MAR 3023 PRINCIPLES OF MARKETING SPRING 2017 SYLLABUS

INSTRUCTOR:	Richard J. Lutz, J.C. Penney Professor of Marketing	
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OFFICE HOURS.	MONDAY - AWEDNESDAY 10.40 11.20 - (D) - 1.4)	
OFFICE HOURS:	MONDAY and WEDNESDAY, 10:40—11:30am (Period 4). Please respect these office hours. If they are impossible for you to	
	attend, I am available by appointment at other times. I will also be	
	available in HVNR 140 between Periods 7 and 8 on class days.	
COURSE	Natalia Agualimpia	
ADMINISTRATOR:	Office Hours: NA	
	Phone: NA	
	E-mail: mar3023.prof@warrington.ufl.edu	
TEACHING ASSISTANTS	Room 202 HVNR Hall	
OFFICE:	Office Hours: See TA Office Hours document on website	
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	Phone: NA	
	The teaching assistants are there to tutor you on any aspect of	
	course content and to handle any administrative problems you may have. Any questions regarding the accuracy of grading	
	should be directed to them. The teaching assistants are there to	
	help you - please make use of them.	

Your well-being is important to me and to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

COURSE OBJECTIVES:

- 1. You will understand the role of marketing within society and within an economic system.
- 2. You will learn the vital role of marketing within a firm and the necessary relationships between marketing and the other functional areas of business.
- 3. You will consider the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.
- 4. You will learn key marketing principles and terminology. Because this is a survey course, there is an emphasis on basic terminology and concepts.
- 5. You will appreciate how a marketing perspective is important in your own personal and professional development.

ASSURANCE OF LEARNING OBJECTIVES:

Each program at the Warrington College of Business Administration has developed goals and objectives that express the most valued skills and knowledge that students should be able to demonstrate upon completion of the total learning experiences in that program. The following goals and objectives are specifically mapped onto MAR3023:

Goal 1: Demonstrate competency in and across business disciplines.

1A. Demonstrate knowledge and understanding of elements of economics, finance, accounting, marketing, operations management, organizational behavior, business law, information technology, and business statistics.

Goal 4: Appreciate the ethical and legal aspects of business.

4A. Define and explain legal, ethical, and social responsibilities of organizations.

Goal 5: Possess a global perspective on business.

5A. Describe the key components of the business environment that vary across countries and understand how these differences present challenges/opportunities for the conduct of business.

ACADEMIC LEARNING COMPACT:

The Academic Learning Compact for the undergraduate business major defines the skills and knowledge necessary to master that discipline. Each course within the major plays a particular role, specified by the Student Learning Outcomes for that course. The SLOs for MAR 3023 have been defined as shown in the chart below. The course content is broader than these SLOs, which set a minimum standard.

STUDENT LEARNING OUTCOMES

MARKETING & RELATED BUSINESS SKILLS:

Consumer Behavior:

Students will develop an understanding of consumer motivations and decision processes.

Market Segmentation:

Students will develop an understanding of the traditional bases for segmentation and how segmentation can inform marketing strategy.

Product Positioning:

Students will develop an understanding of product category differentiation and its role in shaping a firm's competitive strategy.

Advertising:

Students will develop an understanding of marketing communication, media strategy, and message strategy.

Pricing:

Students will develop an understanding of pricing tactics and competing approaches for extracting profit from a market offering.

Distribution:

Students will develop an understanding of the fundamental up-stream and down-stream issues that confront firms along the value chain.

Marketing Strategy:

Students will develop an understanding of corporate objectives, competitor analysis, and competitive strategy.

GENERAL EDUCATION CREDIT:

This course meets the General Education—Social & Behavioral Sciences requirement in that it focuses on the roles and decisions of both consumers and firms in the economic system. Understanding how firms operate to influence and compete for customers prepares the student for his/her role as an informed consumer. Thus, the student will attain both the Content and Critical Thinking outcomes specified for the Social and Behavioral Sciences at: http://www.aa.ufl.edu/gened/syllabi.asp.

REQUIRED TEXT AND SOFTWARE: *Marketing*, 13th Edition, by Kerin, Hartley and Rudelius, Irwin/McGraw-Hill, 2015. The course requires the ebook version of the text, as a significant number of assignments can be accessed only through McGraw-Hill Connect. If you would like to purchase a print textbook, you may do so through Connect. The print upgrade is a 4-color loose-leaf copy of the book. Note that even if you have access to a printed version of the text, you will still need to use the ebook to complete your LearnSmart and Connect chapter assignments (described below).

The login instructions and access code for McGraw-Hill Connect will be posted on Canvas prior to the first day of class.

SIMPLE FOUR FUNCTION CALCULATOR: No other computational device, including financial and scientific calculators and cellphones, may be used for exams.

