

 FLORIDA ATLANTIC UNIVERSITY	COURSE CHANGE REQUEST Undergraduate Programs	UUPC Approval <u>1/29/24</u> UFS Approval _____ SCNS Submittal _____ Confirmed _____ Banner Posted _____ Catalog _____
	Department Marketing College Business	

Current Course Prefix and Number MAR3023	Current Course Title Marketing Management
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Syllabus must be attached for ANY changes to current course details. See Template. Please consult and list departments that may be affected by the changes; attach documentation.

<p>Change title to: Principles of Marketing</p> <p>Change prefix</p> <p>From: _____ To: _____</p> <p>Change course number</p> <p>From: _____ To: _____</p> <p>Change credits*</p> <p>From: _____ To: _____</p> <p>Change grading</p> <p>From: _____ To: _____</p> <p>Change WAC/Gordon Rule status**</p> <p>Add <input type="checkbox"/> Remove <input type="checkbox"/></p> <p>Change General Education Requirements***</p> <p>Add <input type="checkbox"/> Remove <input type="checkbox"/></p> <p><small>*See <u>Definition of a Credit Hour</u>.</small></p> <p><small>**WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to this form. See <u>WAC Guidelines</u>.</small></p> <p><small>***GE criteria must be indicated in syllabus and approval attached to this form. See <u>Intellectual Foundations Guidelines</u>.</small></p>	<p>Change description to:</p> <p>An introductory overview of how marketing creates, communicates, and delivers value by identifying and satisfying customer needs. The course covers strategic planning, consumer behavior, market research, product development, promotion, digital marketing, channels of distribution, price policies, global marketing, and analytics.</p> <p>Change prerequisites/minimum grades to:</p> <p>Change corequisites to:</p> <p>Change registration controls to:</p> <p>Please list existing and new pre/corequisites, specify AND or OR and include minimum passing grade (default is D-).</p>
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Effective Term/Year for Changes: Fall 2024	Terminate course? Effective Term/Year for Termination:
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Faculty Contact/Email/Phone Ann Root/aroot@fau.edu/561-297-4179

Approved by Department Chair <u>M A Rhorer</u> College Curriculum Chair <u>Julian Higgins</u> College Dean <u>Edup / Dub</u> UUPC Chair <u>Korey Sarge</u> Undergraduate Studies Dean <u>Dan Meeroff</u> UFS President _____ Provost _____	Date 11-3-2023 <u>11-30-23</u> <u>11/30/23</u> <u>1/29/24</u> <u>1/29/24</u>
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Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.

Rev: 11/07/2022

MAR 3023-004
10258, 3 credits
Principles of Marketing
Spring 2023
Boca Raton Campus, Fleming Hall (FL-24), Room 429
Wednesdays, 6:30 – 9:20 p.m. EST

STUDENT RESPONSIBILITY:

By staying in this class you agree that you have read and are familiar with all of the course procedures, policies, and practices, and understand that course policies will **not** be changed and exceptions made for individual students. If you choose to wait until the last minute to complete and submit assignments, you assume the full risks and penalties related to that choice. Late work is not accepted. For further details, please see the sections on computer requirements, technical problem resolution, and participation and attendance.

Professor Information

Name: Austen Canonica, MBA, MEd
Office: Boca Raton Campus, Fleming West (FW-23), Room 111
Email: **All messages/email must originate through the Canvas site, Inbox.**
Cell: 561-685-1421

Professor Office Hours

Wednesdays, 5:00 – 6:30 p.m. EST in-person and/or virtual, plus ad hoc by appointment.

Graduate Teaching Assistant Information

Name: Matthew Lopez, MBA Candidate
Office: Boca Raton Campus, Fleming Hall (FL-24), Room 201
Phone: (561) 297-3036
Email: **All messages/email must originate through the course Canvas site, Inbox.**

All questions regarding Canvas, McGraw Hill, Connect, grades, technology problems, and exam reviews should be directed to the TA.

Office Hours: TBA, plus ad hoc by appointment.

