

**MARKETING 3700 -- INTERNET
BASIC MARKETING
Spring 2020**

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Office Hours: by appointment

Prerequisite: A minimum campus GPA of 2.0, Econ 1001 and junior standing; or Instructor's Permission

COURSE SYLLABUS

Course Description and Objectives

Basic Marketing is designed to help students learn about and apply the basic concepts and practices of modern marketing as they are used in a variety of business settings. This course is an introductory overview of the marketing process, including target-market selection, market segmentation, marketing mix development and marketing strategy with an emphasis on the interaction with the business environment. Social responsibility and ethics, technology, and other marketing issues are included. Regardless of your academic background or career interest, Basic Marketing will help you by providing valuable knowledge and insight about business or societal functions that can affect businesses, organizations, individuals, and society as a whole.

Marketing is all around us. Marketing is used not only by manufacturing companies, wholesalers, and retailers, but also by all kinds of individuals and organizations. Lawyers, accountants, and doctors use marketing to manage demand for their services. So do hospitals, churches, museums, and performing arts groups. No politician can get the needed votes and no resort the needed tourists, without developing and carrying out marketing plans. The course aims to provide students with the basic knowledge and skills necessary to design and execute effective marketing plans, and interact effectively with others involved with this responsibility.

The overall goal of this course is to provide students with a thorough introduction to the role and purpose of marketing in today's business world. The specific objectives for this course are as follows:

1. To help students develop a clear understanding of the total marketing process, the institutions involved, the marketing functions they perform, and the markets they serve.
2. To expose students to the marketing objectives of firms and to the methods by which such objectives are achieved through effective satisfaction of consumers' needs and wants.
3. To introduce the basic components of the marketing mix – product, price, promotion and distribution – along with other concepts that are important in developing marketing strategies and tactics to serve target markets.
4. To demonstrate the application of marketing concepts through the use of experiential activities
5. To introduce the strategic marketing process and its importance to the successful organization.
6. To provide students with a foundation for more advanced marketing courses.
7. To provide students with a greater awareness of marketing career opportunities.

Course Organization and Activities.

This is a fully asynchronous (100%) internet-based course. All sessions are delivered and archived online and are available throughout the semester. Class sessions, materials and assignments will be delivered online in Canvas's Modules and the text's MINDTAP (also in Canvas).

I will also be frequently communicating with you via email/announcements to inform you about tests, activities and assignments. AS this is a fully online course, please read and follow my emails and online announcements.

In Canvas you will find the link to "PRIDE Marketing 20e MINDTAP" module. The link gives you access to the digital content of this course. It contains the *e-text* and has tests, quizzes, flashcards, simulations, dynamic learning, assignments, and assessment tools, all aimed to improve your performance in the class. Its goal is to offer a personalized learning experience that can help you absorb and master the materials and understand difficult concepts using a collection of online homework and tutorials.

To Register for Your SP20-MKTG3700 (Online) Course follow the three steps

1. Log in to your course via CANVAS (the campus Learning Management System, LMS).
2. Select The PRIDE Mindtap link.
3. Sign in to your Cengage account (or create one) to link it to your LMS. This is a one-time process.

The text's PowerPoints (slides) are also available in the PRIDE Marketing 20e MINDTAP module.

Chapter videos/lectures are in a Canvas **Module**. To activate a lecture, you just click on it and then you start listening and watching it. As you will find out, the videos are flexible and user friendly (you can pause them, speed them, etc.).

After opening MINDTAP, the "Watch Before you Begin Video", and then open the "Access to Mindtap materials". Start reading the text's Chapter1, study with the ppts, listen to the lecture, see the flash cards and, after that, you may start by performing the different activities available on Mindtap

For now, your performance in these activities will **not** be part of your grade. Just for PRACTICE.

Later on, though, the three tests and the two Assignments (see schedule below) will be completed on Mindtap for your grade in the course.