COURSE PACK/NOTESHELLS/PRACTICE EXAMS (Strongly Recommended):

To facilitate note taking, I have arranged to have my lecture outlines duplicated and available for sale at Target Copy (www.target-copy.com). They also are available on the course website, if you wish to download them for free. Using the noteshells will facilitate your comprehension of the lecture material that is not taken from the text, because it will allow you to concentrate on what I'm saying and the examples I am discussing, rather than having to copy down in your notes all the main points. I *strongly* recommend that you use them. (I do not receive any royalty from their sales, by the way.) In addition to the complete course syllabus, the course pack contains:

- Noteshells Copies of my lecture outlines.
- <u>Practice Exams</u> Copies of practice exams similar to those that will be given this semester.

Business Periodicals (Recommended): You need to develop the habit of reading current business news periodicals (e.g., *Wall Street Journal, Business Week, Fortune*). I strongly suggest you begin reading one of these publications. The articles will help you see how the marketing concepts you learn in this course are used in the "real world". The reading will help you decide on careers and choosing industries and companies for employment. Many sources of "free" business news are available on the World Wide Web. A list of more than 20 sources, with links, is on the course website. Virtually any business publication is available electronically and free through the UF library. Take advantage of this tremendous resource!

LECTURES:

The "live" lectures for this course will be given Mondays and Wednesdays 7th and 8th periods (1:55—3:50pm) in Heavener Hall 140. Anyone is welcome to attend! **Most of you will watch the lectures on the Canvas (e-learning) website.** To view them, you must log on using your GatorLink username and password at this website:

http://lss.at.ufl.edu/

Although this is basically a lecture course due to the size of the class, I am perfectly happy to entertain questions in class or outside of class. If you cannot see me during my office hours, e-mail is the fastest way to receive an answer to your questions. For routine questions (exam schedules, etc.) **please check the website first**; then contact a TA if necessary.

ANNOUNCEMENTS AND E-MAIL:

Important information (e.g., exam locations) will be posted as Announcements on the course webiste. Canvas automatically sends these announcements as emails to your GatorLink account. However, the university has been inconsistent in allowing you to forward your GatorLink email to your preferred email client. Unless you can verify that you are able to forward email to your preferred email client, it is your responsibility to check the Announcements section of the course home page and/or your GatorLink email for course-related information.

COURSE REQUIREMENTS:

- 1. You will be responsible for <u>all</u> material presented in lectures (not just the topics listed in the noteshells in the course packet). Roughly half of the questions on each exam will come from lecture material. Lectures occasionally will be used to clarify and summarize the text, but will also include a lot of material not covered in the text.
- 2. The exam material will be drawn evenly from all assigned chapters. Even though I do not specifically discuss all material from the text in class, you are still responsible for all assigned text material.
- 3. There will be two midterm exams and a final exam. The three exams will comprise a **total of 165 questions**, worth one point each.

It is important to note that you MAY NOT DROP an exam. Thus, you are required to take all tests as scheduled. University policy states that assembly exams take precedence over classes and non-assembly exams scheduled at the same time. IF YOU MISS AN EXAM, A MAKEUP EXAMINATION WILL BE GIVEN ONLY IN THE CASE OF A DOCUMENTED MEDICAL PROBLEM, A DOCUMENTED FAMILY EMERGENCY, OR A CONFLICT WITH A HIGHER-NUMBERED ASSEMBLY EXAM. Note that, under University policy, assembly exams such as the ones in this course, take precedence over all other exams and course meetings. See https://catalog.ufl.edu/ugrad/current/regulations/info/exams.aspx for details.

- 4. There are <u>ten online quizzes</u> throughout the semester. **Each quiz is worth** <u>one point</u> toward your final grade. There will be 3-4 quizzes that pertain to each of the exams.
- 5. The final course requirement is completion of 25 McGraw-Hill Connect assignments: (a) 22 LearnSmart assignments, one corresponding to each chapter in the text; and (b) 3 video case assignments. Each of these assignments is

worth one (1) point. You can access MH Connect via the MH Campus button located on the Canvas course home page. Depending on your reading speed, each assignment should require approximately 45 minutes to an hour to complete.

Each of the three MH Connect video assignments entails (a) reading a chapter from the text and (b) watching a related video case, followed by a short quiz. Be sure to read and follow the instructions carefully. Unlike the LearnSmart assignments, you get **only one attempt** on each quiz, and you **cannot miss more than one question to receive credit** for the assignment. Be sure to read the associated chapter before you watch the video. Each video assignment, if completed successfully, is worth **one point** toward your final grade.

A dedicated service line is available if you have any questions regarding MH Connect. The number is 1-800-331-5094. You may also access the Customer Experience Group online at http://mpss.mhhe.com/. They are available via email as well as interactive chat. YOU NEED TO DIRECT ALL TECHNICAL CONCERNS TO THE CUSTOMER EXPERIENCE GROUP – NO EXCEPTIONS. You will receive a case number for all inquiries in the event that you need to follow up further.

