

## Master Syllabus

All courses require a syllabus. Syllabi may be photocopied and/or posted on the class Blackboard Companion site. Faculty must review the course syllabus with students on the first day of class.



Keiser University  
General Education

<u>Course Prefix &amp; Number:</u>	MAR 1011
<u>Course Title:</u>	Introduction to Marketing
<u>Course Format:</u>	Face to Face, Online, Hybrid (Campus Specific)
<u>Credit Hours:</u>	3.0
<u>Course Schedule:</u>	
<u>Prerequisites:</u>	None
<u>Co-requisites:</u>	None
<u>Faculty:</u>	Ext. -----@keiseruniversity.edu
<u>Office Hours:</u>	
<u>Course Description:</u>	Discusses the principles and functions of marketing and its role in a business environment. Utilization of guiding principles of relationship building to establish and maintain trust and confidence in a firm's products and/or services is taught.
<u>Program Goal(s):</u>	Comprehend and apply concepts of the functional areas related to local and global business. Comprehend, discuss, and apply regulatory and ethical practices. Enhance proficiency in the use of basic information systems and quantitative techniques. Enhance research, communication, and presentation skills using professional literature. Demonstrate the integration of knowledge and professional skills in specific areas of concentration.

Course Objectives:

Upon Completion of the course, the student will be able to:

1. Describe the four marketing management philosophies
2. Identify the basic parts of a marketing plan
3. Discuss the significance of consumer involvement
4. Describe business marketing
5. Describe the characteristics of markets and market segments
6. Classify consumer products
7. Explain why some products succeed and others fail
8. Discuss the issues that influence channel strategy
9. Explain and identify the elements of the promotional mix
10. Discuss the effects of advertising on market share and consumers
11. List the steps in the selling process

Grading and Evaluation Methods:

Item	Percent Total Grade	Due Date
Mid-term examination	20	
Homework	25	
Discussions/participation	10	
Introductory cases/presentation	20	
Final examination	20	
Post-test	5	
	100	

Grading Scale

Letter Grade	Numeric Grade
A	90.00-100.00%
B	80.00-89.99%
C	70.00-79.99%
D	65.00-69.99%
F	Up to 64.99%

Required Textbook:

Armstrong & Kotler (2017). Introduction to Marketing: PKG Marketing An Introduction (13<sup>th</sup> ed). Pearson ED. ISBN: 9780135983676

Topical Outline/Course Assignments/Calendar:

Course Assignment Format is to provide evidence of mastery of the course objectives which are linked to specific program goals and outcomes. Please see attached for an example of this format. (See Attached)

#### Course Guidelines and Policies\*

*\*Faculty course guidelines must not contradict standard University or Program policies as stated in the University Catalog, Program Student Handbook and/or Program Manual.*

*Additional guidelines and pre-approved policies may be included, examples appear below. The University Department Chair (UDC) should be consulted prior to making changes in the verbiage or adding additional policies. Any policies included in the syllabus should fit with the “students first” philosophy, and compliment the mission of the University and the program.*

#### Academic Integrity

Students are expected to maintain the highest standards of academic conduct, professional honesty, and personal integrity. Plagiarism, cheating and other misconduct are serious violations and will not be tolerated, and may result in academic penalties, including suspension or dismissal.

#### Participation

Participation is a basic requirement for an effective learning community. Students’ participation will be assessed and reflected in the participation grade. Class participation is based on the following criteria: arriving to class on-time; paying attention during lectures and discussions; respectful listening when someone else is speaking; being engaged in the class and in your learning without distractions such as texting, side-bar conversations, checking your phone or email etc.

#### Missed Tests/Quizzes

Makeup exams will be allowed only with pre-approval of the instructor or with an acceptable, documented reason. Acceptable reasons for makeup exams include severe illness, family emergency or other unavoidable events. Exam format for makeup exams may be different than the original exam but the content for the exam will not change.

#### Late Assignments

Assignments are due at the start of class on the day noted. Late assignments without penalty will be accepted only in cases of emergency. Students should discuss turning in late work directly with the instructor and in advance of the due date whenever possible. Late assignments will not be accepted if the assignment has already been graded and returned to the class.

#### Civility/Professionalism

This class is a community of learners, which means we will depend upon each other for support and information. In order to learn, we must be open to the views of people different than ourselves. Please honor the uniqueness of your classmates and appreciate the opportunity we have to learn from one another. Please respect each other’s’ opinions and refrain from personal attacks or demeaning comments of any kind.

It is of the utmost importance to communicate with courtesy and professionalism. Professional courtesy includes respecting other's opinions, being courteous and respectful, and working together in the spirit of cooperation.

#### University and Program Policies

Students are expected to abide by the policies set forth in the University Catalog and the Student Program Handbook/Manual. The University Catalog is available electronically at <http://www.keiseruniversity.edu/catalog/>. The Program Student Handbook/Manual is available electronically at the direction of your instructor.

#### Disability Accommodations:

In compliance with the Americans with Disabilities Act (ADA), students who require reasonable accommodations due to a disability to properly execute coursework must complete the application process and receive approval from the review committee. The first step is to consult with the Campus President or Dean of Academic Affairs.