

2024 Syllabus

Faculty Contact Information

Instructor: Belinda Fleming, MA

Primary Contact: Canvas Inbox

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Please note there is no pre-work or assignments for this course.

Welcome

Welcome to the exciting and ever-changing world of Marketing! While listed as “basic,” the course is a first step in exploring all the significant issues, people, and places a degree in marketing will take you in your career.

Gone forever are the days of “one shot, serves all” marketing approaches that talked out to customers across segments. In today’s market, the niche is KING. Communication and collaterals, strategy, sales, social media, and other tools focus on customization and **deeply knowing** prospects and customers.

A simple Google search of “Why Choose a Marketing Career?” delivers thousands of results focusing on perks like long-term opportunities, the depth and breadth of marketing, higher incomes, and ways to increase your marketability. However, as a former corporate accountant, I’ve enjoyed most in the last 20 years being on the front versus the back end of making business happen!

If you are inquisitive and innovative and enjoy creating new strategies, join me for the journey in Marketing 3700!

Professor Fleming

A Marketing Commercial About Me

I am a seasoned educator, executive consultant, entrepreneur, former C-Suite director, keynote speaker, and Mom.

I’ve provided coaching and mentoring services to several universities and taught undergraduate and graduate courses for Washington University, National Louis University, and others.

I am also the Managing Director of the Business Performance Company, an award-winning business consulting firm. My mission is to equip businesses and business professionals with the intellect they need to succeed more with less struggle.

I have worked with hundreds of brands, from start-ups to Fortune corporations, including GM, Edward Jones, NASA, Victoria's Secret, Target, and the United Way. I also facilitated the Emerging Leaders Program for SBA, which included 20 business owners scaling for high growth.

A published author, I have been featured by CNN, ABC, NBC, Fox, and others. I am also a former business columnist for the St. Louis Post Dispatch and the St. Louis Business Journal.

Teaching Philosophy

I believe in the value of being a life-long learner. As I teach, coach, and mentor with excellence, I also get opportunities to learn. My philosophy is to provide a structured, dynamic, collegial environment where students get the fundamentals they need and much more.

Jackie Joyner Kersee once said, "Those who know WHY will always outperform those who only know HOW." After 20 years of conducting business research, I know this to be a fact!

Our tools for this course include the book, assignments, videos, quizzes, and other techniques. A significant portion of your grade will be your willingness to engage your brain and fellow students by sharing your ideas about the concepts and topics we will cover. The tests will include essay questions highlighting your grasp of marketing and demonstrating your critical thinking ability. This course will be delivered 100% online, including **optional** audio and video opportunities to engage with me and other students.

Communication & Grading:

Posting messages via Canvas Inbox is the best way to reach me since I frequently check throughout the day (M- F) from 9:30 am until 4:00 pm. Emails sent during the week (M- F) will typically receive a response within 24 hours. Emails received over the weekend or during breaks/holidays will typically receive a response within 48 hours.

USML prefers that all student communication is through university channels. Therefore, if you have an emergency, please send me your message via Inbox and text an alert to review it.

I will use Zoom meetings as my designated office hours each week. Additionally, I may host **optional** live Zoom meetings for bonus credit. Check your announcements for all Zoom meetings' times, dates, and links.

I will actively check discussion boards throughout the week, providing feedback and direction. Concept and video quizzes will be graded automatically, while grading for discussion boards will start after the close date of each board.

Please review the grading rubric for discussion boards before responding. The first discussion board offers an opportunity for students to introduce themselves to each other and practice using the rubric to increase success during the course.

Required Text

For this course, we will use Marketing 2020 by Pride and Farrell (Cengage Publications), a cost-effective digital book.

Course Description

MKTG 3700 Consumer Behavior: 3 semester hours

Prerequisites: ECON 1001, Junior standing, and a 2.0 overall GPA. Examining the character and importance of the marketing process, its essential functions, and the institutions performing them. Attention is focused on the significant policies (such as distribution, product, price, and promotion) that underlie the multifarious activities of marketing institutions and the managerial, economic, and societal implications of such policies.

Time Requirements

During the course, you will be expected to spend approximately 5 hours per week reviewing and completing course materials and assignments. You should plan to spend this time each week developing fundamental knowledge about how marketing drives business.