Please note: I strongly advise against leaving the MH Connect assignments until the last minute (see schedule on next page). If the system goes down five minutes before the due date/time, that is your responsibility. If you have a scheduling conflict that occurs at the last minute and you cannot complete the assignment, that is your responsibility. The assignments are open and available for you to work on from the beginning of the semester. Take advantage of that time and use it wisely. There are no makeups allowed for MH Connect assignments--no exceptions! If you experience a technical problem while/after completing an assignment, the TAs and I CANNOT HELP YOU. This is not because we don't want to help you, but because we do not have the capability to do so. Contact McGraw-Hill's technical assistance at 1-800-331-5094 or use their website.

To avoid a hopelessly cluttered gradebook on Canvas, MH Connect points will not be displayed there. They can be found only in MH Connect. It is your responsibility to check MH Campus Connect's student performance records to ensure that your grades have been recorded.

The "master schedule" of MH Connect assignments, quizzes and exams is shown on the following page. Keep this handy or transfer it to your planner. There are a lot of "moving parts," so be attentive to the schedule. You do not want to miss out on "easy points" because you have missed a quiz or MH Connect deadline!

Course Assignments, Quizzes, and ExamsMaster Schedule			
Assessment	Locus	Open Date	Due Date
Text Ch. 1	LearnSmart	Jan. 4	Jan. 11
Text Ch. 3	LearnSmart	Jan. 4	Jan. 12
Getting Started Quiz	Canvas	Jan. 4	Jan. 17
Text Ch. 4	LearnSmart	Jan. 4	Jan. 18
Quiz 1	Canvas	Jan. 18	Jan. 22
Text Ch. 5	LearnSmart	Jan. 4	Jan. 23
Text Ch. 6	LearnSmart	Jan. 4	Jan. 25
Video Case: Land's End	MH Connect	Jan. 4	Jan. 27
Quiz 2	Canvas	Jan. 25	Jan. 29
Text Ch. 9	LearnSmart	Jan. 4	Jan. 30
Quiz 3	Canvas	Feb. 1	Feb. 5
Text Ch. 8	LearnSmart	Jan. 4	Feb. 6
Midterm 1	Assembly	Feb. 8	Feb. 8
Text Ch. 11	LearnSmart	Jan. 4	Feb. 13
Text Ch. 10	LearnSmart	Jan. 4	Feb. 20
Text Ch. 12	LearnSmart	Jan. 4	Feb. 22
Quiz 4	Canvas	Feb. 20	Feb. 24
Text Ch. 17	LearnSmart	Jan. 4	Feb. 27
Video Case: Taco Bell	MH Connect	Jan. 4	Mar. 1
Text Ch. 18	LearnSmart	Jan. 4	Mar. 13
Text Ch. 19	LearnSmart	Jan. 4	Mar. 14
Text Ch. 20	LearnSmart	Jan. 4	Mar. 15
Quiz 5	Canvas	Mar. 12	Mar. 16
Quiz 6	Canvas	Mar. 16	Mar. 20
Midterm 2	Assembly	Mar. 21	Mar. 21
Text Ch. 15	LearnSmart	Jan. 4	Mar. 23
Video Case: Amazon	MH Connect	Jan. 4	Mar. 24
Text Ch. 16	LearnSmart	Jan. 4	Mar. 25
Quiz 7	Canvas	Mar. 22	Mar. 26
Text Ch. 13	LearnSmart	Jan. 4	Mar. 27
Text Ch. 14	LearnSmart	Jan. 4	Mar. 28
Quiz 8	Canvas	Mar. 27	Mar. 31
Text Ch. 2	LearnSmart	Jan. 4	Apr. 3
Text Ch. 22	LearnSmart	Jan. 4	Apr. 5
Quiz 9	Canvas	Apr. 5	Apr. 9
Text Ch. 21	LearnSmart	Jan. 4	Apr. 10
Text Ch. 7	LearnSmart	Jan. 4	Apr. 12
Quiz 10	Canvas	Apr. 10	Apr. 14
Final Exam	ProctorU/Assembly	Apr. 18	Apr. 18