Required Text and Materials

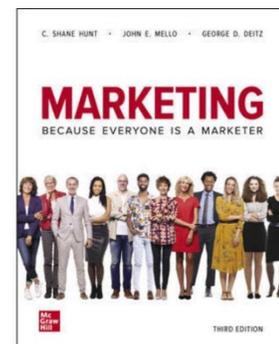
Textbook: *Marketing*, 3rd Edition. 2020. C. Shane Hunt, John E. Mello, & George Dietz. McGraw-Hill Education. New York, NY.

Connect ISBN + Proctorio: 9781265854287

Recommended: Looseleaf textbook

Go to the Canvas home page to see purchasing options.

Canvas: <https://canvas.fau.edu/courses/132687>



Special Course Requirements

Exams require Proctorio, therefore, you will need a webcam (internal or external) and microphone for this course.

Options for purchase of Code only:

1. This course is participating in the FAU Follett ACCESS pilot for the SPRING 2023 semester. **The ACCESS pilot will allow students to gain access to the required materials for the course at a significantly discounted price (\$126.75) between [December 10, 2022 and January 14, 2023] only.** After that point, the discounted price will no longer be available, but you can still purchase your code at the bookstore at the higher price. Please be aware that you are required to purchase the digital materials to complete this course.

There will be two ways to get your materials through Follett ACCESS to take advantage of the discounted materials.

1. You'll receive an email from "noreply@follett.com" notifying you of your enrollment in an ACCESS course. Follow the link the email to the opt-in portal, enter your FAU ID, and follow the opt-in prompts to authorize the material charge to your student account.
2. You can alternately copy and paste following link into your browser to access the Bookstore Customer Opt-In Portal: <https://includedcp.follett.com/OptIn/2076>
 - Within about 24 hours after opting-in, you'll receive an email from customercare@follett.com with your access code included. Follow *normal instructions* for accessing your Connect assignments to activate your code.
 - The charge for the materials will be posted directly to your student Bursar account and is eligible to be paid automatically by qualifying financial awards.
 - If you drop the course during the add/drop period, the materials charge will be automatically refunded.

Please contact the FAU bookstore manager with any questions.

2. You can also buy the code and the loose-leaf through our Connect section URL: \$140 at your Connect URL + Proctorio; **\$25 for the loose leaf. Please note the loose leaf takes up to 10 days to arrive. Order Early!**
3. You can also purchase the code + Proctorio (\$186.67) at the national prices thru a bookstore (most expensive option)

Follett Access Program. Go to this link for full information:

<http://www.fau.edu/business-services/bookstore/inclusiveaccess.php>

Course Description

An introductory overview of how marketing creates, communicates, and delivers value by identifying and satisfying customer needs. The course covers strategic planning, consumer behavior, market research, product development, promotion, digital marketing, channels of distribution, price policies, global marketing, and analytics.

Course Prerequisites and Credit Hours

Marketing Management (MAR 3023) 3 credits

Prerequisites*: Junior standing (60 credit hours)

**If you do not meet these requirements you may be administratively dropped by the department during the semester, after drop/add week, and at such a time when you will not be able to obtain a fee refund. If you have less than 60 credit hours it is recommended that you go to the College of Business Undergraduate Advising Office in 102 Fleming West to request an override.*

Course Learning Objectives

Upon successful completion of this course, students will be able to:

- Explain the role of Marketing in the firm, our society, and the global marketplace.
- Define the Marketing Management Process and the role of strategic planning in the Marketing Management Process.
- Define the components of a Marketing Strategy and describe how these components fit together to create a successful Marketing Plan.
- Explain key Marketing concepts and demonstrate how to use these concepts to solve Marketing problems.
- Identify market segments and choose Marketing Mix components appropriate for these segments.

Grading Scale

The following grading scale, based on statewide university guidelines, will be used to determine your final grade. Grades will be assigned as follows:

92.45 and higher-----	A	69.45 through 76.44-----	C
89.45 through 92.44-----	A-	66.45 through 69.44-----	D+
86.45 through 89.44-----	B+	62.45 through 66.44-----	D
82.45 through 86.44-----	B	59.45 through 62.44-----	D-
79.45 through 82.44-----	B-	59.44 and below-----	F
76.45 through 79.44-----	C+		

Grade Adjustments

No grade adjustments or "upping" of grades will be implemented. Whatever grade you earn, according to the grading scale shown above, is exactly and precisely the final grade you will receive.

