

Course Syllabus - Fall 2018



Welcome to Marketing 730: Marketing Analysis Foundation

Course Description

The marketing function is critical to the success of every organization around the world. This course examines how profit and nonprofit organizations identify, research, and evaluate customer needs; select target markets; and create, price, distribute, and promote need-satisfying products and services to individuals, organizations, and societies.

This course is arranged in 7 weekly units. You will start the course with Chapter 1 and continue through the other units.

Course Objectives

As an introduction to marketing the emphasis of this course is to provide the student with a foundation for developing an understanding of a wide range of marketing concepts. Specifically, the objectives of this course are:

- To provide the student with an understanding of the fundamental concepts, techniques and challenges of marketing in a global economy using present-day marketing situations and problems.
- To allow the student to understand ethical challenges that marketers face.
- To provide the student with an tools for understanding how consumer and industrial buying behavior is researched and major differences between the two groups.
- To explore how products and services are developed, nurtured and managed.
- To explore how products and services are placed in the hands of those who need them.
- To explore how working within an integrated marketing approach, communications about the products and services are delivered to buyers.
- To examine alternative strategies available for pricing goods and services.

Textbook

Marketing, 19th ed.(2017) by Pride and Ferrell, Cengage Learning with MindTap. Students have two options and may purchase MindTap access with either an electronic text or a loose leaf text.

ISBN Mindtap and eBook: 978-1337090971

ISBN Mindtap, eBook and Loose leaf book: 978-1337537551

Please read the separate note on accessing the MindTap course. The MindTap course can be accessed via the following link:

Please read the separate note on accessing the MindTap course. [The MindTap course can be accessed via this link \(https://www.cengage.com/dashboard/#/course-confirmation/MTPQ9J0P7R7D/initial-course-confirmation\)](https://www.cengage.com/dashboard/#/course-confirmation/MTPQ9J0P7R7D/initial-course-confirmation).

Course Evaluation and Grading Policy

The course uses input from several areas to determine grades: chapter assignment quizzes via the MindTap online instructional portal, video quizzes via MindTap, essay exams, written assignments applying key concepts to real-world marketing situations, and unique and timely discussion contributions.

Specifically here's how students will be evaluated:

Assignment	Points	Total
Essay Exams	100 points x 2 exams	200 points
Discussions	10 points x 8 discussions	80 points
Written Assignments (Weeks 1, 2, 4, and 6)	25 points x 2 written assignments	100 points
Video quiz assignments in MindTap (Weeks 1, 2, 3 and 6)	5 points x 4 video quizzes	20 points
Chapter assignment quizzes in MindTap	5 points x 20 chapter quizzes	100 points
	Total Points	500 points

Discussion activities are due before 11:59 p.m. CST on the date indicated.

You may work ahead and MindTap due dates are strictly enforced. No credit will be given for any late submissions to MindTap.

Students will have two attempts for the chapter assignment quizzes and video quizzes. The best score will be recorded in MindTap.

Grades related to MindTap assignments and video quizzes are always available in MindTap and will be transferred to the course grade book in Canvas at the end of the semester.

Essay exams are available over several days - Thursdays from 12:01 am to the following Monday at 8:00 am CST. **Late exams** are not accepted.

Contributions to discussions after the posting date are not read by students and will not be given credit. **Late discussion posts are not given credit.**

Any late written assignment submitted to the Dropbox is discounted 10% each day for a maximum of 2 days. Materials not submitted within 2 days of the due date will not be considered.

Grading Scales

Percentage	UWEC/Consortium/ UW-Parkside	UW-Oshkosh	UW-LaCrosse
93-100%	A	A	A
90-92.9%	A-	A-	AB
87-89.9%	B+	B+	AB
83-86.9%	B	B	B
80-82.9%	B-	B-	BC
77-79.9%	C+	C+	BC
73-76.9%	C	C	C
70-72.9%	C-	C	C
67-69.9%	D+	F	D
63-66.9%	D	F	D
60-62.9%	D-	F	D
0-59.9%	F	F	F

The final grading scale will be no stricter than the above scale and *may* be lowered based on a curve established after the results from the final exam have been determined.

Discussions

Rubric- Everyone who makes meaningful contributions to the discussion should receive full credit. Comments such as "I agree with Bill" don't reflect your input and won't be given full credit--most require you to add from your experiences so such a comment shouldn't really be used. (See the separate listing on Discussion Rubric for details).