SPRING 2017 MAR 3023 SCHEDULE

DATE	DAY	TOPIC	<u>CHAPTER</u>
Jan. 4	W	Overview and Introduction	1
9	M	The Marketing Environment I	3
11	W	The Marketing Environment II	-
16	M	Martin Luther King Day—No Classes	-
18	W	Marketing Ethics	4
23	M	Consumer Behavior I	5
25	W	Consumer Behavior II/ Organizational Buyer Behavior	6
30	M	Segmentation, Targeting & Positioning I	9
Feb. 1	W	Segmentation, Targeting & Positioning II	-
6	M	Marketing Research	8
Feb. 8	W	WEDNESDAY, FEBRUARY 8 MIDTERM 1 E2-E3 (8:20 - 10:10 p.m.) ROOMS TBA	1, 3-6, 8, 9
13	M	Product Strategy I	11
15	W	Product Strategy II	-
20	M	New Product Strategy	10
22	W	Services Marketing	12
27	M	Integrated Marketing Communications I	17
Mar. 1	W	Integrated Marketing Communications II -	
Mar. 610	M-F	SPRING BREAK!!! -	
13	M	Advertising & Sales Promotion	18-19
15	W	Personal Selling	20
20	M	Channel Strategy	15
Mar. 21	Т	TUESDAY, MARCH 21 MIDTERM 2 E2-E3 (8:20 - 10:10 p.m.) ROOMS TBA 10-12, 17-20	
22	W	Retailing	16
27	M	Pricing Strategy	13, 14
29	W	Marketing & Corporate Strategy	2
Apr. 3	M	No Class	-
5	W	Marketing Implementation	22
10	M	E-Commerce 21	
12	W	Global Marketing 7	
17	M	No Class – Study for Final Exam	
Apr. 18	Т	TUESDAY, APRIL 18 (NON-CUMULATIVE) FINAL EXAMINATION E2-E3 (8:20 - 10:10 p.m.), ROOMS TBA	2, 7, 13-16, 21-22

EXAM SCHEDULE

RECORD THESE DATES IN YOUR PLANNER!

Note that all exams are in-person assembly exams on campus (except, of course, the Study Abroad sections). There is NO ProctorU testing in this course this semester.

Midterm 1

Wednesday, February 8, 2017 (8:20—10:10pm Eastern time)

Midterm 1 covers Chs. 1, 3-6, and 8-9 in the text and all lectures from the beginning of the course through the end of the Market Research segment. Exam is closed book, closed notes. No graphing calculators, financial calculators, scientific calculators, cell phones, or other electronic communication devices may be used for computations. Only simple four-function calculators are permitted.

Midterm 2

Tuesday, March 21, 2017 (8:20—10:10pm Eastern time)

Midterm 2 covers Chs. 10—12 and 17--20 in the text and all lectures from Product Strategy through Personal Selling. Exam is closed book, closed notes No graphing calculators, financial calculators, scientific calculators, cell phones, or other electronic communication devices may be used for computations. Only simple four-function calculators are permitted.

Final Exam

Tuesday, April 18, 2017 (8:20—10:10pm Eastern time)

The Final Exam is **non-cumulative**; it covers Chs. 2, 7, 13--16, and 21--22 in the text and all lectures from Channel Strategy through Global Marketing. Exam is closed book, closed notes. No graphing calculators, financial calculators, scientific calculators, cell phones, or other electronic communication devices may be used for computations. Only simple four-function calculators are permitted.

More Information about the Online Quizzes

*** IT staff has recommended that you use Chrome as your browser when you are attempting the quizzes. ***

The "Getting Started" Quiz. This is a **zero-credit**, 20-question quiz that must be completed with a **perfect score** prior to attempting any of the ten for-credit quizzes. You have an unlimited number of attempts to complete this quiz. To access the quiz, go to the **Quizzes** tab on the toolbar at the left side of the course homepage; then scroll down to the bottom of the list of quizzes.

The ten for-credit quizzes are also found under the **Quizzes** tab. You should complete these quizzes yourself, without assistance from anyone else. You may use your book or notes if necessary, but the intent is to prepare you for the exams (as well as allow you to earn some points toward your grade). Each quiz attempt will be open for 60 minutes from the time the quiz is opened.

Each quiz is worth <u>one point</u> toward your final grade. There will be 3-4 quizzes that pertain to each of the exams. Each quiz has ten randomly-generated questions, and you have <u>three</u> tries on each quiz. <u>If you achieve a score of at least 8 on any attempt, you will receive one point toward your final grade. If you achieve a score less than 8 on all <u>attempts, you earn zero points.</u> (The random question generation means that you may see some questions more than once, but most of the questions will be different each time you attempt a quiz.) You may take the quiz all three times without penalty; only your highest score is used to assign your quiz credit. (The maximum credit you can earn on any quiz is 1 point.)</u>

The table below provides information about the ten quizzes. For each quiz, please note the time period of availability. Once a quiz's time period of availability expires, you will NOT be able to take the quiz. Therefore, please schedule your time appropriately. Late completion of a quiz is not an option under any circumstance.

After attempting a quiz, your quiz **raw score** (0-10) will be shown under **Grades**. Shortly after the quiz closes, your quiz score will be converted into quiz credits (i.e., 0 or 1). **Quiz Credits** will be shown under **Grades** <u>only</u> after the quiz closes.

