

 <b>FLORIDA ATLANTIC UNIVERSITY</b>	<b>COURSE CHANGE REQUEST</b> <b>Undergraduate Programs</b>		UUPC Approval _____ UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner Posted _____ Catalog _____
	Department _____  College _____		
<b>Current Course Prefix and Number</b>		<b>Current Course Title</b>	
<i>Syllabus must be attached for ANY changes to current course details. See <a href="#">Template</a>. Please consult and list departments that may be affected by the changes; attach documentation.</i>			
<b>Change title to:</b>   <b>Change prefix</b> From:                      To: <b>Change course number</b> From:                      To: <b>Change credits*</b> From:                      To: <b>Change grading</b> From:                      To: <b>Change WAC/Gordon Rule status**</b> Add                      Remove <b>Change General Education Requirements***</b> Add                      Remove <small>*See <a href="#">Definition of a Credit Hour</a>.</small> <small>**WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to this form. See <a href="#">WAC Guidelines</a>.</small> <small>***GE criteria must be indicated in syllabus and approval attached to this form. See <a href="#">Intellectual Foundations Guidelines</a>.</small>		<b>Change description to:</b>          <b>Change prerequisites/minimum grades to:</b>          <b>Change corequisites to:</b>          <b>Change registration controls to:</b>          Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).	
<b>Effective Term/Year for Changes:</b>		<b>Terminate course? Effective Term/Year for Termination:</b>	
<b>Faculty Contact/Email/Phone</b>			
<b>Approved by</b> Department Chair _____ College Curriculum Chair _____ College Dean _____ UUPC Chair _____ Undergraduate Studies Dean _____ UFS President _____ Provost _____			<b>Date</b> 4/8/2024 _____ 4/16/2024 _____ 4/16/2024 _____ _____ _____ _____ _____

Email this form and syllabus to [mjenning@fau.edu](mailto:mjenning@fau.edu) seven business days before the UUPC meeting.



FLORIDA ATLANTIC UNIVERSITY

---

**MAR 6055-003 15680**

**Marketing Functions and Processes**

**Monday 2:00 PM - 4:50 PM**

**3 Credit(s)**

**Fall 2023 - 1 Full Term**

## **Instructor Information**

---

Henry Canfield

**Email:** hcanfield@fau.edu

Office: Fleming West 112

Office Hours: Thursday 12:30pm - 2:30pm

Phone: (561) 297-4017

## **Course Description**

---

*Prerequisite: Graduate standing*

~~A conceptual treatment of the basic processes influencing the design, implementation, and management of the marketing function. Open only to graduate students lacking an undergraduate course in marketing. Not available as a graduate elective.~~

*Prerequisite: Graduate standing and no prior or concurrent college marketing course work*

This course provides an introductory conceptual treatment of the basic processes influencing the design, implementation, and management of the marketing function. It provides an introduction to key marketing concepts of interest to all business managers. Students learn to think strategically about customers and competition and develop an understanding of how firms manage products, prices, channels and promotions in an integrated manner.

## **Instructional Method**

---

### **In-Person**

Traditional concept of in person. Mandatory attendance is at the discretion of the instructor.

## **Required Texts/Materials**

---

**MyLab Marketing with Pearson eText--Access Card--for Marketing: An Introduction**

**ISBN:** 9780137476480

**Publisher:** Pearson

**Edition:** 15th

## **Course Objectives/Student Learning Outcomes**

---

At the end of this course, students should be able to:

- Understand the concepts of Marketing;
- Understand the concepts of Business' Analysis;
- Understand the concepts of Strategy and Planning;
- Understand and have a critical and analytical approach to all functions and processes of Marketing, and
- Be able to create and present realistic and evidence-based definitions, plans and implementation of marketing.

## **Faculty Rights and Responsibilities**

---

Florida Atlantic University respects the rights of instructors to teach and students to learn. Maintenance of these rights requires classroom conditions that do not impede their exercise. To ensure these rights, faculty members have the prerogative to:

- Establish and implement academic standards.
- Establish and enforce reasonable behavior standards in each class.
- Recommend disciplinary action for students whose behavior may be judged as disruptive under the Student Code of Conduct [University Regulation 4.007](#).

## **Disability Policy**

---

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at [www.fau.edu/sas/](http://www.fau.edu/sas/).

## Course Evaluation Method

---

Students will be evaluated by four groups of assignments with the following weight on their grade:

35% = Final project Assignment :: a marketing plan for an existing/invented new product;

30% = Assignment Discussions :: assignments related to each session/class in a discussion format, aiming to generate interaction and critical analysis with other colleagues ;

25% = Marketing Plan Assignment :: a group assignment based on a real problem/demand presented to the class by an organization/department, and

10% = Other Assignments :: Video introduction, Acknowledgements and other assignment(s) related to a class/session.

## Code of Academic Integrity

---

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty. For more information, see [University Regulation 4.001](#).

## Attendance Policy Statement

---

Students are expected to attend all their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance. Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations, or participation in University-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances, and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such absence.