Here are a few additional tips I've found help make discussions interesting and an efficient use of your time:

- Use an informative title in the memo line – don't leave it blank
- Use bullets to list
- Include white space between paragraphs
- Include details – but keep it brief
- If the thread of the discussion is getting long – cut out the redundant material
- DON'T FLAME – by using caps

Exam Policy

Each of the two essay exams covers material from the on-line commentaries (lecturettes), videos, book chapters and other assigned readings for that section of the course. The exams are not cumulative.

What are the exams like? Each exam is comprised of 2 multi-part essay questions which are designed to allow you to apply concepts to real-world situations. You are operating under an **honor** policy. You should not give or receive assistance from any person while completing this part of the exam.

The essay questions are designed to be succinct. I encourage outlines and/or the use of bullets. I believe that you can answer most of the questions in 1 - 2 pages depending on your writing style. Please do not go beyond TWO pages per question. (Do use a 12-point font and margins.)

The exam is timed and once the exam is opened your time limit begins. You will have one hour to complete the exam.

Plan your time so that you can complete your exam in one sitting. Once you open the exam you need to complete and submit it.

How should you review? I realize you are covering a great deal of material in a limited amount of time. There are several things you might do as a review for your exam:

- Review the outcomes given for each unit. Can you respond to each?
- Read the summary section at the end of each chapter. Do you understand what has been covered?

Chapter Assignment Quizzes

Students will complete a chapter assignment quiz for each chapter assigned during the week. Assignments are available at the beginning of the course and are due by 11:59 p.m. on the date noted in the Course Calendar. Two attempts are allowed with unlimited time to complete the exam.

Students should prepare for the chapter assignment quizzes by using the Study Tools available in MindTap. *Adaptive Test Prep* is available for each chapter where students can create practice quizzes to check their learning prior to taking the assigned chapter quizzes. In addition, flashcards and chapter PowerPoint slide decks are available.

Grades related to the chapter assignment quizzes will be available in MindTap and feedback is automatically provided. Questions are randomly assigned to each student and the answers are programmed in MindTap. The questions were developed by authors chosen by Cengage for the *Pride & Ferrell Marketing* textbook. Thus, your MKTG 730 instructor did not author the quizzes and will not consider any questions related to the "correct" or "incorrect" answers. Since feedback and multiple attempts are provided, it is expected that students will receive a high score on these assignments.

Grades from these MindTap activities will be transferred to the Canvas grade book at the conclusion of the course.

Video Quiz Assignments

Four video quiz activities are assigned in Weeks 1, 2, 3 and 6 but are also available as "practice" activities to check your understanding of marketing concepts and apply concepts to real-world situations. Similarly to the chapter assignment quizzes, the video quizzes were developed by outside authors and the MKTG 730 instructor did not develop the questions or select the "correct" answer. Thus, your MKTG 730 instructor did not author the quizzes and will not consider any questions related to the "correct" or "incorrect" answers. Students have two attempts for each video quiz and it is expected that students will receive a high score on these assignments.

Grades from these MindTap activities will be transferred to the Canvas grade book at the conclusion of the course.

Written Assignments

Four written assignments applying marketing concepts to real-world contexts are due by Friday at 11:59 p.m. on the due date specified in the course calendar for Weeks 1, 2, 4 and 6. Each assignment is worth 25 points and will be evaluated using the rubric shown below. Students should follow the assignment instructions and address the questions posed in the instructions. Students are expected to formulate their answers using at least five to six well written paragraphs, not including optional introduction or concluding paragraphs.

Rubric for Individual Written Assignments

25 points each

	Excellent	Average	Needs Work
Critical Thinking	Shows deep, critical thinking and knowledge of reading or activity assigned. Answers all parts of the question and follows directions of the assignment. Includes critical, interpretive analysis of the quoted material from each source.	Repeats basic, correct descriptions but does not link analytical commentary to the primary sources nor provide critical analysis of the evidence. Fails to answer all of the questions.	Shows limited understanding and engagement of the interpretive issues.
Supporting Details and Research	Supports all of the main points, solutions or tactics with outside research or opinions. If using a required source, including the textbook , identify clearly each source, using author, short title, and date using APA guidelines).	Supports some (not all) of the main points, solutions or tactics with outside research or opinions.	Fails to support most of the main points, solutions or tactics with outside research or opinions.
Organization	Writes at least five to six well-focused, topical	Fails to organize major points into at least five to	Weak organization. Little or no

and Grammar	paragraphs. Intro and conclusion paragraphs are optional unless specified in the assignment. Free of typos, grammatical errors, voice, and tense errors.	six major paragraphs. Some typos, grammatical errors, failure to use proper "voice" and tense.	evidence of having done the assignment according to the directions.
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Academic Conduct & Plagiarism

To foster a productive learning environment, all students are required to accept and adhere to the Student Code of Conduct agreement in order to participate in this course.