Course Evaluation Method

Your final grade will be determined by the following components:

✓ First Online Exam	(Chapters 1-3)	15%
✓ Second Online Exam	(Chapters 4, 5, 7)	15%
✓ Third Online Exam	(Chapters 6, 14, 11)	15%
✓ Fourth Online Exam	(Chapters 12, 8, 13)	15%
✓ SmartBook Assignments*	(Chapters 1-8, 11-14)	10%
✓ Connect Analytics*	(Chapters 1-8, 11-14)	10%
✓ Mini-Sims*	(Chapters 1-2, 4-8, 11-12)	10%
✓ Connect Chapter Quizzes*	(Chapters 1-8, 11-14)	10%
<u>Total:</u>		<u>100%</u>
✓ Comprehensive Makeup Exam (Chapters 1-8, 11-14)**		*.***%

**The lowest score per chapter per category will be dropped after all assignments have been submitted.*

***Optional if you have taken all four exams—replaces lowest exam score. Required if you missed one of the regularly scheduled exams—replaces missed exam score. If this optional assessment is your lowest exam score, it will be dropped, and your final average for the course will remain unchanged.*

Online Exam Testing Rules

- ✓ For each exam you will use Proctorio (see section below for further information).
- ✓ Each exam covers a group of 3 chapters and any information discussed in class.
- ✓ Each exam will be given online and will consist of multiple-choice questions.
- ✓ You are only allowed to use blank paper, pencil/pen, calculator (you may NOT use your phone as a calculator), handwritten or printed notes, printed PowerPoints and a printed copy of the textbook.
- ✓ There are no pre-takes or makeups for missed exams except under the following conditions: illness, family emergencies, military obligation, court-imposed legal obligations or participation in University-approved activities.
- ✓ You will have a specific time period to take each exam.
- ✓ Canvas will automatically submit your exam.
- ✓ If you do not take the exam on the date and during the times specified, you will be given a zero for the exam, no exceptions.
- ✓ It is expected that you take these tests alone. If you are found to take these tests with others you will be in violation of the Honor Code and subject to severe penalties including expulsion from the University. It is further understood that these are open book tests, but do not believe that this will make the tests easier. The exams are timed and you will not have time to look up concepts.

Proctorio

For assurance of academic integrity for all of the course exams, your online test-taking behavior will be monitored and reviewed in this class using a program called Proctorio.

System Requirements

1. *Operating system: Windows - 7+; Mac – macOS 10.11+; Linux – Ubuntu 18.04+
2. *Free disk space: 250 MB
3. Internet speed should be 1.5 Mbps download, 750 Kbps upload
4. **You can add the Proctorio extension only using the Google Chrome browser.**
5. Google Chrome (minimum version 58)
6. Adobe Flash Player
7. Web camera (internal or external) and microphone.
8. A broadband internet connection

* **IMPORTANT NOTE:** If you have an operating system that is older than the versions mentioned above then Proctorio may continue to run but you may encounter unexpected results. More information you can find here: <https://proctorio.com/support#minReqs>

Proctorio Instructions

1. In **Google Chrome**, navigate in Canvas to your course
2. Locate and click on the exam you want to take
3. Under the Instructions, check the box once you have reviewed Proctorio's Terms of Service and Privacy Policy
4. Now go ahead and press the blue "Get Started" button
5. Upon clicking "Get Started" you will be redirected to the Chrome Web Store. Please click "Add to Chrome"
6. Click "Add Extension"
7. Now you can navigate back to your exam and press "Take the Quiz"
8. Click the **Launch Proctoring** button
9. Photo Authentication
10. Photo Confirmation
11. Photo ID Authentication
12. Take your Placement assessment

The test and timer will begin after the Startup-Sequence is complete. You cannot exit Proctorio until the test is submitted for grading. If you encounter a problem, you need to start a live chat with Proctorio. The link to do this is located in the exam section on Connect.

Test Environment Requirements

The online testing environment should mimic the 'in class' testing environment and must conform to the rules and guidelines below.

You MUST have the following:

1. A webcam that is either built in or attached externally to the device you are using.
2. A quiet room – you will be flagged if people are walking in and out of the room or if there is noise in the background.
3. A valid photo ID (government-issued ID such as a driver's license, passport or FAU Owl card).
4. Microphone built into the computer or the webcam.