QUIZ SCHEDULE AND TOPICS COVERED

ALL QUIZZES OPEN AT 5:00 PM EASTERN TIME ON THE OPENING DATE AND CLOSE AT 11:55 PM ON THE CLOSING DATE

RELATED EXAM	QUIZ NAME	TIME PERIOD OF AVAILABILITY	TOPIC(S)	LECTURE SEGMENT#	TEXTBOOK CHAPTER(S)
Midterm 1	Quiz01	1/18/2017— 1/22/2017	The Marketing Environment	2	3
Midterm 1	Quiz02	1/25/2017— 1/29/2017	Consumer Behavior and Organizational Buyer Behavior	4 and 5	5 and 6
Midterm 1	Quiz03	2/1/2017— 2/5/2017	Segmentation, Targeting, and Positioning	6	9
Midterm 2	Quiz04	2/20/2017— 2/24/2017	Product Strategy and New Product Strategy	8 and 9	10 and 11
Midterm 2	Quiz05	3/12/2017— 3/16/2017	Integrated Marketing Communications	11	17
Midterm 2	Quiz06	3/16/2017— 3/20/2017	Personal Selling	13	20
Final Exam	Quiz07	3/22/2017— 3/26/2017	Channel Strategy	14	15
Final Exam	Quiz08	3/27/2017— 3/31/2017	Pricing Strategy	16	13-14
Final Exam	Quiz09	4/5/2017— 4/9/2017	Marketing Planning & Strategy	17	2
Final Exam	Quiz10	4/10/2017— 4/14/2017	Marketing Implementation & Control	18	22

GRADING SCALE:

Grades are based on the total of 200 possible points across all three exams, the ten online quizzes and the 25 MH Connect assignments.

Grades will be assigned as follows:

A	185 and above
A-	179 to 184
B+	173 to 178
В	165 to 172
B-	159 to 164
C+	153 to 158
С	145 to 152
C-	139 to 144
D+	133 to 138
D	125 to 132
D-	119 to 124
Е	below 119

This scale may be lowered if warranted, but it will not be raised under any circumstances.

Once the final course grading scale is set, it is set in stone. There will be no extracredit work, outside papers, etc. If you miss the next highest grade by one point you will have my sympathy - but I will not change your grade!

The course note pack and the course web site contain sample copies of a set of past exam items. It is unlikely that you will find duplicates of those questions in my current exams, which are written from scratch each term. However, these "practice" exams (as well as the online quizzes) will give you a basic idea of how my exams will look. Please note that because different terms proceed at different paces, the practice exams may not cover the same precise material that exams will cover this term.

Academic Honesty

University policy requires that I remind you of the common sense values embodied in the University Honor Code. I assume that you are all familiar with the policy on academic honesty as stated on the following web page: http://www.reg.ufl.edu/01-02-catalog/student_life/. The following pledge will be assumed in regard to all examinations: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Because of the large size of the class and the use of multiple-choice examinations, some students may be tempted to cheat on exams. DON'T. I do take students to honor court when necessary.

Students with Physical or Learning Disabilities

Students requesting note-taking services or a testing accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then convey it to me when requesting accommodation. I am happy to provide whatever accommodations are prescribed.

More on the Exams:

Type of Exams:

- All of the exams are comprised of multiple-choice questions. The
 questions are similar to and infrequently may be the same ones as on your
 practice tests.
- Use the practice exams and "Tips from the TAs" to prepare for the tests.

What You may Use during Your Exams:

- You *MAY NOT* use any books, notes, or electronic devices (other than a simple four-function calculator) during the exams. No cell phones!
- Plain scratch paper and a simple four-function calculator. If you don't have one, buy one! They cost about a dollar at any low-price retailer.
- If the proctors find you are using any books, other written materials or electronic devices, you will receive a zero on the exam.

Posting Answers:

• The answer key for each exam will be posted as soon as possible after the exam, so you can score yourself and possibly write a question appeal.

Test Question Answer Appeals:

If you want to "appeal" the posted answer to a test question (no more than two appeals per person per exam), you need to follow these steps.

- 1. Turn in your appeal by the date and time stated on the cover page of the exam.
- 2. Your appeal must be sent via e-mail, one question per message, to mar3023.prof@warrington.ufl.edu .
- 3. Please use no more than a half page per question. Clearly indicate the question number and form code (if applicable).
- 4. In your appeal **you** *must* **cite a specific page number in the text or class notes** that supports your appeal, or your appeal will not be considered.

Posting Grades:

• We will post grades on the class website after the test appeal period. This means the grades will be posted 3-4 days after the exam.

Check Your Exam Scores:

If you think there may have been a mistake in your posted exam grade, you must resolve it *prior to* the next exam. If you do not do this, your score, even if it should have been changed, will not be modified. I should note that the computer rarely makes a grading mistake.

How You Can Improve Your Grade

Class Attendance:

You may "attend" class in two ways:

- attending the "live" section. In my opinion, this is the method of attendance that maximizes your learning and makes the course most enjoyable. Generally, even during the first week of the semester, seats are available in the lecture hall. I encourage you to attend the live lecture whenever you can.
- viewing the course on the Internet via Canvas.

ASK QUESTIONS:

On the surface marketing may appear easy, but it is much more complex than some people think. After class, review the class notes and if you have questions see a TA or send an e-mail. Remember, there is no such thing as a "dumb question". It is best for you to get answers to your questions before you take a test and not later.