Any work you submit is expected to be your own - not that of other students or authors from published sources. If you are including information obtained from another source, you should cite the complete source using common bibliographic guidelines (e.g. MLA format). All written assignment submissions will be analyzed using Turnitin to check for original content. You should paraphrase source information and in cases where you believe the original authors' words are best, use quotation marks. Failure to provide source documentation and properly acknowledge sources could lead to severe penalties related to academic dishonesty and/or plagiarism. Penalties could include a score of "0" on the assignment, a failing grade in the course, as well as dismissal from the University.

Any form of academic dishonesty will result in a grade of "F" for the assignment and will follow the student academic disciplinary procedures as established by the UW System Board of Regents ([UWS Chapter 14](#) (<http://Any%20form%20of%20academic%20dishonesty%20will%20result%20in%20a%20grade%20of%20%22F%22%20for%20the%20assignment%20and%20will%20>)).

Accommodation for Students with Disabilities

In order to ensure that all of our students have equitable access to our online course materials, we strive to meet the guidelines set by Section 508 of the Rehabilitation Act, which requires the public to provide reasonable accommodations to individuals with disabilities when posting web-based materials. WebAIM.org, a third party authority in web accessibility, has evaluated the Canvas Learning Management System (LMS) by Instructure and certifies it to be substantially conformant with Level A and Level AA of the Web Content Accessibility Guidelines version 2.0. If you need accommodations, please contact Online Course Support at 888.832.7090 or 715.836.6019 or email BizHelp@uwec.edu (<mailto:BizHelp@uwec.edu>) and we will work with you to find a reasonable accommodation.

Course Summary:

Date	Details	
	 Initial Post Due: 1.6 Week 1 Discussion (https://uws.instructure.com/calendar?event_id=17908&include_contexts=course_96657)	12am
Tue Sep 11, 2018	 1.5 Getting to Know Each Other: Introductions Discussion (https://uws.instructure.com/courses/96657/assignments/143924)	due by 11:59pm
	 1.4 Update Your Canvas Profile	to do: 11:59pm
Thu Sep 13, 2018	 1.6 Week 1 Discussion: Chapter 1, Customer Lifetime Value (https://uws.instructure.com/courses/96657/assignments/143923)	due by 11:59pm
Fri Sep 14, 2018	 1.8 Week 1 Individual Assignment Submission: Chapter 2 Video Case: BoltBus (https://uws.instructure.com/courses/96657/assignments/143927)	due by 11:59pm
Sun Sep 16, 2018	 1.7 Week 1 MindTap Assignments	to do: 11:59pm
Tue Sep 18, 2018	 Initial Post Due: 2.4 Week 2 Discussion (https://uws.instructure.com/calendar?event_id=17907&include_contexts=course_96657)	12am
Thu Sep 20, 2018	 2.4 Week 2 Discussion: Chapter 5, Competitive Intelligence (https://uws.instructure.com/courses/96657/assignments/143925)	due by 11:59pm
Fri Sep 21, 2018	 2.6 Week 2 Individual Assignment Submission: Market Segmentation (https://uws.instructure.com/courses/96657/assignments/143927)	due by 11:59pm
Sun Sep 23, 2018	 2.5 Week 2 MindTap Assignments	to do: 11:59pm
Tue Sep 25, 2018	 Initial Post Due: 3.4 Week 3 Discussion (https://uws.instructure.com/calendar?event_id=17909&include_contexts=course_96657)	12am