Technology Requirements

As a student in an online course, you are expected to have reliable internet access almost daily. If you have computing problems, you must address these or use campus computing labs. Problems with your computer or other technology issues are not an excuse for delays in meeting expectations and missed deadlines for the course. If you have a problem, get help in solving it immediately. At a minimum, you will need the following software/hardware to participate in this course:

1. Computer with an updated operating system (e.g. Windows, Mac, Linux)

2. Updated Internet browsers (Apple Safari, Internet Explorer, Google Chrome, Mozilla Firefox)
3. Ability to navigate Canvas (Learning Management System)
4. A Minimum Processor Speed of 1 GHz or higher is recommended.
5. DSL or Cable Internet connection or a connection speed no less than 6 Mbps.
6. Media player such as VLC Media Player.
7. Adobe Flash player (free)
8. Adobe Reader or alternative PDF reader (free)
9. A webcam and/or microphone are **highly recommended**.

What is Marketing?

Marketing is much like an iceberg. While you see the majestic peak above the water, a much broader foundation is underneath.

Marketing is the process of creating, distributing, promoting, and pricing goods, services, and ideas to facilitate satisfying exchange relationships with prospects and customers to develop and maintain favorable relationships with stakeholders during change.

The initial essence of marketing is to develop satisfying exchanges from which both customers and marketers benefit. The long-term focus of marketing is to ensure that these exchanges create customer (product/company) preferences so that marketers can enjoy profitable, long-term relationships.

The customer expects to gain a reward or benefit more significantly than the tangible and intangible costs in a marketing transaction. The marketer expects to gain something of value in return, generally, the price charged for the product. As well as soft values like building and promoting their brand.

A customer develops expectations about the seller's future behavior through buyer-seller interactions. To fulfill these expectations, the marketer must deliver great products and an excellent brand experience. Over time these become the building blocks for business success.

In business, retailers are generally the ones most impacted by swift changes in the marketplace. Given this, their competitive environment is often more like a red ocean of fierce competition than a blue ocean of innovative companies with minimal competition.

The marketing mix variables, including product, distribution, promotion, and price, are often viewed as controllable because they can be modified. However, there are limits to how much marketing managers can alter them. Competitive forces, economic conditions, political changes, laws and regulations, technology, and social/cultural forces all impact the decision-making environment.

While some products are tangible goods, services are also products and represent a significant part of the economy. Entire industries such as healthcare, tourism, engineering, sports, and hospitality also provide services that contribute to our GDP.

Learning Goals of the Course

After completing this course, students will be able to:

- Articulate an overview of strategic marketing
- Evaluate marketing strategies
- Report on the marketing environment
- Describe social responsibility and ethics as they relate to marketing
- Discuss the role of market research
- Explain market segmentation and consumer behavior as they relate to marketing
- Articulate the role of digital and social media marketing
- Determine product, procurement, promotion, and price decisions, as they relate to marketing

Grade Composition

Please note the following assignments could change. Your grade will be a function of the items below, and total grade points for the course will appear in your grade book. This course does not include extra credit under any conditions.

All modules open on Mondays at 9:00 a.m. and close Sundays at 11:59 p.m.

Online Assignments

Deadlines

Intro Discussion Board (10 points)	Opens Tuesday, 9 am on 1/16/24
Discussion Boards (28 points each)	Weekly: Opens on Mondays and closes the following Sunday at 11:59 p.m.
Chapter quizzes (3-25 points)	Weekly: close following Sunday-11:59 p.m.
Video quizzes (15-25 points)	Weekly: close following Sunday-11:59 p.m.
Midterm Exam (100 points)	Close Sunday-11:59 p.m. following Review
Final Exam (100 points)	Close 3/8/24-11:59 p.m.
Midterm & Final Bonus (10 points each)	Same deadlines as the Exams

Course Feedback Bonus (15 points)

Opens 3/4/24 and closes 3/7/24

OPTIONAL One Group Coffee and Conversations and **One** Group Bulletin Board Project; schedule TBD. All bonus points earned will be noted in the grade book.

Grading Scale:

The grade value for each letter grade, **in percentages**, is as follows:

92.0% of eligible points or above	A
90.00 to 91.99	A-
88.00 to 89.99	B+
82.00 to 87.90	B
80 to 81.99	B-
78.00 to 79.99	C+
72.00 to 77.99	C
70.00-71.99	C-
68.00 to 69.99	D+
62.00 to 67.99	D
60.00 to 61.99	D-
Below 60.00	F

Extra Credit

Extra credit is not an option for this class under any circumstances, so please do not ask. However, you can improve your class scores through bonus points - primarily on the midterm and/or final exam and other opportunities announced during the course.

