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**MAR 6805 RX1 Marketing Management**

**Spring 2018**

**Saturdays 8:00 am– 12:00 am**

**FIU @ I-75 Rm 329**

**general information**

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| **Instructor:** Dr. Ron Mesia | **Phone:** (305) 348-1663 |
| **Office:** RB 322, Modesto A. Maidique Campus | **Fax:** 305-348-3792 |
| **Office Hours:**  My office hours are on Wednesdays from 3:30 am to 04:30 am and by appointment at a mutually convenient time. Please do not hesitate to make an appointment if hours are inconvenient.  Class attendance is essential. Students who miss more than two classes may be dropped administratively, but irregular attendance will affect your grade by a letter grade. Please see me if you have any conflicts with regard to attendance. | **E-mail:** [rmesia@fiu.edu](mailto:rmesia@fiu.edu) |

**COURSE DESCRIPTION AND PURPOSE**

The most common definition of marketing is provided by the American Marketing Association: “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” In other words, marketing is the function of an organization which manages the interface with the organization’s customers. Marketing includes advertising, distribution, and selling.

However, marketing is also much more. Marketing makes extensive use of social sciences, psychology, sociology, mathematics, economics, and anthropology. In today’s complex competitive environment firms succeed by delivering customer value and satisfaction for a profit. Marketing is about creating exchanges between the customer and the business which allow both to reach their objectives. Therefore, these exchanges should generate customer value while being profitable at the same time.

For most of students, this is their first marketing course. Therefore, the main objectives are to cover the marketing fundamental concepts and models, and present a comprehensive view of the impact that marketing strategies have on a business’ performance and profitability.

**COURSE student learning Outcomes**

At the end of this course students should be able to:

* Identify the fundamental concepts and models of marketing.
* Describe the tools needed to build a marketing strategy with product positioning, pricing, marketing channels, and marketing communications.
* Analyze the impact that marketing strategies have on marketing performance and business profitability.

**MAJOR & CURRICULUM student learning outcomes TARGETED**

* Evaluate (Assess) the financial position of organizations' using financial statements and budgets.
* Develop leadership by using team building and collaborative behaviors to accomplish group tasks.
* Recognize and analyze ethical problems; choose and defend resolutions for situations.
* Critically analyze complex business issues and develop/assess sound strategies, in local and global environments.
* Make strategic decisions that meet expectations and requirements of an organization’s diverse stakeholders.

**TEXTBOOK**

[](http://www-fp.pearsonhighered.com/bigcovers/0130387754.jpg)

[**Click here**](http://fiu.bncollege.com/) to buy your textbook online at the FIU Bookstore.

*Market-Based Management,*   
Roger Best,   
South-Western, Cengage Learning, 6th Edition.   
ISBN: 978-0-130-38775-2

Marketing Performance Tools

<http://rogerjbest.com/home.cfm>

APA format guidelines:

<https://owl.english.purdue.edu/owl/resource/560/01/>

**course prerequisites**

Please review information about [prerequisites](http://business.fiu.edu/current_undergraduate/databases.cfm), and other important information here.

**TEACHING METHODOLOGY**

This class will be taught using a combination of lectures, cases, and marketing simulation. This methodology shifts the focus of classroom time from conveying course concepts by the instructor to application of course concepts by student groups. In this process, students acquire their initial exposure to the content through readings and are held accountable for their preparation. Reading material will not be reviewed in class on a routine basis although specific topics may be covered. Students will join their teams and their knowledge will be re-evaluated. Last, each team will use the collective foundational knowledge acquired in the first two phases, to solve case problems, prepare arguments, create explanations, and make predictions during in-class team activities.

**communicating with the instructor**

Students should contact the instructor by Blackboard email. The students should expect a response to this communication within 24-48 hours.

**disability notice**

If you have a disability and need assistance, please contact the Disability Resource Center (University Park: GC190; 305-348-3532) (North Campus: WUC139, 305-919-5345). Upon contact, the Disability Resource Center will review your request and contact your professors or other personnel to make arrangements for appropriate modification and/or assistance.

**religious holidays**

The University's policy on religious holidays as stated in the University Catalog and Student Handbook will be followed in this class. Any student may request to be excused from class to observe a religious holy day of his or her faith.

**ASSURANCE OF LEARNING**

The College of Business cares about the quality of your education. Please read about the College's commitment to [Assurance of Learning](http://business.fiu.edu/landon/academic_standards.cfm).

