Instructor: Dr. Marie DeVincenzo  Office: FH-274  Phone: 661-1417  e-mail: mdevincenzo@fmarion.edu

Office Hours
Online:
Tuesday: 6:00 p.m.

On Campus:
Monday & Wednesday: 11:20-12:20 p.m.
Tuesday: 12:00-3:00 p.m.
Other times by appointment

Required Text

Prerequisite
Full or conditional acceptance into the School of Business

Catalog Description
Basic principles of marketing. Emphasis is placed on consumer's role in marketing and on marketing environment. The basic product, place, price, and promotion decisions are examined.

Course Objectives
To provide students with the conceptual tools and practical knowledge to:
- Investigate and understand market behavior
- Understand the concepts necessary to develop and bring to market new competitive products and services
- Comprehend the theories necessary to learn to manage a network of trading relationships with suppliers and distributors

Course Format
This class will involve lectures from the text material, discussion boards, cases/problems, assignments, presentations, and exams. You will be held responsible for all material in the text, lectures, and discussions.

Course Requirements
Grades will be distributed as follows:
Exam 1  15% of grade
Exam 2  15% of grade
Exam 3  15% of grade
Exam 4  15% of grade
Ethics Assignment  10% of grade
Marketing Plan  20% of grade
Participation/Class work  10% of grade

I reserve the right to adjust the values of the requirements. If this happens, the change will be announced prior to the due date.
Exams
There will be four mid-term exams and an optional comprehensive final. The exams will be given on
campus in FH-255B on the dates listed in the schedule. If you cannot make the exam time, you may take
the exam at the FMU Testing Center on the dates listed in the schedule. You will need to make an
appointment with the center to take your exam. If neither of these options works for your situation,
please contact me now for other options. Only four exams will be used in your final grade. The final will
replace your lowest mid-term exam score. You will not be penalized if your score on the final is lower
than your other exam scores. If you earn a below 60% on any exam, you must take the final. If you are
unable to attend an exam, the final exam score will replace the missed exam. NO exceptions. Students
will need a #2 pencil for all exams.

Assignments
Assignments will be posted on Blackboard and are due by midnight on the due date. Late assignments
will receive half credit. If your score on the assignment is an 80, you will get a 40. It is in your best
interest to complete your assignments on time.

Participation
Your participation grade is composed of the successful completion of the project drafts and your
participation on the discussion boards. The project drafts are designed to allow you to work on the
section of the project that is being covered in your book and lectures. After a section is covered in the
course, your group will turn in a draft of the section. The due dates for the projects drafts are listed in the
schedule. The discussion boards will cover material such as supplementary videos, chapter cases, and ad
activities.

Class Policies
- The academic calendar for the semester is published in the University Course Schedule and will
  be followed in this course, including holidays, final exam schedule, and withdrawal policy.
- I reserve the right to modify the syllabus (schedule, class policies) if needed.
- It is the student’s responsibility to obtain information, assignments, and changes to the syllabus.
- No make up exams will be given.
- Academic fraud will not be tolerated. Any student who participates in academic fraud will receive
  a grade of “0” for the assignment and may receive a grade of “F” in the course, in addition to the
  sanctions levied by the Office of the Provost. I will follow the University’s academic fraud policy
  as outlined in the FMU Student Handbook

Academic honesty is fundamental to the activities and principles of a university. All
members of the academic community must be confident that each person's work has been
responsibly and honorably acquired, developed and presented. Any effort to gain an
advantage not given to all students is dishonest whether or not the effort is successful.

Academic dishonesty and misconduct includes, but is not limited to, extensive use of
materials from another author without citation or attribution; extensive use of verbatim
materials from another author without citation or attribution; extensive use of materials
from past assignments; and extensive use of assignments from other courses. When in
doubt about plagiarism, paraphrasing, quoting or collaboration, consult the course
instructor. (To avoid this problem, cite ALL your written work using APA or MLA
formats. You can find instructions on how to do this online. The writing center is
another good resource if you are unsure about how to reference other peoples’
work.)
For exams, academic dishonesty and misconduct includes conferring with classmates during an exam in any way; copying or reading another’s test; and using notes and other materials without permission of the instructor.

