Instructor: Michael G. Levas
Office: Business Building 239 East st.
Office hours: TR 12-1 and T4-5 pm. If these are not convenient, please feel free to make an appointment. I'm on campus most weekdays and am readily available.
Phone: 262-524-7161
Email: mlevas@carrollu.edu (preferred method of contact). I usually respond to email in a few hours, with the exception of weekends, (Friday after 6 until Monday, 8 a.m.) On weekends, I try to respond in a 12-24 hour time frame.

Class meeting times: Tuesday, Thursday, 2:00 pm-3:50, Main hall, room 206.
Prerequisite: sophomore standing

Text: Principles of Marketing, Kotler and Armstrong. 16th edition. Please note that there are multiple options here. The hard copy, that comes with an access code, an etext version (not print), and the value version-three ring binder ready. This is a traditional course so you only need the value version or the etext. You do not need an access code.

Description and purpose
Purpose of this course: The purpose of this course is to provide students with the opportunity to learn about marketing and marketing concepts. Marketing is a ubiquitous part of our lives and its influence on our lives is ever increasing. Marketing techniques have been used in the profit sector for decades. Not for profit organizations have adopted marketing techniques out of necessity in the last two decades. Individuals can use marketing concepts to better communicate and empathize with others and to ‘sell themselves’ in the workplace as well as social settings. Both business and non-business majors need to be familiar with marketing terminology and techniques to be successful.

This course is a required course for Business majors and marketing minors. It is intended to provide a foundation of marketing knowledge for business majors and a solid basis to enable those who choose the marketing emphasis or minor at Carroll to successfully enter the higher level marketing classes. The course material is directly linked to other topics that both business and non-business majors will encounter such as total quality management, value chain analysis, social networking media, business ethics and the role of government in society/the economy.

A. Some Requirements for the course

1. Participation in class discussions is expected. Students are expected to be prepared for each class and contribute to the learning process as much as possible. If you need to miss a class period for work or personal emergencies please notify me prior to missing the class. It is expected that all students will attend and participate in class during the student presentations. For each unexcused absence in class ten points will be deducted. Points will also be deducted for unprofessional behavior. Students are expected to behave in a professional manner. Excessive side conversations will result in negative participation scores. It is also considered a violation of professional etiquette to be engaged in texting or any electronic correspondence during class. Telephones should be turned off, etc.

2) One student presentation is required. These help students relate course concepts to what companies are doing today. Specific information will be handed out in the beginning of the semester.
3) All written assignments are due on the specified date and time, hard copies in class for assignments.

B. Student learning objectives

1) The primary objective of this course is to give students an exposure to what marketing is, at both the macro and micro levels. Marketing’s impact on societal and environmental issues will be discussed. Generating Critical thinking in the context of integrating and relating micro and macro issues is the goal here. Cases and discussion will also be used here to gauge the student’s grasp of marketing terms and concepts in addition to written tests.

2) A second, but equally important objective, is to provide the student with a broad introduction to the various elements that are part of the marketing discipline (e.g. pricing, advertising, etc.). Increasing the student’s knowledge base of marketing is the goal here. Student progress here will be gauged primarily through written tests.

3) The case analysis and homework are introduced to develop critical thinking skills with regard to business problems. These cases will require analysis and problem solving skills. The reports will help you to enhance your writing ability as well as your ability to organize an argument and come to a logical business recommendation. Students will receive written feedback on the cases. The cases become larger and more challenging as the semester progresses. Grading standards also increase as students are expected to integrate more concepts and demonstrate a higher level of marketing knowledge in their discussion of later cases.

4) Students should take away from this class;
   a. A larger business/marketing vocabulary
   b. An ability to analyze real, contemporary business case problems and apply relevant marketing concepts to effectively solve the business problems.
   c. An understanding of marketing techniques and how organizations utilize them to effect higher sales, profitability and consumer satisfaction.
   d. An ability to apply course concepts to real world marketing problems

C. Assessment and Grading

1. There will be four exams, including the final. These will consist of multiple choice and short answer questions.

2. Class participation is an integral part of the learning process and will be required to do well in the class. There will be some added homework assigned for class discussion.

3. Class presentation, There will be one class presentation of an article or example of a marketing concept/concepts etc, by each student. Details to follow.