A major issue with fully online classes is SELF-PACING.... So, start now and self-pace. I urge you to login and start using Mindtap **asap**. Byworking on Mindtap and the activities in it, you will perform well on the graded assignments and the three tests.

And remember, when the time comes, the course's **GRADED** assignments should be done and submitted on Mindtap.

Evaluation Procedures

Grades will be based on three tests and two individual assignments.

The three tests will not be comprehensive and will consist of multiple choice and short-answer essay questions. You will have a window of about **ONE** week to take each test. Tests can be taken only during the designated-for-the-test time frame. For test times follow the syllabus and course emails/announcements.

The test and assignment format is “online take-home exam”. You can take it at home, at your office, at UMSL, or, if you are visiting Topeka, KS (or Orlando, FL), from your hotel room.

Evaluation: Your Final Grade will be based on the following weights:

Two Individual Assignment (25 points each)	50 points
Three Tests (50 points each)	150 points

TOTAL	200 points

NOTE that the University of Missouri Collected Rules and Regulations, section 200.010 on Standard of Student Conduct states that students are obligated to adhere to high standards of academic honesty in all their work. Academic dishonesty includes, but is not limited to: cheating, plagiarism, fabricating information, copying an individual assignment from another student, and disruption of teaching or other University activity. You are expected to act as professionals in all aspects of this class. As professionals, you are responsible for your own learning and performance.

Readings

Pride and Ferrell, *Marketing* (2020 Edition), Cengage.

3700 – Spring 2020 Course Schedule

(Subject to change; please follow my emails/announcements)

Week of ...	Chapter(s)	Chapter	Tests and Assignments
1/20	1-2	Overview of Strategic Marketing; Planning, Implementing and Evaluating	
1/27	3-4	The Environment; Social Responsibility	
2/3	5	Marketing Research and Info. Systems	
2/10	6	Target Marketing	
2/17	7	Consumer Behavior	
2/24	8	Business Markets and Buying Behavior	Test 1 (Chapters 1 thru 7)
3/2	9	Global Marketing	
3/9	10	Digital Marketing and Social Networking	
3/16	11 12	Product Concepts, Branding and Packaging; Developing and Managing Products	First Assignment due by 11:00 pm (Central Time) 3/21/2020 on Mindtap
3/23		SPRING BREAK	
3/30	13	Services Marketing	Test 2 (Chapters 8 thru 12)
4/6	14-15	Marketing Channels and Supply Chain; Retailing, Direct Marketing and Wholesaling	
4/13	16	Marketing Communications	
4/20	17	Advertising and PR	
4/27	18	Personal Selling and Sales Promotion	
5/1	19-20	Pricing Concepts; Setting Prices	Second Assignment due by 11:00 pm (Central Time) 5/9/20 on Mindtap
5/11		EXAMS WEEK	Test 3 (Chapters 13 thru 20) Friday 5/14/20, 11:00 pm.

Instructor's Short Bio:

Until recently, Haim Mano (Ph.D., The University of Chicago, Booth School of Business) was the Chair of the Marketing Department at the College of Business Administration, University of Missouri at St. Louis. Dr. Mano's areas of teaching include consumer behavior, marketing research, behavioral economics, new product brand management, and marketing communications. His research focuses on the role of emotions in decision making and consumer behavior, innovativeness, the interface between digital technologies and decision making, personality and consumption, and customer satisfaction. He has published in various journals including the Journal of Consumer Research, Organizational Behavior and Human Decision Processes, Journal of Retailing, Journal of Behavioral Decision Making, Psychology and Marketing, Multivariate Behavioral Research, Motivation and Emotion, Journal of Business and Industrial Marketing, Journal of Personal Selling & Sales Management, and Chinese Economy. He serves at the Editorial Board of the Journal of Behavioral Decision Making and has guest-edited an issue and served at the Editorial Board of Motivation and Emotion. Dr. Mano has made dozens of television, print, internet, and radio appearances in national and St. Louis media outlets.