Discussion Guidelines

These conversations will help prepare you for your upcoming Midterm and Final exams. I intend to “bias for your success” by giving you ample opportunities to engage with the information presented and increase your skill in applying it to actual companies and situations.

During each week, you will be required to post messages to your classmates. Discussion participation will be graded based on both activity levels and quality of interaction. Your active and thoughtful participation will weigh the heaviest in determining your participation grade.

To obtain full credit for this assignment, you must answer all questions as thoroughly as possible. Your answer should be thoughtful and composed using complete sentences. For example:

- At least three posts per discussion topic: one initial response and two replies to your classmates.
- Post on at least **three days**, for example, Monday, Wednesday, and Friday.
- If you post three times on the same day, ***only one post*** will be counted towards your grade.
- Discussion boards allow you to converse with fellow students and apply information from your textbook and other materials to increase your marketing skills. This only happens when students follow the flow of conversation at different points in the discussion instead of entering the board on the last day. The last post must be made by Sunday at 11:59 pm; sooner is better.
- Your comments should be substantial and well-reasoned. Just agreeing with the comments of another student does not fulfill this requirement.

Unacceptable examples:

- "Hi, John; I agree with you... (see your point of view)"
- "Hi, Kathy; I thought the same thing you did when I read this"
- "Hi, James; I like what you said about this topic"

Grading Rubric and Guide to Answering Marketing Discussion Assignments

How discussion points are earned

Marketing Discussion Criteria

Timeliness: All posts completed **on or before** Sunday at 11:59 pm at the end of the module week.

Possible Points

4

Frequency: Posted on **at least** three different days during the module week. 6

Subject Mastery:

1. Responded directly and concisely to the questions asked in the example. More is not necessarily better. 9
2. Offered additional issues or decisions that might be in play. 9
3. Provided a textbook quote and the location of the source material. 6

· **Interaction:** Responded to two or more posts in each Discussion Board in addition to the original response. If you post three times on the same day, **only one post** will be counted towards your grade. 6

· **Response posts should add value** to the conversation by being more than an affirmation or agreement. This could include posing a relevant question, building on the expressed opinion, and/or furthering the conversation. 6

· **Quality of Posts:** Includes concise composition, formatting, and copy that's proofed for errors. 3

Total 28

2024 CLASS SCHEDULE

*Modules open at 9 am and close at 11:59 pm

Class Schedule	Topics Covered	Timing
Week 1	<u>Chapters 1 & 2</u>	Opens 1/16
	Overview Strategic Marketing	Assignments due:
	Marketing Strategies	1/21 by 11:59 pm

		Opens 1/22
Week 2	<u>Chapter 3</u> The Marketing Environment	Assignments due: 1/28 by 11:59 pm
Week 3	<u>Chapters 4 & 5</u> Social Responsibility & Ethics Marketing Research	Opens 1/29 Assignments due: 2/4 by 11:59 pm
Week 4	Mid-Term Review 2/5-2/7	Midterm Exam & Bonus: open 2/8 due: 2/11 by 11:59 pm
Week 5	<u>Chapters 6 & 7</u> Target Markets Consumer Buying Decision Process	Opens 2/12 Assignments due: 2/18 by 11:59 pm
Week 6	<u>Chapters 10 & 11</u> Digital Marketing & Social Networking Product Concepts, Branding, Packaging	Opens 2/19 Assignments due: 2/25 by 11:59 pm
Week 7	<u>Chapters 16 & 19</u> Integrated Marketing Communications	Opens 2/26 Assignments due:
Week 8	Pricing Concepts Final Review 3/4-5	3/3 by 11:59 pm Final Exam & Bonus open 3/6 due: 3/8 by 11:59 pm
	All assignments should be submitted no later than	3/9 11:59 pm

CRITICAL DATES

JANUARY		SPRING SEMESTER 2024
16	Tuesday	Classes begin 8:00 a.m.
22	Monday	Last day any student may enroll (enter a course for credit). Last day Registrar's Office will automatically move students from the wait list to open sections.
FEBRUARY		
12	Monday	Last day to drop a course or withdraw from school without receiving a grade. Last day any student may place a course on Satisfactory/Unsatisfactory basis.
13	Tuesday	First day all regular session dropped courses and withdrawals from school are assigned and EX grade.
MARCH		
11	Monday	Mid Semester Last day to drop a course or withdraw without instructor approval. EX grade will be assigned.
12	Tuesday	First day all regular session dropped courses require instructor approval. EX or EX-F grade will be assigned.
23	Saturday	Spring recess begins 5:00 p.m.