Testing Area:

1. Sit at a desk or table (not on a bed or couch).
2. Lighting in the room must be bright enough to be considered "daylight" quality. Overhead lighting is preferred; however, if overhead is not possible, the source of light should not be behind you.
3. You may not use a second monitor, cell phone, or other websites.
4. Close all other programs on the testing computer prior to logging into the proctored test environment.
5. Do not have a radio or television playing in the background.
6. Do not talk to anyone; do not talk to yourself; no communicating with others by any means.
7. No other person except the test-taker is permitted to enter the room during testing.
8. Only blank paper, pencil/pen, calculator (you may NOT use your phone as a calculator), printed notes, printed PowerPoints and a printed copy of the textbook are allowed on your desk/table.

Unacceptable Behavior That Can Result in a Zero on the Exam

***The following are examples of UNACCEPTABLE EXAM BEHAVIOR and the most common ways in which students earn a zero on the exam:**

1. Bad video environment.
2. Looking around: eyes must either be on the computer screen or on your desk where the book/notes are located at all times.
3. Leaving the room and then returning during the testing period at any time.
4. Taking the computer into another room to finish taking the test (exam must be completed in the same room the "Exam Environment View" is completed in).
5. Using headsets, ear plugs or similar audio devices.
6. Using the phone. The only exception is to contact Proctorio or Connect support.
7. Other people in the room.
8. Any talking, by you or another person, including reading the questions out loud.
9. Looking under the desk.
10. Placing anything in your lap; notes and textbook must be on the desk.
11. Dual monitors: if you have dual monitors one of them must be turned off and facing the opposite direction.
12. Opening other browsers while in the testing window browser.
13. Trying to compromise the functionality of the webcam, microphone, or software capabilities in any way during the authentication process or while taking the exam.

Allowed Materials

1. Physical textbook (**you may NOT use the e-book**)
2. Publisher PowerPoints slides (they must be printed out, you can NOT open Microsoft PowerPoint)
3. Typed or written course notes, you can NOT access computer files
4. Calculator (you may NOT use your phone)
5. Pen/pencil and blank paper

You can NOT take this exam in a computer lab or in any public area where people may be talking and moving about.

If you believe you have accidentally violated any of the environmental or behavioral rules, you must contact the instructor and TA immediately after finishing the exam. We will take your accidental violation into consideration before giving you a “0” for the exam. Failure to contact the TA immediately after finishing the exam will result in a “0”.

Exam Technical Issues:

- If you get kicked out of the exam, immediately re-enter. Your time will continue decreasing, but you will be able to re-enter the exam and pick up where you left off.
- If you have a technical issue, start a live chat with Proctorio using the link below. You can also find this link throughout the Canvas course.
 - Chat for support. The fastest way to get support is through our live chat. Just click the extension icon once you are in the exam.
 - Email for support to support@proctorio.com
- All technical issues are your responsibility.
- Submit a ticket to the Help Desk if you believe you encountered an issue with Connect and Proctorio. If ITSS emails me that it was a their issue only then I will make accommodations as needed for you to complete the exam.

If the problem occurred due to your own technical issues, then your grade will stand as it is.

Common student technical problems include:

1. Trying to open other windows, programs, or files while you are taking the exam.
2. Using an unapproved browser. Check the Canvas home page for browser issues. Do not use Internet Explorer.
3. Also check the home page for any current Canvas technical issues that you should be aware of.
4. Don't use Wi-Fi. If you do, you bear ALL responsibility, even if you are using FAU's Wi-Fi.
5. If you are “kicked” out due to internet issues, you must re-enter the test immediately to complete it. This will not count as a second attempt. If you get kicked out of the exam you must go right back in.

Exam Reviews

There will be no review in preparation for each exam and no general class review of exams after they are taken. **Each student may review their exam during office hours with the TA.** All exam reviews must be completed before the start of the next exam.

Connect Assignments: SmartBook (10%), Analytics (10%), Mini-Sims (10%), and Quizzes (10%)

****Use Google Chrome when completing Connect work. No other Internet browser is recommended****

McGraw-Hill's Connect/LearnSmart is a web-based assignment and assessment solution for every chapter required for this course. **Be aware of due dates! No late work is accepted under any circumstances.** Due dates are detailed in the course outline and schedule and on the course Canvas site. The following are the parameters for the different Connect components:

SmartBook: unlimited attempts with unlimited time.