OTHER ADVICE:

- 1. Take notes. Then read them. Then read them again. Significant research in Psychology shows that people are better able to recall and use information that they have seen repeatedly.
- 2. Read notes written by other people (but not during exams!)
- 3. Read the book. Then read it again.
- 4. Use the practice exams to get used to the testing approach in this course.

EXTRA CREDIT NOTE: SPRING 2017 DATES TO BE DETERMINED

The final course activity is designed to help you learn about research in marketing while also contributing to the production of research among the faculty and graduate student researchers in the Warrington College of Business. You may earn up to five (5) extra credit points toward your final grade (see Grading Scale) in one (and only one) of two ways:

1) You can participate in research studies through the Behavioral Research Pool. These may involve scheduled sessions in the Behavioral Lab or elsewhere, or online research studies. These studies need to be completed by **5PM ET**, **July 28** to count for extra credit.

or,

2) You can read academic journal papers about marketing and/or consumer behavior, and submit a short (1500-2000 word) report summarizing each. You will receive one extra-credit point for each paper report you submit. If you choose this option, you need to notify us of this choice by **5PM ET, May 22**, and submit your papers by **5PM ET, July 17**.

Note that you may choose to switch from Option 2 to Option 1 at any point, but cannot select Option 2 after **May 22**. If you do not select an option by **May 22**, you will be assigned to the first option (research participation) by default. Either form of participation in the Marketing Department Research Pool is entirely voluntary.

How to Participate:

Participation in the pool is managed through a web-based service called Sona Systems. Shortly after the end of add/drop period, we will add the names of students who are currently enrolled in a participating class to the system, and the system will send you an introductory email. If you choose not to participate in the research pool, you can simply ignore this email when it arrives. (However, it would be a good idea to keep a copy of it in case you later change your mind.) The introductory email will contain your username (which is the same as your GatorLink username) and your initial password (which is random). If you think that you will participate in the research pool, you should log into Sona Systems once you receive this email. During this first log-in, you will be required to change your password. You will be directed to take a short on-line prescreening survey. This survey will ask you for some demographic information and ask whether you want to participate in the pool through Option 1 or Option 2. If you choose to participate through Option 1, you will then be able to sign up for research studies (either online or lab sessions) when they become available. If you choose to participate through Option 2, shortly after the notification deadline (5PM ET, May 22) we will send you an email listing the papers that are assigned for you to review. You may then read them and complete your reviews at your leisure, and submit them online prior to the submission deadline (5PM ET, July 17). If you choose to participate through Option 1, you may sign up for studies as soon as they become available. However, you MUST first complete the

pre-screening survey before you will be able to sign up for research studies. We will now describe the two participation options in more detail.

Option 1: Participating in Behavioral Research

Understanding how behavioral research is conducted is crucial to knowing its role in modern marketing management. One simple, effective means to gain that initial understanding is for you to personally participate in behavioral research. This option is designed to allow you to earn extra credit through such participation.

To select this option, open the introductory email from Sona Systems, log in to the system, change your password, and take the online prescreening survey. This survey will describe the two options in detail and let you select one. Select "Option 1 participate in research studies." You will then be informed of research studies as they become available. All participation credits need to be completed by **5PM ET, July 28** to count towards extra credit.

Option 2: Reviewing Behavioral Research

This option is designed to give you exposure to the research that marketers conduct by reading and reporting on already completed studies that have been published in marketing or consumer research journals. One example of such a paper is:

Chakravarti and Janiszewski (2003). The Influence of Macro Level Motives on Consideration Set Composition in Novel Purchase Situations. *Journal of Consumer Research*, **30**, 244-258.

Students who select this option must declare their intentions no later than **5PM ET, May 22**. This will allow us time to find appropriate articles to assign to you. To declare your intentions, open the introductory email from Sona Systems and take the online prescreening survey. This survey will describe the two options in detail and let you select one. Select "Option 2 review research." If you fail to select this option by **May 22**, you will automatically be assigned the "Participating in Research" option by default, and that will be your only way to earn extra credit points.

If you select this option, we will generate a list of research papers for you to review. We will notify you of your assigned papers by email. You may download and read these papers at your leisure, but you will need to submit your reports on the papers online in PDF format prior to **5PM ET, July 17**. This process will be spelled out when in the email containing your paper assignments. Once you submit each review, we will read it and use TurnItIn to check it against other reviews for plagiarism. If acceptable, we will award the paper credit, which you can verify on at Sona Systems. Note that evidence of plagiarism in these reviews will be treated the same as on any other class assignment, and will result in disciplinary action. It is your responsibility to insure that the work in these reviews is fully and demonstrably your own.

How to Succeed in MAR 3023: Insights from the Teaching Assistants

I ask my Teaching Assistants each term to put together their ideas on how best to succeed in MAR 3023. All the TAs are excellent students (3.7 average GPA) and they all earned A's when they took the course. Each of their paragraphs appears below. I encourage you to read through them for ideas that appeal to you and match your learning style.