**RULES, POLICIES, AND ACADEMIC MISCONDUCT**

Assignments from the text and other resources are listed below for each class session. Students are expected to pace their learning according to the posted course assignments.

It is expected that interactive learning and teaching will enrich the learning experience of all students, and that each student will work in partnership with the professor to create a positive learning experience for all. Student engagement is a necessary condition for an effective learning experience, and includes contributions to debate and discussion (if any), positive interactive learning with others, and an enthusiastic attitude towards inquiry. Everyone is expected to be a positive contributor to the class learning community, and students are expected to share the responsibility of teaching each other.

**Statement of Understanding between Professor and Student**

Every student must respect the right of all to have an equitable opportunity to learn and honestly demonstrate the quality of their learning. Therefore, all students must adhere to a standard of academic conduct, demonstrating respect for themselves, their fellow students, and the educational mission of the University. As a student in the College of Business taking this class:

* I will not represent someone else's work as my own
* I will not cheat, nor will I aid in another's cheating
* I will be honest in my academic endeavors
* I understand that if I am found responsible for academic misconduct, I will be subject to the academic misconduct procedures and sanctions as outlined in the Student Handbook

Failure to adhere to the guidelines stated above may result in one of the following:

**Expulsion:** Permanent separation of the student from the University, preventing readmission to the institution. This sanction shall be recorded on the student's transcript.  
**Suspension:** Temporary separation of the student from the University for a specific period of time.  
  
By taking this course I promise to adhere to FIU's Student Code of Academic Integrity. For details on the policy and procedure [**click here**](http://academic.fiu.edu/polman/sec2web.htm#two-forty-four).

**NOTE:** Intensive Auditing of the course will be conducted to prevent academic misconduct.

**Grading Policy**



**Course Requirements and assessment weights**



**ASSESSMENTS**

**TEAM CASE**

The group cases seek to provide students with an activity that allows them to apply the concepts covered in the class to specific situations, and reinforce team building behaviors and collaborative learning. Confrontational tension between minds creates new ideas and fosters learning. Embrace it and relish it, just remember to be professional at all times. There is going to be one case per team.

For each case assignment, students will investigate the firm’s problem(s) as they relate to Marketing Management and prepare a written paper for each case. The format of your paper should be as follows and not to exceed 10 pages (Either 2 or 1.5 spaces between lines) excluding the Appendices section: Each team will have the opportunity to present in class their findings of their analysis in a power point presentation.

* **Executive summary** – a couple of paragraphs which summarize the remainder of the report
* **Background** – use this section to lead in to your Problem Statement; identify symptoms, critical factors and the current state (one to two pages)
* **Problem Statement** – a succinct statement of the problem/dilemma/issue, preferably in a single declarative sentence; be careful to identify the ***real*** problem and ***not*** the ***symptoms*** of the problem (maximum four lines)
* **Analysis** – apply marketing models, course content, and outside research to support your position; logically discuss options, implications and tradeoffs (three to four pages)
* **Recommendations and Conclusions –** these should be ***your*** recommendations regarding how the organization should deal with the problem; they should be fully supported by the Analysis section (one page)
* **References and Charts** – does not count towards the 10 pages **Citations must be referenced according to APA style.**

**Appropriate references**: This is a library research paper and you must use at least 3 different sources, not including textbooks. These sources should be company websites, industry sources, periodicals, such as the Wall Street Journal, Business Week, and so on, and governmental sources such as the SEC. Wikipedia and other similar sources are not to be used in this course.

The rubric to be used for grading all cases is shown below (refer to “Case Grading Rubric”).

The cases will be evaluated based on the below rubric:



To source the course pack, please register at Harvard Business Publishing at:

<https://cb.hbsp.harvard.edu/cbmp/register/3/HE+Individual/0/0>

After the registration, please select the below Course Pack for your Marketing simulation and your assigned case. Students can source all cases or only the case assigned. The Course pack cost is less than $20.00 which include the Marketing Simulation. Students can source any additional case in addition to the assigned one.

<http://cb.hbsp.harvard.edu/cbmp/access/72976595>

**SIMULATION**

Students will complete a Marketing Simulation: Managing Segments and Customers exercise from Harvard Business Publishing.

The higher 10% Score Card will be awarded 10 points, the second highest will be awarded 8 points, the rest of the students that satisfactorily complete all four quarters with positive profit will be awarded 7 points. Student can take the simulation many times to improve his/her score. The highest score will be considered to the ranking.