MARCH 13, Monday Eight Week Two classes begin 8:00 a.m.

16 Thursday Last day any student may enroll (enter a course for credit) in an Eight Week Two course.

Last day Registrar's Office will move students automatically from the waitlist to open sections.

25 Saturday Spring Break begins; **Course continues**

APRIL 03 Monday Last day to drop an Eight Week Two course without receiving a grade.
Last day a student may place an Eight Week Two course on a Satisfactory/Unsatisfactory basis.

04 Tuesday First day all Eight Week Two dropped courses and withdrawals are assigned an EX grade.

17 Monday Last day to drop or withdraw from an Eight Week Two session without instructor approval. EX grade will be assigned.

18 Tuesday First day all Eight Week Two dropped courses require instructor approval. EX or EX-F grade will be assigned.

MAY 01, Monday Last day to drop or withdraw from an Eight Week Two session class. Instructor approval is required. A grade of EX or EX-F will be assigned.

02 Tuesday As of this date students with exigent circumstances who need to drop an Eight Week Two class or withdraw from the term must provide documentation of exigent circumstances and receive approval from both the instructor and the dean. If approved, grades of EX or EX-F will be assigned.

13 Saturday Eight Week Two closes, end of day

Class Policies

What is the expectations for students in the course?

UMSL is committed to developing and actively protecting a class environment in which respect is shown to everyone to facilitate and encourage the expression, testing, understanding, and creation of various ideas and opinions. Actions that jeopardize our online classroom environment will not be tolerated.

What are the policies for Late Work?

- 25% deduction in points up to one week (1-7 days) from the day posted
- 50% deduction in points after one week (8-14 days) from the day posted

Work will be accepted up to 14 days after the post date.

How will I see my Grades?

You can view your grades through the grade book on Canvas.

How will I take my exams?

Exams will be delivered through Canvas and will be open-book assignments. However, you are expected to refrain from collaborating with others on exams. Please familiarize yourself with UMSL's academic integrity for details about what is considered cheating and the associated consequences.

What are the attendance policies?

- *Present* in class for online courses is determined by participation in an "academically related activity," e.g., submission of an assignment, assessment, or discussion forum posting. The last day of attendance is the last day a student academically participates in the online course.

- Documentation that a student has logged into an online class is insufficient to demonstrate academic attendance.

Posting messages via Canvas Inbox is the best way to reach me since I frequently check throughout the day (M-F) from 9:30 am until 4:00 pm. Emails sent during the week (M-F) will typically receive a response within 24 hours. Emails received over the weekend or during breaks/holidays will typically receive a response within 48 hours. USML prefers that all student communication is through university channels.

What is the best way to communicate?

Therefore, if you have an emergency, please send me your message via Inbox and text an alert for me to review it.

For questions about the content or class-related logistics **first**, visit our “FAQ Discussion Board. Chances are, if you have a question, the issue has been addressed before. If you still need help, please email me your question via Canvas.

Where do I get answers about the content or class-related logistics?

How often do I need to login to Canvas to view our online course?

You are expected to participate in the course’s online activities by visiting the course site daily. I will check my Canvas Inbox multiple times during the day (M-F) since we will use Canvas Inbox for **all class communication**.

Can I receive course announcements as a text?

You can set your notifications within Canvas to send you announcements as text.

<https://community.canvaslms.com/docs/DOC-26683-42121235713>

What should I do if I am ill or can’t participate for any other reason?

Please contact me as soon as possible, so I can understand how to help you through your difficulties as best I can. I will work with you to develop any helpful options that are still within the course standards.

If you are in distress or need to be absent for an extended period, you can also contact the UMSL CARE team who will provide support to get you back on the right path.

COVID-related information and procedures are all outlined on the campus COVID website.

What if I'm experiencing symptoms, tested positive, or have had contact with a person who has tested positive for COVID-19?

First, stay home and do not return to campus or leave your on-campus residence. Complete a reporting COVID-19 form and the Campus Health Officer will follow up with you on the next steps. If applicable, the Campus Health Officer will notify faculty members that the student is prohibited from returning to campus until they are cleared by Health Services.

Please be sure to sign up for emergency notifications from the University:
<https://safety.umsl.edu/police/notification/index.html>

Which safety resources are available for students?