Commonalities in their ideas are as follows (in order of most agreement):

- 1. Keep up with the lectures on a regular schedule (attend the "live" lectures if you can).
- 2. Read the chapters regularly, preferably *in advance* of the lecture on the same topic, but certainly in the same week.
- 3. Take notes using the noteshells (the noteshells are **not** a substitute for note-taking; they are a guide. The examples discussed in class help you to understand the concepts better; write them down).
- 4. Make up flash cards (or buy the Study Guide that has flash cards in it) on key terms and concepts as you go along—don't wait until the last few days before the exam. Be sure to include examples as well as definitions on the cards.
- 5. In your final preparation for the exams, take the practice exams (don't just look them over) and re-study those areas you missed questions on.
- 6. As you read/study, try to relate the concepts to your own personal experiences as a consumer when you can. Reflect on the ideas; don't just memorize them.
- 7. Be sure to take advantage of the opportunity to earn extra credit.
- 8. Take advantage of the TAs' expertise—visit them during office hours.

Try setting up a schedule for yourself for each week. For example:

Week 1 Attend lecture Read Ch. 1

Make up flash cards over lecture and chapter

Week 2 Attend lectures

Read Chs. 3, 5

Make up flash cards over lectures and chapters

Review flash cards from Weeks 1 and 2

Etc.

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Week 5

Attend lectures
Read Chs. 8-9

Make up flash cards over lectures and chapters
Review flash cards
Meet with a study group to review
Take practice exam

Individual tips from each of this semester's Teaching Assistants follow:

Cami

Hey MAR3023!! This class is SO fun and you can really learn a lot. I hope these suggestions will help you succeed.

- 1. Buy the spiral bound note shells from target copy and take notes on every lecture, be careful not to fall behind!
- 2. Attend the live lectures; it actually makes the class more enjoyable to be there. Also, make sure to pay attention and not be distracted during class; you will miss important points if you are!
- 3. Read the textbook each week and try not to fall behind. This will help you with the quizzes and exams.
- 4. Do EVERY SINGLE practice exam Dr. Lutz posts online (I know it's a lot but trust me it helps). I feel that this was key to my success in the course because it really gave me insight into what the exam questions would be like.
- 5. Get the Smokin Notes to review before the exam! It sometimes helps to look at different notes from the class to give you a new perspective. I did not do the Smokin Notes practice exams because the ones Dr. Lutz puts online are much more relevant.

Good luck! I hope you enjoy this class as much as I did. Come see the TA's in office hours if you need help or advice.

Chelsea

- 1. At the start of the semester, make sure you read the entire syllabus in full. There are a lot of dates that you should be aware of from the beginning and it is a good idea to write them all in a calendar or planner so you don't fall behind.
- 2. Go to as many lectures as possible, but if you can't make it to them for some reason, try to put aside a few hours a week to watch them on your own. A lot of the examples discussed in class are reused in exam questions so your lecture notes are a great study tool!
- 3. Staying organized and staying on top of your work is the key to success in any class that you take. As this class is not attendance based and most of the work is

done on your own time, it is important that you do not let your work pile up until the last minute.

- 4. When preparing for exams, take all of the practice exams and old exams that Dr. Lutz posts online.
- 5. Take advantage of all of the extra credit opportunities provided to you and DO NOT wait until the end of the semester to complete them all because a lot of the time slots fill up.
- 6. ASK QUESTIONS! We're here to help:)

Jacque

Success= watching lectures + doing the LearnSmarts

If you are able to attend the live lectures, I would highly encourage you to do that. Otherwise, watch the online lectures in a timely manner. It is much easier to learn and understand the material throughout the semester rather than cramming right before each exam. Additionally, actually doing the LearnSmarts and studying those questions helps as well. Not only is it easy points, but it is a beneficial supplement to Dr. Lutz' lectures. Lastly, make sure to watch Dr. Lutz' videos on the calculation parts for each exam and don't be afraid to ask the TA's for help. We are here to assist you!

Faina

Hi, everyone, and welcome to Principles of Marketing! In order to succeed in this course, my top recommendation would be to watch the lectures the day they are posted. If possible, attend the live lectures. Attending the live lectures will give you the opportunity to interact with the Professor, ask questions, and meet other students in your class to form study groups. Read the designated textbook chapters before each corresponding lecture. This gives you a good basis on the segment and you can ask questions during class about concepts that confuse you. Take good and detailed notes during lecture, and read them throughout the week (don't rely on smokin' notes)! Finally, do the practice tests that Professor Lutz provides, they are extremely helpful and are an accurate representation of the actual exam. I encourage you to study all the material at least a week prior to the exam, that way you will have plenty of time to prepare. Don't forget to use your resources! Ask questions, participate in discussion boards, and come to TA office hours!

Inbar

- Make sure to keep up with the class and coursework. Certain aspects of the course do overlap and it's hard to keep all the information organized in your head if you try to cram all of it in a few days before the exam.
- Make sure to become familiar with not only the definition of each term but how it could be applied in the workplace as well as its implications.