Analytics: one attempt with unlimited time. After your attempt, you will see detailed feedback.

Mini-Sims: one attempt (except Chapter 1, where two attempts are permitted), unlimited time.

Quizzes: one attempt with unlimited time. After your attempt, you will see detailed feedback.

After the due date passes, you are allowed study attempts for analytics, and quizzes, but your score will not change.

IMPORTANT CONSIDERATIONS:

1. You **MUST** go through Canvas to access Connect for registration and any subsequent Connect attempts and then return to Canvas after each attempt so that your grades will synch properly. If you go directly to Connect, your grades will not synch properly and you will be responsible for the consequences.
2. It is recommended students avoid completing high-stake assignments on a phone. If you choose to complete assignments on a mobile device and encounter issues, you bear full responsibility for any and all technical problems that result.
3. Use Google Chrome to complete all Connect work. No other Internet browser is recommended.

****Students use any temporary/courtesy Connect access at your own risk****

Connect Technical Help

If you have technical issues with Connect, you will need to contact:

Phone: 1-800-331-5094

- Sunday: 1:00 p.m. – Midnight
- Mon-Thurs: 9:00 a.m. – Midnight
- Friday: 9:00 a.m. – 7:00 p.m.
- Saturday: 11:00 a.m. – 5:00 p.m.

Chat: <http://mpss.mhhe.com/>

Online Issue Form: <http://mpss.mhhe.com/contact.php>

These hours are based on EST (Eastern Standard Time). Tech support is located in CST (Central Standard Time). Therefore, the hours of operation you use stated online may be different than the hours listed here.

Additional Course Policies

Extra Credit

The Instructor's policy regarding extra credit assignments is that there will be **no extra credit** assignments given at any time during the semester.

Missing Exams

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 absence 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. Documentation will be required within 1 week of the missed exam.

Late Assignments

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 absence 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. Documentation will be required within 1 week of the missed assignment.

Attendance Policy

Students are expected to attend all of 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. *Attendance is not required for this class, in that it is not counted for a direct grade. However, it is highly recommended that you attend each class and network with your classmates, as there will be exam questions derived from the lecture—based on discussion, examples, current events, and material not found in the textbook or Connect.*

Netiquette Policy

All messages and email must originate through the course Canvas Inbox. The professor and TA will also monitor our email, but prefer communication originates and is conducted via Canvas.

I am available *continuously* from the first day of the semester until the day grades are due, but not *instantaneously*. I do my best to provide exemplary customer service to students, especially with communication.

Use of profanity, all caps, accusations and similar email behavior will not be tolerated nor answered, and will be referred to the Dean of Student Affairs. Any changes to the course schedule, class assignments, and important information will be posted as an Announcement on Canvas and emailed to your FAU email account*.

**The default Notification settings in Canvas include direct emails when course Announcements are posted. In the event you are not receiving these emails, check your Notification settings.*

Anti-plagiarism Software

Written components of any assignment or project may be submitted to anti-plagiarism software to evaluate the originality of the work. Any students found to be submitting work that is not their own will be deemed in violation of the University's honor code discussed below.

University and College Policies

<http://fau.edu/studentresources/>

<http://www.fau.edu/academic/registrar/FAUcatalog/academics.php>

Code of Academic Integrity Policy Statement

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, please see FAU Regulation 4.001 at: [FAU Regulation 4.001](#)

Disability / Accessibility Policy Statement

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: <http://fau.edu/sas/>

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, please visit the CAPS website at: <http://www.fau.edu/counseling/>

Religious Accommodation Policy Statement

In accordance with 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, observances, and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations and work assignments.

For further information, please see FAU Regulation 2.007 at: [FAU Regulation 2.007](#).

University Approved Absence Policy Statement

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in University approved activities, including athletic or scholastics teams, musical and theatrical performances and debate activities. It is the student's responsibility to notify the course instructor at least one week prior to missing any course assignment.

Incomplete Grade Policy Statement

A student who is passing a course, but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete ("I"). The assignment of the "I" grade is at the discretion of the instructor, but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete ("I") grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing ("F") grade.