A minimum requirement of 80% attendance is expected by all students in order to pass the course.

## Religious Accommodation Policy Statement

---

In accordance with the rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices and beliefs regarding admissions, registration, class attendance, and the scheduling of examinations and work assignments. University Regulation 2.007, Religious Observances, sets forth this policy for FAU and may be accessed on the FAU website at [www.fau.edu/regulations](http://www.fau.edu/regulations).

Any student who feels aggrieved regarding religious accommodations may present a grievance to the director of Equal Opportunity Programs. Any such grievances will follow Florida Atlantic University's established grievance procedure regarding alleged discrimination.

## Time Commitment Per Credit Hour

---

For traditionally delivered courses, not less than one (1) hour of classroom or direct faculty instruction each week for fifteen (15) weeks per Fall or Spring semester, and a minimum of two (2) hours of out-of-class student work for each credit hour. Equivalent time and effort are required for Summer Semesters, which usually have a shortened timeframe. Fully Online courses, hybrid, shortened, intensive format courses, and other non-traditional modes of delivery will demonstrate equivalent time and effort.

## Course Grading Scale

---

Letter Grade	Letter Grade
A	94 - 100%
A-	90 - 93%
B+	87 - 89%
B	83 - 86%
B-	80 - 82%
C+	77 - 79%
C	73 - 76%
C-	70 - 72%
D+	67 - 69%
D	63 - 66%
D-	60 - 62%
F	Below 60

## **Grade Appeal Process**

---

You may request a review of the final course grade when you believe that one of the following conditions apply:

- There was a computational or recording error in the grading.
- The grading process used non-academic criteria.
- There was a gross violation of the instructor's own grading system.

[University Regulation 4.002](#) of the University Regulations contains information on the grade appeals process

## **Policy on Make-up Tests, Late work, and Incompletes**

---

Late submissions will automatically have a 20% penalty on the received grade. Exceptions might be applicable, depending on formal justification by the student and consideration by the instructor.

Make-up Tests might be considered, in a case-by-case situation. For consideration, a formal justification presented by the student would be required.

Incompletes will be treated according to the university's standards and requirements for such.

## **Policy on the Recording of Lectures**

---

Students enrolled in this course may record video or audio of class lectures for their own personal educational use. A class lecture is defined as a formal or methodical oral presentation as part of a university course intended to present information or teach students about a particular subject. Recording class activities other than class lectures, including but not limited to student presentations (whether individually or as part of a group), class discussion (except when incidental to and incorporated within a class lecture), labs, clinical presentations such as patient history, academic exercises involving student participation, test or examination administrations, field trips, and private conversations between students in the class or between a student and the lecturer, is prohibited. Recordings may not be used as a substitute for class participation or class attendance and may not be published or shared without the written consent of the faculty member. Failure to adhere to these requirements may constitute a violation of the University's Student Code of Conduct and/or the Code of Academic Integrity.

## **Counseling and Psychological Services (CAPS) Center**

---

Life as a university student can be challenging physically, mentally and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to <http://www.fau.edu/counseling/>

## **Student Support Services and Online Resources**

---

- [Center for Learning and Student Success \(CLASS\)](#)
- [Counseling and Psychological Services \(CAPS\)](#)
- [FAU Libraries](#)
- [Math Learning Center](#)
- [Office of Information Technology Helpdesk](#)
- [Office of International Programs and Study Abroad](#)
- [Office of Undergraduate Research and Inquiry \(OURI\)](#)
- [Science Learning Center](#)
- [Speaking Center](#)
- [Student Accessibility Services](#)
- [Student Athlete Success Center \(SASC\)](#)
- [Testing and Certification](#)
- [Test Preparation](#)
- [University Academic Advising Services](#)
- [University Center for Excellence in Writing \(UCEW\)](#)
- [Writing Across the Curriculum \(WAC\)](#)

## **Course Topical Outline**

---

The course is comprised of in-person classes format, with the following expected program (changes might apply):

08/21 - Course Intro Session

08/28 - Module 1: Marketing

09/04 - NO CLASS: Labor Day Holiday

09/11 - Module 1: Customer & Client

09/18 - Module 1: Analysis

09/25 - Module 2: Market Plan (Group Assignment)

10/02 - Module 2: Value & Positioning

10/09 - Module 2: Market Plan (Group Assignment) - class work

10/16 - Module 2: Strategy

10/23 - Module 2: Market Plan (Group Assignment) - presentation

10/30 - Module 3: Branding & Promotion

11/06 - Module 3: Pricing & Sales

11/13 - Module 3: Location & Channels

11/20 - Module 3: Global Marketing

11/27 - Module 3: Final Project Assignment - presentation

Learning materials will be available via chapters from the course text book as well as other in-class presentations by the instructor (and guests).

All assignments are described and allocated in each Module inside Canvas, with its details and deadlines:

- Marketing Plan Assignment (Due: October 23rd)
- Final Project Assignment :: presentation in class (Due: November 27th) and final written submission (Due: December 10th)
- Assignment Discussions (Due: every week)
- Other Assignments (Due: defined in Canvas)