4. Homework will be assigned throughout the semester and worth a total of 100 pts.

5. One large case worth 100 pts will be assigned. This is an individual effort also requiring research.

D. Grading

| Class participation | 100 points |
| Homework            | 100 points |
Class presentation
Tests (4 @ 100 pts. ea.) 25 points
Cases (1 @ 100 pts.) 100 points
TOTAL 725 points

The following curve applies:
To achieve a grade of A 93% of all possible points need to be obtained.

" A/ B 88%
" B 83%
" B/ C 78%
" C 70%
" D 60%
" F 59%

**Student Expectations of Faculty**
1. I promise to grade students fairly and to treat you with respect and empathy.
2. I promise to be energetic and open to all student comments.
3. I will always respond as soon as possible to email. I normally check email on Saturdays or Sundays in the a.m. but cannot promise to respond immediately on the weekend. In some cases, weekend email will be responded to on Monday. I can normally get back to students in a few hours on weekdays, during normal working hours. Use Carroll email to contact me.

**CLASS ASSIGNMENTS**

**Some** Homework will be announced as the semester progresses.

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<thead>
<tr>
<th>Week/ Day</th>
<th>Assignment</th>
<th>Topic/ Assignment</th>
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<tbody>
<tr>
<td>Sept 7 (Thursday) W1</td>
<td>Chapter 1</td>
<td>Introduction/ Expectations</td>
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<td>Marketing defined</td>
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<td>Sept. 12, 14 (week 2)</td>
<td>Chapters 1 and 2</td>
<td>Strategic planning</td>
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<td>Sept. 19, 21 (Week 3)</td>
<td>Chapter 2, 18</td>
<td>Strategic Planning, Competitive advantage</td>
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<td>Strategic homework due on Sept. 19</td>
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<td>Sept. 26, 28 (Week 4)</td>
<td>Ch.3, Ch. 20</td>
<td>Analyzing the marketing environment</td>
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<td>CPSC homework due on Sept. 26</td>
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<td>Presentations begin on sept. 26</td>
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<td>Oct. 3, Week 5</td>
<td>Ch. 7, review segmentation</td>
<td>Customer value and marketing</td>
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<td>Oct. 5 Week 5</td>
<td>test one</td>
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<td>Oct. 10,12 week 6</td>
<td>Ch. 4,5</td>
<td>Managing Marketing information</td>
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<td>Consumer markets &amp; behavior</td>
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<td>Zip code assignment due oct. 13</td>
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Oct. 17    week 7 Fall Break
Oct. 19    week 7 Ch. 6 & 16    Business Markets/ Personal selling
Oct. 24, 26 week 8 Ch. 6 & 16    Business Markets/ Personal selling
   pp.456-471
10/31,    week 9 Ch. 9    New product development
Nov. 2    week 9 Test two
Nov. 7, 9 week 10 Ch.8, 10    Product management
   Research homework due on 11/7
   Pricing -Customer Value
Nov. 14, 16 week 11 Ch 11
   Ch. 12,13 (skim)  Pricing considerations
   Distribution channels and Retailing
Nov. 21    week 12 Test three
Nov. 23    Thanksgiving
Nov. 30    week 13 Ch. 14, Communication Strategy
           Engaging customers
Dec.1    Ch. 14,15 Advertising & Public
           Relations/ Sales promotion
           PP 494, 501 Large case due
Dec. 5,7 week 14 Ch., 17, 19 Direct marketing
           International marketing.
Dec. 12 week 15 CH. 19 International Marketing
           review Homework due on 12/12
Dec. 15    Final @ 2 p.m.

Statement Of Due Notification:
This statement indicates the precise sanctions that will be imposed if a student is found guilty of violating the academic integrity policy.
If a student is found in violation of the Carroll University Academic integrity policy, I reserve the right to assign a failing grade to the student.

Accommodation for Disabilities:
Students with documented disabilities who may need accommodations, or any student considering obtaining documentation should make an appointment with Ms. Martha Bledsoe, Director of Services for Students with Disabilities, no later than the first week of class. She can be reached by calling 262-524-7335 or contacting her via email at mbledsoe@carrollu.edu.
Statement of Academic Integrity:
The Carroll University Academic Integrity Policy is located in your student handbook (https://my.carrollu.edu/ICS/Departments/Student_Affairs). I encourage you to familiarize yourself with it. If a student violates this policy in any way, I reserve the right to impose a sanction of failure on the assignment/assessment or failure in the course. If you have questions about appropriate citations, please ask.

Right to Modify
The Instructor and Carroll University reserve the right to modify, amend or change the syllabus (course requirements, grading policy, etc) as the curriculum and/or program require(s).