



Instructor: Fay Fleming, MA

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Mobile: 214-802-3070 (text)

LinkedIn:

www.linkedin.com/in/fayfleming

Virtual Office Hours:

Thirty minutes following online session with additional office hours on request. Email me and I'll get back to you as quickly as possible.

In-Person Office Hours:

Thirty minutes following onsite session with additional office hours on request. Email me and I'll get back to you as quickly as possible.

Class Meeting Times:

Every Tuesday and Thursday from 12:30 until 1:45; alternating between online and onsite-check schedule for details. EXCEPTION: the week of March 16th, the class will meet onsite both days.

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

Welcome

Welcome to the exciting and the ever-changing world of Marketing! While this course is entitled as "basic," it is really a first step in exploring all the great issues, people and places a degree in marketing will expose you to 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. Now, communication

and collaterals, strategy, sales and social, along with other tools are focused on customization and **deeply knowing** prospects and customers.

A simple Bing search of “Why Choose a Marketing Career” delivers 2,860,000 results that focus on perks like long-term opportunities, the depth and breadth of marketing, higher incomes, etc. However, as a former corporate accountant, what I’ve enjoyed most in the last 20 years is being on the front versus the back-end of making business happen!

So, if you are inquisitive, courageous, innovative and enjoy being in the mix...join me for the journey in Marketing 3700!

A Marketing Commercial About Me

I am a seasoned educator, executive consultant, entrepreneur, keynote speaker and Mom.

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

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

I have worked with more than 125 brands from start-ups to Fortune corporations including GM, Edward Jones, NASA, Victoria’s Secret, Target and the United Way. I am currently facilitating the Emerging Leaders Program for SBA St. Louis which includes 15 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. I also believe that as I teach, coach and mentor with excellence, I also get opportunities to learn. My philosophy is to provide a

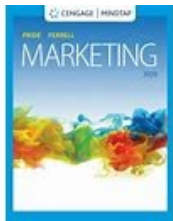
structured, dynamic, collegial environment where students get the fundamentals they need and so much more.

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 are mostly essay in order for you to highlight your grasp of marketing and demonstrate your ability to critically think. This is a hybrid course with the first week onsite and thereafter, a blend between online and onsite. (A detailed calendar of dates is provided)

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!

Required Text

We will use Marketing 2020 by Pride and Farrell (Cengage Publications) for this course, which is a cost-effective digital book.



Time Requirements

During the course, you will be expected to be in the classroom 1.25 hours per week and an equal amount of time online. Additionally, homework and review will take approximately 2.5 hours per week. You should plan to spend a minimum of five hours 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 every day. If you have computing problems, it is your responsibility to address these or to 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. Minimum Processor Speed of 1 GHz or higher 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 is **highly recommended**.

Course Description

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

Marketing is defined as the process of creating, distributing, promoting and pricing goods, services and ideas to facilitate satisfying exchange relationships with prospects and customers in order to develop and maintain favorable relationships with stakeholders in the midst of 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 make sure that these exchanges create preference on behalf of the customer so that marketers can enjoy profitable, long-term relationships.

The customer expects to gain a reward or benefit greater than the cost, both tangible and intangible, 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 value like the building and promotion of their brand.

Through buyer-seller interactions, a customer develops expectations about the seller's future behavior. To fulfill these expectations, the marketer must deliver with great products and an excellent brand experience. Overtime 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 as opposed to blue oceans of innovative companies with minimal competition.

The marketing – mix variables – which include 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.

Goals & Learning Objectives:

During this course, we will discuss the following concepts:

- An overview of strategic marketing
- Planning, implementation implementing and evaluating marketing strategies
- The marketing environment
- Social responsibility and ethics
- Marketing research
- Segmentation
- Consumer behavior
- Global markets
- Digital and social media marketing
- Product decisions
- Procurement decisions
- Promotion decisions
- Price decision

Grade Composition

Your grade will be a function of:

- Online assignments

Video Quiz Cases (56 points)

You Make the Decision Cases (30 points)

- Chapter quizzes (232 points)
- One Midterm (100 points)
- One Final Exam (100 points)
- Lecture attendance (one missed class is allowed) (2 points each class)

Your lowest Quiz score and lowest Video Quiz score will both be deleted at the end of the semester. Extra points will be available through the semester by responding to instructor inquiries.

Grading Scale:

The grade value for each letter grade 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, I may give opportunities for bonus points - primarily on the midterm and/or final exam.

Class Policies

Attendance Policies

- *Present* in class for onsite courses is determined by participation and demonstrating that you are *fully engaged* in class discussions.
- *Present* in class for online courses is determined by participation in an “academically related activity,” i.e. submission of an assignment, assessment or discussion forum posting. The last day of attendance is the last day a student is academically participating in the online course.
- Documentation that a student has logged into an online class is not sufficient by itself to demonstrate academic attendance.

Academic Integrity/Plagiarism

- You are responsible for being attentive to and observant of University policies about academic honesty as stated in the [University’s Campus 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 in the "Policies" section of 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
- [Email: Tara Cramer, cramert@umsl.edu](mailto:cramert@umsl.edu)
- [Website: http://www.umsl.edu/services/disability/](http://www.umsl.edu/services/disability/)

Office of International Students and Scholar Services.

If you have difficulty communicating in English with the instructor of this course, contact ISS.

- 362 Social Sciences & Business Building (SSB)
- Phone: (314) 516-5229
- [Email: iss@umsl.edu](mailto:iss@umsl.edu)
- [Website: http://www.umsl.edu/~intelstu/contact.html](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
- [Email: umslsea@umsl.edu](mailto:umslsea@umsl.edu)
- [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 classes.

- 598 Lucas Hall
- Phone: (314) 516-4211
- [Email: onlinementor@umsl.edu](mailto:onlinementor@umsl.edu)
- [Website: http://www.umsl.edu/services/ctl/studentsupport/omp.html](http://www.umsl.edu/services/ctl/studentsupport/omp.html)

Canvas

If you have problems logging into your online course, or an issue within the course site, please contact 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)
- [Website: http://www.umsl.edu/technology/lrl/](http://www.umsl.edu/technology/lrl/)

VoiceThread

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

SPRING 2020 CLASS SCHEDULE

12:30 until 1:45 both onsite and online

Class Schedule	Tuesday	Thursday	Topics Covered and Assigned
Week 1	Onsite: Room ABH 004	Onsite: Room ABH 004	TBA
Week 2	Online	Onsite: Room ABH 004	
Week 3	Online	Onsite: Room ABH 004	
Week 4	Online	Onsite: Room ABH 004	
Week 5	Online	Onsite: Room ABH 004	
Week 6	Online	Onsite: Room ABH 004	
Week 7	Online	Onsite: Room ABH 004	
Week 8	Online	Onsite: Room ABH 004	

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