Withdrawals

Any student who decides to drop is responsible for completing the proper process required to withdraw from the course.

Grade Appeal Process

A student may request a review of the final course grade when s/he believes that one of the following conditions apply:

- There was a computational or recording error in the grading.
- Non-academic criteria were applied in the grading process.
- There was a gross violation of the instructor's own grading system.

The procedures for a grade appeal may be found in: [FAU Regulation 4.002](#)

Standard University Attendance Policy

Students are expected to attend all of 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.

Disruptive Behavior Policy Statement

Disruptive behavior is defined in the FAU Student Code of Conduct as “... *activities which interfere with the educational mission within classroom.*” Students who behave in the classroom such that the educational experiences of other students and/or the instructor's course objectives are disrupted are subject to disciplinary action. Such behavior impedes students' ability to learn or an instructor's ability to teach. Disruptive behavior may include, but is not limited to: non-approved use of electronic devices (including cellular telephones); cursing or shouting at others in such a way as to be disruptive; or, other violations of an instructor's expectations for classroom conduct.

Faculty Rights and Responsibilities

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

- To establish and implement academic standards
- To establish and enforce reasonable behavior standards in each class

- To refer disciplinary action to those students whose behavior may be judged to be disruptive under the Student Code of Conduct.

Course Outline and Schedule on the following page. 

COURSE OUTLINE AND SCHEDULE

All Connect assignments close at 11 p.m. the night *before* each corresponding exam opens. You will have an exam after every three (3) chapters. All exams open at 8 a.m. and close at 11 p.m. on the days indicated below.

All times are expressed in Eastern Standard Time (EST).

<u>Week</u>	<u>Date</u>	<u>To-Do:</u>
	12/10	<ul style="list-style-type: none"> ✓ Canvas Course site is Published, Syllabus made available ✓ Connect Registration Opens – Early Access for Textbook available
	1/7	<ul style="list-style-type: none"> ✪ Spring 2023 semester officially begins ✓ Chapters 1-3 Connect Assignments open Saturday, 1/7 ✓ Complete Pre-Course Survey
#1	1/11	<ul style="list-style-type: none"> ✓ Welcome to Marketing Management MAR 3023 ✓ Professor introduction; review of course syllabus and schedule ✓ Tune in to class lecture Wednesday, 1/11 at 6:30 p.m.
	1/13	✪ Last day at 5PM to drop/add courses without receiving a ‘W’
	1/16	🇺🇸 Dr. Martin Luther King, Jr. Day. <i>University closed</i>
	1/17	✪ Last day to pay without late fees
#2	1/18	<ul style="list-style-type: none"> ✓ Read Chapter 1: Why Marketing Matters to You, and review slides ✓ Tune in to class lecture Wednesday, 1/18 at 6:30 p.m. ✓ Chapter 1 Mini-Sim Tutorial Video ✓ Chapter 1 Connect assignments due Tuesday, 1/31 by 11 p.m.
#3	1/25	<ul style="list-style-type: none"> ✓ Read Chapter 2: Strategic Planning, and review slides ✓ Read Chapter 3: The Global Environment, and review slides ✓ Tune in to class lecture, Wednesday, 1/25 at 6:30 p.m. ✓ Chapters 2 and 3 Connect Assignments due Tuesday, 1/31 by 11 p.m.
#4	1/31	✓ Chapters 1, 2, 3 Connect Assignments due Tuesday, 1/31 by 11 p.m.
	2/1	<ul style="list-style-type: none"> ✓ EXAM #1: Chapters 1, 2, 3. ✓ Exam will be available on Wednesday, 2/1 from 8 a.m. – 11 p.m.
	2/2	✓ Chapters 4, 5, 7 Connect Assignments open Thursday, 2/2
	2/6	✪ Last day to drop with a 25% tuition adjustment