- Applying the concepts you learn in class to everyday life will help you better understand the material. As you become more familiar with what's being taught, you'll begin to notice how businesses around you have utilized these tools and theories to further promote their corporate success.

Rachel

Tips for Success:

- 1. Read the chapter that is being covered in class
- 2. Watch the corresponding lecture and actively take notes
- 3. Review the vocabulary terms from the chapter
- 4. Take every practice test available to you when preparing for exams
- 5. Attend the TA office hours and have the questions ready that you want answered.

This is a fun and interesting course so make the most of it and immerse yourself in the material. I wish everyone the best of luck in MAR 3023!

Lauren

- Keep up with the readings. Always complete your assigned readings before attending lectures.
- Attend live lectures whenever possible. Attending the live lectures made it easier for me to pay attention and take thorough notes. Also, it is easy to fall behind in online courses. Attending live lectures will ensure that you keep up with the material.
- Review your notes from assigned readings after attending lectures. The textbook contains information that is not always covered in lectures. Since this information can show up on an exam, reviewing it after a lecture is a good way to ensure you do not forget what you learned.
- Review your notes from the previous week. This is a good way to ensure that you do not get overwhelmed with too much information when you start studying for exams.
- Come to office hours. Always feel free to reach out to the TAs for any questions or concerns you have about the material or the course itself! We are happy to help you!

Samantha

- Create a register listing every vocabulary word as studying this will help you understand the definition questions as well as the application questions on the exam
- When watching the lecture, pay close attention to the examples as this helps tie in the important concepts in an easy to understand manner
- Read the book, again focusing on the definitions of the key terms within the chapters
- O Do the extra credit research studies earlier in the semester as they tend to fill up quickly and these are easy, yet necessary points

Hailey

Do everything in your power to attend the live lectures! You'll retain the information so much better if you hear it in person. If you absolutely cannot attend, make sure to keep up, it's incredibly easy to fall behind on lectures. You'll regret it if you leave them until 3 days before the exam! It's also easy to miss assignments when they're all online, so be sure to write all of the due dates in your planner at the start of the semester. Also, don't wait until the end of the course to start trying to get the extra credit. If you start participating in studies when the course starts, you'll have plenty of time to get your points. My final word of advice is to lean on the old exams while studying. This was my biggest resource before exams and it really helped me feel prepared and do well on tests. If you invest the time in this course, not only will you succeed, but you'll build a solid marketing foundation that will help with the rest of your classes in the business college!

Trevor

It is easy to be successful in Mar3023 if you stay on top of your workload. Watching the lectures and reading along in the book allowed me to find success in this class. It is important to learn the concepts as well as their applications. Smokin' Notes is a great tool; however I wouldn't solely rely on them if you want to get an A in this class. Good Luck this Semester!

Alaina

MAR3023 has been my favorite course that I have taken at UF so far! I hope that your experience will be as great as mine was! I have a few helpful tips that I would like to share with you all!

First, the most important tip that I can give is to participate in the extra credit opportunities, and participate early! Doing so CAN make a difference in your final grade. Exams are truly written with questions including roughly 50% material from the textbook and roughly 50% material from lecture. It is so important to keep up with both! When it comes to lecture, Target Copy sells noteshells which are very helpful to have during lecture. Buying them is definitely worth it! If you cannot attend the live lecture, it is a great idea to set aside a scheduled time each week to watch the online lectures. Reading the textbook not only makes the weekly quizzes and exams more pleasant, but it allows you to understand the topics discussed in lecture more clearly. Studying old exams from the test bank was always the best way for me to study for the exams. There are so many resources dedicated to your success in this course, and you should use them!

I hope that your experience in this course is enjoyable, and I wish you all the best of luck!

Kaila

Welcome to MAR3023! For me, making a study sheet with the most important definitions and ideas is helpful even if you can't bring it to the exam. The act of writing everything down helps solidify the information and presents you with a condensed study sheet to review, which is particularly helpful if you don't have time to re-read chapters or

re-watch lectures. Also, I highly recommend doing the extra credit marketing studies. They don't take long, and are actually fun. Of course, staying on top of lectures, reading the text, and taking advantage of practice exams are all essential parts as well. If you need assistance, do not be afraid to ask myself and other TA's, it's best to ask for help early so you're not scrambling before an exam! To conclude, I look forward to the semester and wish you all luck. Go Gators!

Evan

Dr. Lutz really cares about his students. He makes Marketing extremely interesting with all of the examples he shows during lecture. He will give you every necessary component to succeed in his class, I promise. I personally watched every lecture, read all of the chapters, did the Learnsmart assignments and all of the practice exams. I can't stress enough how important the practice exams are. You will start to analyze patterns and trends that will just "click" when you see them come exam time. Remember to reach out if something is unclear and try your best to attend lecture if your schedule allows. I received an A in the class which I can attribute to the time I devoted to learning the material.