment with me. It is TOO LATE to wait until the last week of classes to ask for help. Office hours are held throughout the ENTIRE semester for this purpose. "Incompletes" will only be given through prior consultation with the instructor, under extreme circumstances.

Class attendance is expected; scheduling makeups and/or copying class notes ARE YOUR RESPONSIBILITY. Films and in-class handouts are part of the course material, and are considered eligible for inclusion on class exams. Class attendance will be taken during the course of the class and is used in the grading process.

In The News
In the News will be focused on analyzing marketing activities that occurs around us. You will select an item in a newspaper, magazine or online (print, sound or video) and be prepared to speak to the class about the item and generate discussion on how it relates to a marketing concept. If it is a paper article I will need a copy with your name on it before you present. If it is sound or video you can put it on a CD or a flash drive so we can listen/view it in class. Please do not just read the article you must be prepared to discuss the concepts in the article or other media.

You will be assigned 3 opportunities to provide this information. If you present your information in class you will receive 3.3 points, if you choose not to present in class you must hand in a one page paper that gives your perspective of the item. For an item handed in you will receive 2.5 points. 10 points maximum.

In the News, assignments are due at the beginning of class. Assignments turned in after class will not be accepted. We will use the beginning of class to discuss your information with the class. You will only get credit for one item per class. You can only present at classes you are assigned. All items must be posted in Sakai 24 hours before class to get full credit. 5 points maximum.

Team Project
Your team project will be described in detail in a separate document. Briefly, each student will join with other students to act as marketing consultants to a firm facing a particular marketing problem. You will be assigned to marketing consulting teams.

Presentation
The bulk of the 15-minute period should be spent on your Marketing Plan. Remember, I am not looking for a "cookbook" presentation? There is not one right approach that is most acceptable. Instead, I am looking for clear logical, thoroughness, professionalism, and usefulness of the information. Use the course concepts and models we have used. Don’t use irrelevant information. Practice and estimate your time accurately! You are required to make 10 key PowerPoint slides to support your presentation.
Paper
Before the presentation you will provide a copy of your PowerPoint presentation, a minimum 10 page paper explaining your Marketing Plan, a one-page explanation of the division of group roles and responsibilities and your Peer Ratings for members of your group.

Class Participation
Success in business depends on being able to effectively communicate and persuade others to your viewpoint. Our class activities will provide many opportunities for you to demonstrate your marketing knowledge while honing your communication skills. It is essential that you participate in case discussions and other in-class activities. Quality of commentary is more important than quantity.

Class participation is encouraged and sought. Participation is not just coming to class but being involved in the class. This is your class and you should make it as interesting as possible. In terms of grading, it is assumed that everyone starts out in the middle (0). Negative participation (missing class, arriving late or leaving early, disruption, sleeping, cell phones ringing, reading, chatting, texting, using your laptop etc.) detracts from everyone's time; points will be deducted, rather than added for these types of behaviors. On the positive side asking and answering questions, taking part in class discussions and being prepared for class will add points to your grade. Thus the range of class participation grades is from -10 through +10. This can substantially affect your grade.

Web Information Assignment
Each student will be assigned a major company during the first week of class. Throughout the semester you will receive assignments that will require you to use the web to research information about your company.

Week 1, Jan 20
INTRODUCTION

Week 2, Jan 25
An Overview of Strategic Marketing
Planning, Implementing, and Evaluating Marketing Strategies

Week 3, Feb 1
Marketing Research and Target Market Analysis
Marketing Research and Information Systems
Target Markets: Segmentation and Evaluation

Week 4, Feb 8
Consumer Buying Behavior
Group Project Discussion
Review for 1st Exam

Week 5, Feb 15
Feb 15 - First Exam Chapters 1-7
Feb 17 - Digital Marketing and Social Networking. Class discussion on companies

Week 6 Feb 22
Product, Branding, and Packaging Concepts
Developing and Managing Goods and Services

**Week 7, Feb 29**
Marketing Channels and Supply-Chain Management
Retailing, Direct Marketing, and Wholesaling

**Week 8, Mar 7**
March 7 Group Project and Web Project discussions, Review for Exam 2
March 9 Web Project

**Week 9, March 21**
March 21 -Web project
March 23 Second Exam Chapters 11-15

**Week 10 – March 28**
Integrated Marketing Communications
Advertising and Public Relations
Personal Selling and Sales Promotion

**Week 11, Apr 4**
Pricing Concepts
Setting Prices

**Week 12, Apr 11**
Reaching Global Markets

**Week 13, April 18**
Group Projects

**Week 14, April 25**
Presentations

**Week 15, May 2**
Exam Review

**FINAL EXAM PERIOD: TBA**