

**Marketing 3213.503
Spring 2016**

**Spears School of Business
Oklahoma State University**

Instructor

Dr. L. Lee Manzer, Professor of Marketing

Contact Information

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Office Hours: MWF 1:30-2:30 pm; TR 10:15-11:15 am; or by appointment

Course Site: Desire2Learn (Online Classroom), <http://oc.okstate.edu>

Distance Learning/Technical Support: spearsdistance@okstate.edu; Phone: 405.744.4048

Overview of the Course

Marketing is a core function of organizations and is primarily concerned with the exchange between the “seller” and the “buyer.” This course directly addresses the facilitation of this critical exchange. General topics include marketing strategy, consumer behavior, marketing institutions, competition, decision-making, and the law.

Course Prerequisite

Completion of 45 credit hours

Course Goals

A primary goal of the course is to acquaint students with the importance of the exchange process as it pertains to an organization’s success. Additionally, students must understand the marketing environment and marketing’s role in the world’s economy.

Course Objectives

The course is designed to build an understanding of the role of marketing within our economic system and the process by which organizations design their marketing strategies in an ethical environment. Students should expect to build a vocabulary of marketing concepts, understand the relationships among the marketing environments and subsequent business opportunities, develop analytical skills applied to marketing issues, and understand the need for marketing strategies for organizations.

Text

Required Text: *Marketing*, 11th edition (2013), Kerin et al., McGraw-Hill, Irwin Publishing (ISBN 978-0-07-802889-2). The text is available at traditional bookstores.

To purchase an electronic version:

- a. Go to www.coursesmart.com
- b. Search on author's name: Kerin
- c. Purchase either "On-line" or "Downloadable" version.
- d. Credit card information is required.

Grading Policy and Description of Course Requirements

Four hour exams (including final), each worth 103 points, will be given. They will be scheduled every two weeks. The dates of the exams are: January 28, February 11, February 25, and March 10. The course grade will be determined by total points earned from the exams. Grades will be assigned as follows.

A	360 points	EXAMPLE:	First Exam	82
B	320 points		Second Exam	80
C	280 points		Third Exam	87
D	240 points		Final Exam	75
			TOTAL	<u>324</u> = B

This is a set system, e.g., 319 points = C, 279 = D, etc. That is, there is no curve. But, as can be seen, 412 points are available. To earn an A, one would only need $360/412 = 87\%$ of the total points. About the same percentage would be true for the B, C, and D.

The hour exams will be multiple choice. The final exam is somewhat comprehensive (25-33%). The hour exams will be taken from the text and class notes. THE CLASS NOTES WILL BE HEAVILY EMPHASIZED (70%-80% EACH EXAM).

Exam Procedures: The on-campus exams will be given at Morrill Hall, Room 102 on the stated dates at 5:00 p.m. If you cannot be present at the designated on-campus classroom at that date and time, you have the option to go to a testing center in your area and arrange a different time. The exam may be taken one working day before or after the scheduled date and time. If the scheduled exam date is Thursday, you may take the exam Wednesday before that date or Friday after. The OSU-Stillwater campus has a testing facility at the Wes Watkins Center, and charges of \$12 will be added to your bursar account for each exam. Their phone number is 405.744.6390, and you must call to make an appointment. The OSU-Tulsa campus also has a testing center; 918.594.8232 is their phone number, with a testing fee of \$15. If you do not reside in Tulsa or Stillwater, you will need to find a testing center in your area. Once you have decided on a testing center to go to, you must complete a Proctor Agreement form (fax or email in) and Student Information Form (submitted online) and provide to the Spears School of Business Distance Learning office at fax number 405.744.1891. The forms are located at: <http://spears.okstate.edu/distance/forms/>. For more information about the testing and proctoring procedure, visit <http://spears.okstate.edu/distance/guide/procedures/> or call the office at 405.744.4048. There is a list of suggested testing centers in United States at this same Website.