Academic Integrity/Plagiarism

- You are responsible for being attentive to and observant of University policies about academic honesty as stated in the University's Policies and Code of Student Conduct found in the UMSL Bulletin
 - Academic dishonesty is a serious offense that may lead to probation, suspension, or dismissal from the University. One form of academic dishonesty is plagiarism – the use of an author's ideas, statements, or approaches without crediting the source. Academic dishonesty also includes such acts as cheating by using any unauthorized sources of information and providing or receiving unauthorized assistance on any form of academic work or engaging in any behavior specifically prohibited by the faculty member (e.g., copying someone else's answers on tests and quizzes).

Unauthorized possession or distribution of academic materials is another type of academic misconduct. It includes the unauthorized use, selling, or purchasing of examinations or other academic work, using or stealing another student's work, unauthorized entry or use of material in a computer file, and using information from or possessing exams that an instructor did not

authorize for release to students. Falsification is any untruth, either verbal or written, in one's academic work. Facilitation is knowingly assisting another to commit an act of academic misconduct. **Plagiarism, cheating, and falsification are not acceptable.**

- All instances of academic dishonesty will be reported to the Office of Academic Affairs who will determine whether you will appear before the Student Conduct Committee for possible administrative sanctions such as dismissal from the university. The instructor will make an academic judgment about the student's grade on that work in this course. The campus process regarding academic dishonesty is described on the Academic Affairs website.

Student Resources

Access, Disability, and Communication

Your academic success is important. If you have a documented disability that may have an impact upon your work in this class, please contact Disability Access Services (DAS) immediately. Students must provide documentation of their disability to the office of Disability Access Services in order to receive official University services and accommodations. The staff is available to answer questions regarding accommodations or assist you in your pursuit of accommodations. Information about your disability is confidential. Once DAS reviews your medical documentation, they will provide you with the information and steps to inform me about the accommodations to which you are entitled. Your accommodations will begin as soon as we discuss your approved accommodations.

- 144 Millennium Student Center (MSC)
- Phone: (314) 516-6554
- Website: <http://www.umsl.edu/services/disability/>

Office of International Students and Scholar Services.

If you need help communicating in English with the instructor of this course, contact ISS.

- 362 Social Sciences & Business Building (SSB)
- Phone: (314) 516-5229
- Website <http://www.umsl.edu/~intelstu/contact.html>:

Student Enrichment and Achievement

SEA provides comprehensive support and intervention strategies that support your road to graduation!

- 107 Lucas Hall
- Phone: (314) 516-5300
- [Website: https://www.umsl.edu/services/sea/](https://www.umsl.edu/services/sea/)

Office of Multicultural Student Services (MSS) and the University Tutoring Center (UTC)

MSS provides comprehensive student retention services to diverse student populations; through their tutoring center, the MSS offers comprehensive tutoring services free to students at UMSL.

- 225 Millennium Student Center (MSC)
- Phone: (314) 516-6807
- [Email: multicultural@umsl.edu](mailto:multicultural@umsl.edu)
- [Website https://www.umsl.edu/~mcraa/index.html:](https://www.umsl.edu/~mcraa/index.html)

More Student Resources are on the Learning Resource Lab website.

Technical Support

Online Mentor Program

Online education requires different teaching, learning, and technology skills than those found in traditional face-to-face classes. We assist students with the online technology in Canvas and provide resources for studying and success in online courses.

- 598 Lucas Hall
- Phone: (314) 516-4211
- [Email: onlinementor@umsl.edu](mailto:onlinementor@umsl.edu)

Canvas

If you have problems logging into your online course, or an issue within the course site, don't hesitate to get in touch with the Technology Support Center:

- Phone: (314) 516-6034
- [Email helpdesk@umsl.edu:](mailto:helpdesk@umsl.edu)
- [Website http://www.umsl.edu/technology/tsc/:](http://www.umsl.edu/technology/tsc/)

If you are having difficulty with a technology tool in Canvas, consider visiting the [Canvas Student Guides](#), which has overviews of each tool and tutorials on how to use them.

If you continue to experience problems or just have questions, you can also contact the **Learning Resource Lab**:

- Phone: (314) 516-6704
- [Email lrl@umsl.edu](mailto:lrl@umsl.edu):

VoiceThread

- [Online Contact Form: https://voicethread.com/support/contact/](https://voicethread.com/support/contact/)
- [Website: https://voicethread.com/howto/](https://voicethread.com/howto/)

Cengage

You can contact Cengage technical support directly at **800-354-9706**.