Francis Marion University School of Business Mission Statement
Accredited at both the graduate and undergraduate levels, the School of Business at Francis Marion University has a mission of teaching, research, and service. Nearly our entire faculty holds a doctorate in the area in which they teach. Our small classroom environment promotes interaction among students and faculty. We teach students to think logically, communicate effectively, develop an understanding and appreciation of the global business environment, and be guided by high ethical standards. Our students develop conceptual and analytical skills needed to be successful leaders in both private and public institutions.

School of Business Goals
- Our students will have conceptual and analytical skills to analyze and solve managerial problems.
- Our students will be able to effectively communicate orally and in writing.
- Our students will have an understanding of ethical perspectives and be guided by high ethical standards.
- Our students will have an understanding and appreciation of the global business environment.
- Our students will utilize creativity in the solving of managerial problems.
- Our students will know the core concepts within each business discipline: accounting, business economics, finance, management, management information systems and marketing.

Disability Accommodations
FMU seeks to provide equal access to its programs, services and activities for people with disabilities. If you will need accommodations in this class, please provide a letter of verification from the Office of Counseling and Testing. Reasonable prior notice needs to be given to the instructor in order to make arrangements for accommodations. If you would like to discuss your accommodations, please contact me as soon as possible.

Writing Assistance
The FMU writing center is available to assist you with your writing assignments. They offer helpful workshops and give individual advice on specific assignments. I encourage you to take advantage of their services. Phone: 661-1528  Website: www.fmarion.edu/academics/wcenter

Important Dates
Monday, February 13, 2017: Last day to withdraw without academic penalty.
Monday, April 10, 2017: Last day to withdraw at all.
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<tr>
<th>Date</th>
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| 1/9 – 1/13 | Introduction  
Marketing Overview             | 1   |                                                 |
| 1/16 – 1/20 | Marketing Strategy                        | 2   |                                                 |
| 1/23 – 1/27 | Ethics                                    | 4   | *Introduction Draft Due (1/27)*                  |
| 1/30      | **Exam 1 on Chapters 1, 2, & 4**          |     | 3:30 p.m.in FH-255B or in Testing Center by 1/27 |
| 1/30 – 2/3 | Marketing Environment  
Consumer Behavior               | 5   | *Ethics Assignment Due (2/3)*                    |
| 2/6 – 2/10 | Consumer Behavior  
Business-to-Business Marketing | 6   | *Situational Analysis Draft Due (2/10)*          |
| 2/13 – 2/17 | Segmentation, Targeting and Target  
Positioning                             | 9   |                                                 |
| 2/20      | **Exam 2 on Chapters 5, 6, 7, & 9**       |     | 3:30 p.m.in FH-255B or in Testing Center by 2/17 |
| 2/20 – 2/24 | Product, Branding, and Packaging Decisions | 11  | *Target Market Draft Due (2/24)*                 |
| 2/27 – 3/3  | Developing New Products                   | 12  |                                                 |
| 3/6 – 3/10 | Services: The Intangible Product  
Pricing Concepts                       | 13  |                                                 |
| 3/13 – 3/17 | Spring Break                              | 14  |                                                 |
| 3/20      | **Exam 3 on Chapters 11, 12, 13, & 14**  |     | 3:30 p.m.in FH-255B or in Testing Center by 3/10 |
| 3/20 – 3/24 | Supply Chain Management                  | 15  | *Marketing Strategy Sections a, b, c, & d Draft Due (3/24)* |
| 4/3 – 4/7  | Advertising                                | 18  | *Promotion Strategy Draft Due (4/7)*            |
| 4/10 – 4/14 | Social and Mobile Marketing              | 3   |                                                 |
| 4/17      | **Exam 4 on Chapters 15, 17, 18, & 3**  |     | 3:30 p.m.in FH-255B or in Testing Center by 4/14 |
| 4/17 – 4/21 | Presentations                             |     | *Marketing Plan Due (4/21)*                      |
| 4/24      | Discussion Board for Presentations        |     | Due by midnight                                 |
|          | **Final Exam**                            |     | All                                             |

*I reserve the right to modify this schedule. You will be notified of all such changes in a timely manner. It is your responsibility to attend class and check Blackboard for changes.*