Students can take the simulation many times to improve his/her score and should be completed by **Feb 25th** before 11:30 pm. The highest composite score will be computed for the ranking.

Customer Service Support is available at Harvard Business Publishing from 8:00 AM to 6:00 PM, Monday through Friday at 1-800-545-7685, outside the U.S. Canada, call 1-617-783-7600.

Technical Support is available from 8:00 AM to 8:00 PM, Monday through Thursday at 1-800-810-8858, outside the U.S. Canada, call 1-617-783-7700.

**online QUIZZES**

Be sure to take the Chapter Quizzes during their respective week; see course calendar. Missed Quizzes will not be rescheduled and student will receive a zero (0) grade. No Exceptions!!! The highest 15 quizzes will be graded and will be able to earn up to 30%. There are 10 questions per chapter, five multiple-choices and five true-and-false, 30 minutes to complete the quiz, and it is worth 0.2 points per question.

Quizzes need to be completed from Monday to Sunday @ 11:55 during the week the session took place. Please verify your quizzes due dates.

In order to mitigate any issues with your computer and online assessments, it is very important that you take the "Online Learning Practice Quiz" from each computer you will be using to take your graded quizzes and exams. It is your responsibility to make sure your computer meets the minimum [hardware requirements](http://online.fiu.edu/future_whats_required.html).

**exam**

The Exam will be held in class on **March 10th.** The Final Exam will be made up of 80 multiple-choice questions; students will earn up to 30%, and will have 120 minutes to complete the exam.

All relevant materials from all chapters seven will be covered in the Final exam. This is also an individual work assessment and no communications can or will be tolerated; violations of the honor code will lead to an F for the course.

**attendance/participation**

Students will earn up to 5% of the total grade for attendance and participation during the lectures

**ILLUSTRATIVE VIDEOS TO SUPPORT LEARNING OUTCOME**

* Philip Kotler's Views On Marketing Strategy:

<https://www.youtube.com/watch?v=bilOOPuAvTY>

* Seth Godin "All marketers are liars"

<https://www.youtube.com/watch?v=AZnYRaQfjK4>

* Malcolm Gladwell on spaghetti sauce

<http://www.ted.com/talks/malcolm_gladwell_on_spaghetti_sauce.html>

* Marketing Segmentation and Targeting

<https://www.youtube.com/watch?v=H52WGQYEfbM>

* Digital Life Segmentation

<http://www.youtube.com/watch?v=oVUerscd7oY&feature=related>

* Michael Porter’s Five Competitive Forces

<http://www.youtube.com/watch?v=mYF2_FBCvXw>

* What is Branding

<https://www.youtube.com/watch?v=JKIAOZZritk>

* Segmenting Pricing

<https://www.youtube.com/watch?v=ZmM_hGQnK8s>

<https://www.youtube.com/watch?v=eU7LWLPvetY>

https://www.youtube.com/watch?v=hZMczsk0cLY

* What is Internet Marketing?

https://www.youtube.com/watch?v=RSkWqI7M3Ts

* Seth Godin: Sliced bread and other marketing delights

https://www.youtube.com/watch?v=kwnaILnVk60

**COURSE EVALUATION**

FIU places considerable importance on student feedback regarding their educational experiences. One point will be added to the students’ final grade for the successful evaluation completion. Course evaluations are a critical part of learning how students value particular courses, instructors, and instructional methods.  In short, we want to know what methods work to help our students learn, and what methods could use improvement.  Because of the importance of gaining feedback from all students, all Department of Marketing courses require student participation in the course evaluation system.  Each student in this course is required to (1) complete the course evaluation during the time allotted by the university and (2) submit evidence of such completion by uploading in the “Assignment Dropbox” section under “Course Evaluation” the course evaluation confirmation email or the screenshot of the completion message. Students that upload the attachment will be rewarded with one point on the total grade.

**FINAL GRADE**

The Final Grades on Blackboard are FINAL and will not be changed unless there is a mathematical error. There are plenty of opportunities throughout the semester to improve your grades. Grades will not be rounded up and requests for extra credit will not be granted, please do not ask. There are NO EXCEPTIONS to this rule for any reason.

**course calendar**



**additional information**

Occasionally circumstances may force moderate changes in the information presented on the syllabus. Consequently it is VITAL that you keep yourself aware of changes by being engaged in the class, listening to the Professor, and reading all emails sent to your FIU emails.