Date	Details	
Thu Sep 27, 2018	 3.4 Week 3 Discussion: Chapter 7, Media Behavior (https://uws.instructure.com/courses/96657/assignments/143922)	due by 11:59pm
Sun Sep 30, 2018	 3.5 Week 3 MindTap Assignments	to do: 11:59pm
Tue Oct 2, 2018	 Initial Post Due: 4.4 Week 4 Discussion (https://uws.instructure.com/calendar?event_id=17906&include_contexts=course_96657)	12am
Thu Oct 4, 2018	 4.4 Week 4 Discussion: Chapter 13, Service Examples (https://uws.instructure.com/courses/96657/assignments/143921)	due by 11:59pm
Fri Oct 5, 2018	 4.6 Week 4 Individual Assignment Submission: Product Successes and Failures (https://uws.instructure.com/courses/96657/assignments/143928)	due by 11:59pm
Sun Oct 7, 2018	 Complete midterm course evaluation (https://uws.instructure.com/calendar?event_id=28920&include_contexts=course_96657)	11:59pm
	 4.5 MindTap Assignments	to do: 11:59pm
Tue Oct 9, 2018	 Initial Post Due: 5.3 Week 5 Discussion (https://uws.instructure.com/calendar?event_id=17905&include_contexts=course_96657)	12am
	 4.7 Midterm Essay Exam (https://uws.instructure.com/courses/96657/assignments/143917)	due by 8am
Thu Oct 11, 2018	 5.3 Week 5 Discussion: Chapter 14, Supply Chain Management (https://uws.instructure.com/courses/96657/assignments/143920)	due by 11:59pm
Sun Oct 14, 2018	 5.4 Week 5 MindTap Assignments	to do: 11:59pm
Tue Oct 16, 2018	 Initial Post Due: 6.3 Week 6 Discussion (https://uws.instructure.com/calendar?event_id=17904&include_contexts=course_96657)	12am
Thu Oct 18, 2018	 6.3 Week 6 Discussion: Chapters 16 and 17, IMC and Effective Marketing Campaigns (https://uws.instructure.com/courses/96657/assignments/143919)	due by 11:59pm
Fri Oct 19, 2018	 6.5 Week 6 Individual Assignment Submission: Targeted Advertisements (https://uws.instructure.com/courses/96657/assignments/143929)	due by 11:59pm
Sun Oct 21, 2018	 6.4 Week 6 MindTap Assignments	to do: 11:59pm
Tue Oct 23, 2018	 Initial Post Due: 7.3 Week 7 Discussion (https://uws.instructure.com/calendar?event_id=17903&include_contexts=course_96657)	12am
Thu Oct 25, 2018	 7.3 Week 7 Discussion: Chapters 19 and 20, Pay What You Want (https://uws.instructure.com/courses/96657/assignments/143918)	due by 11:59pm
Fri Oct 26, 2018	 Final course evaluation (https://uws.instructure.com/calendar?event_id=31693&include_contexts=course_96657)	12am
Sun Oct 28, 2018	 7.4 Week 7 MindTap Assignments	to do: 11:59pm
Mon Oct 29, 2018	 7.5 Final Essay Exam (https://uws.instructure.com/courses/96657/assignments/143916)	due by 8am
	 MindTap Chapter Quizzes (Total Points) (https://uws.instructure.com/courses/96657/assignments/143930)	
	 MindTap Video Quizzes (Total Points) (https://uws.instructure.com/courses/96657/assignments/143931)	

0.2 | Instructor Introduction

Jill Attaway

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Background & Expertise

I'm passionate about marketing and enjoy the opportunity to work with companies through consulting activities such as marketing research projects and professional development seminars. I've been teaching undergraduate and graduate-level courses in marketing for thirty years and am now *Professor Emeritus* at Illinois State University (ISU) having retired in 2015 as an adjunct faculty member at the University of Wisconsin - Eau Claire. I completed my Ph.D. in Marketing at Louisiana State University and served on the faculty at the University of Kentucky from 1988 to 1990. I joined the Marketing department at ISU in 1990 and was instrumental in creating and leading the *Professional Sales Institute*, a center to facilitate partnerships with industry and connect companies seeking to hire entry-level sales professionals with recent college graduates.



I have taught a variety of marketing classes using both traditional face-to-face and online modes and appreciate the opportunity to forge relationships with my students, engage them in discussions and assist them in applying marketing concepts and techniques to their lives and occupation. My course specializations include introduction to marketing management, professional sales, negotiations, and marketing research.

My research pursuits include using both qualitative and quantitative methods to explore consumer decision-making processes in applied contexts such as identifying the drivers of satisfaction and loyalty in retail, industrial and healthcare contexts. In addition, I've examined the role of customer orientation in business-to-business sales and the critical role of the sales representative as a boundary spanner to create, maintain and expand relationships with customers. I also enjoy studying purchasing behavior in domestic and global markets and examining how cultural, personal, and environmental factors influence purchasing decisions, satisfaction, and loyalty.

My consulting practice includes the use of focus groups and depth interviews to identify consumer needs, perceptions of new products and attitudes toward advertising messages and platforms. In addition, I've assisted businesses with large-scale customer loyalty studies and competitive intelligence to benchmark their firms' practices and identify sources of differential advantage. I also conduct mock trials, juror perception studies, and jury selection for attorneys representing clients involved in medical malpractice cases.

Personal Information

My husband, Mitch Griffin is a Professor of Marketing at Bradley University and we recently celebrated our 28th wedding anniversary and have a 17-year-old son. I enjoy capturing his sports activities with my Canon DSLR camera and volunteering with his school. My husband is an avid British sports car fan and we enjoy restoring old cars and our 1890s era Queen Anne Victorian home. I'm happiest in my kitchen creating new dishes and finding the perfect bottle of wine to enjoy with dinner.