Course Policies

Make-up & Final Exams: No make-up exams will be given unless previous-to-the-exam-date arrangements have been made with the instructor. The make-up exams are essay! If one exam is missed and no make-up taken, the value of the missed exam will be added to the final exam (i.e., the final exam will be worth 206 points). If two exams are missed and no make-ups are taken, a failing grade will be awarded. No student may take more than one make-up exam.

Exams: The exams will be multiple choice. As previous stated, the majority of the questions come from the lectures. It is, therefore, extremely important that you view each lecture and take notes. The lectures will contain some PowerPoint slides, but the slides do not contain all the information you will need. You cannot pass this course by just knowing the PowerPoint information. The questions generally come from the following.

1. Lists
2. Definitions
3. Stories/Examples given in lectures
4. Topics stressed from the text
5. Other

1. Lists: This is a basic course; therefore, there are numerous lists.
2. Definitions: Again, this is a basic course with a lot of definitions. Many are in the text, but a goodly number will be from the lectures (not in the text).
3. Stories/Examples: There are myriad of stories given in lecture. These are used to illustrate a concept, point, etc. On each exam, several questions will refer to the stories. The question regarding the story is almost always the same, i.e., what did the story illustrate? Example: I will tell the "Brooks Atlee" story. The question on the exam may be:

The "Brooks Atlee" story (as given in class) is an illustration of:

- a. the marketing concept.
- b. the power of leaders.
- c. the way to communicate.
- d. the method of selling.
- e. none of the above.

When I relate the story, I will commonly tell you its purpose before telling it.

4. Topics stressed from the text: I will commonly read material from the text, ask you to be sure and read certain material, or specifically refer to certain pages in the text. These are example of "stressing" material.
5. Other: Topics from text not stressed. Some questions, not many, will come from your general reading.

University Policies

Drop Policy: Information about the University drop policy and dates are listed at this Website:

<http://registrar.okstate.edu/>. Click on "class schedules" and "short, internet, and outreach courses."

To drop this course, contact the Registrar's office, 405.744.6876, or drop through SIS (Student Information Services).

Academic Integrity: Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination, or course; receiving a notation of the violation of academic integrity on your transcript (F!); and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405.744.5627, academicintegrity.okstate.edu.

Accessibility: Any student in this course who has a disability that may prevent him or her from fully demonstrating his/her abilities should contact the instructor as soon as possible to discuss accommodations necessary to ensure full participation and facilitate his/her educational opportunity. For more information about OSU Student Disability Services, please go to: <http://www.okstate.edu/ucs/stdis/>.

Tentative Schedule

Chapter	Exam Date	Exam Time	Exam Place
Exam I: Chapters 1, 2, 3, and 4 70 plus questions	Thursday, January 28	5:00 – 6:15 p.m.	Morrill Hall, Rm. 102
Exam II: Chapters 5, 6, 7 (pp. 159-161, 171-183), 8, and 9 70 plus questions	Thursday, February 11	5:00 – 6:15 p.m.	Morrill Hall, Rm. 102
Exam III: Chapters 10, 11, 12, 15, and 16 (pp. 404-408, 411-416, 423-424) 70 plus questions	Thursday, February 25	5:00 – 6:15 p.m.	Morrill Hall, Rm. 102
NOTE – Important!! The lecture videos are <i>incorrect</i> regarding the chapters covered on Exam 3. The chapters listed above <i>are correct</i>.			
Exam IV: Chapters 17, 18 (pp. 458-466, 475-482), 19 (pp, 491-495, 504-505), 20, 13 (pp. 318-319, 323-324, 328-332), and 14 (pp. 344-347, 352-354, 361-363) 90 plus questions	Thursday, March 10	5:00 – 6:30 p.m.	Morrill Hall, Rm. 102
NOTE – Important!! The lecture videos are <i>incorrect</i> regarding the chapters covered on Exam 4. The chapters listed above <i>are correct</i>.			