- #5** **2/8** ✓ Read Chapter 4: Consumer Behavior, and review slides.
 ✓ Read Chapter 5: Marketing Research, and review slides.
 ✓ Tune in to lecture, Wednesday 2/8 at 6:30 p.m.
 ✓ Chapters 4 and 5 Connect Assignments due Tuesday, 2/21 by 11 p.m.
- #6** **2/15** ✓ Read Chapter 7: Segmentation, Targeting, and Positioning, and review slides.
 ✓ Tune in to lecture, Wednesday 2/15 at 6:30 p.m.
 ✓ Chapter 7 Connect Assignments is due Tuesday, 2/21 by 11 p.m.
- #7** **2/21** ✓ Chapters 4, 5, 7 Connect Assignments due Tuesday, 2/21 by 11 p.m.
- 2/22** ✓ **EXAM #2: Chapters 4, 5, 7.**
 ✓ Exam will be available Wednesday, 2/22 from 8 a.m – 11 p.m.
- 2/23** ✓ Chapters 6, 14, 11 Connect Assignments open Thursday, 2/24.
- #8** **3/1** ✓ Read Chapter 6: Product Development and review slides.
 ✓ Read Chapter 14: Branding and review slides.
 ✓ Tune in to lecture, Wednesday 3/1 at 6:30 p.m.
 ✓ Chapters 6 and 14 Connect Assignments due Tuesday, 3/22 by 11 p.m.
- #9** **3/8** 🌸 Spring Break (Saturday, 3/4 – Friday, 3/10). *No class this week.*
- #10** **3/15** ✓ Read Chapter 11: Pricing and review slides.
 ✓ Tune in to lecture, Wednesday, 3/15 at 6:30 p.m.
 ✓ Chapter 11 Connect Assignments due Tuesday, 3/21 by 11 p.m.
- #11** **3/20** 🚫 Last day to drop without receiving an F: if you do not have a passing grade (69.45%+), we recommend meeting with your academic advisor.
- 3/21** ✓ Chapters 6, 14, and 11 Connect Assignments due Tuesday, 3/21 by 11 p.m.
- 3/22** ✓ **EXAM #3: Chapters 6, 14, 11.**
 ✓ Exam will be available Wednesday, 3/22 from 8 a.m. – 11 p.m.
- 3/23** ✓ Chapters 12, 8, 13 Connect Assignments open Thursday, 3/23.
- #12** **3/29** ✓ Read Chapter 12: Retailing and review slides.
 ✓ Read Chapter 8: Promotional Strategies and review slides.
 ✓ Tune in to lecture, Wednesday 3/29 at 6:30 p.m.
 ✓ Chapters 12 and 8 Connect Assignments due Tuesday, 4/11 by 11 p.m.
- #13** **4/5** ✓ Read Chapter 13: Digital and Social Media Marketing and review slides
 ✓ Tune in to lecture, Wednesday 4/5 at 6:30 p.m.
 ✓ Chapter 13 Connect Assignments due Tuesday, 4/11 by 11 p.m.

- #14 4/11 ✓ Chapters 12, 8, 13 Connect Assignments due Tuesday, 4/11 by 11 p.m.
- 4/12 ✓ **EXAM #4: Chapters 12, 8, 13.**
 ✓ Exam will be available Wednesday, 4/13 from 8AM – 11 p.m.
- #15 4/19 ✓ **COMPREHENSIVE MAKEUP EXAM: Chapters 1-8, 11-14.**
 ✓ Exam will be available Wednesday, 4/20 from 8 a.m. – 11 p.m. Open to students who missed one of the regularly scheduled four exams and to students who would like to drop their lowest Exam #1-4 grade and replace it with their Comprehensive Makeup Exam grade.
- #16 4/24 ✪ Classes End.
- 4/25 ✪ Reading days begin.
- 4/26 ✪ Reading days end.
- 4/27 ✪ Final exams for other courses begin.
 ✓ Treat Yourself!
- #17 5/3 ✪ Final exams for other courses end.
- 5/4 ✪ Commencement ceremonies.
- 5/5 ✪ Commencement ceremonies.
- #18 5/8 ✪ Final Grades due to Registrar.

<p>Key:</p> <ul style="list-style-type: none"> ✪ FAU Academic Calendar events/notices ✓ MAR 3023 student responsibilities/notices ✚ University-recognized holiday Synchronous Course Delivery

CHANGES OR MODIFICATIONS TO THE SYLLABUS: The instructor reserves the right to change or modify the syllabus as necessary in order to meet the objectives of the course. Students will be promptly notified should there be any amendments to the syllabus.