

**St. Petersburg College**

---

**SPC**

**COURSE SYLLABUS**

**MARKETING MANAGEMENT**

**MAR 3802**

Section: 3611

0585: Spring 2021

## WELCOME TO MAR3802 – MARKETING MANAGEMENT

I am sure that together we will make this course meet and exceed your learning expectations.

---

## INSTRUCTOR

**Name:** July E. Llanes-Bonilla

**Email:** [llanesbonilla.july@spcollege.edu](mailto:llanesbonilla.july@spcollege.edu) (For course related issues please email me through the “MyCourses” system. This email address is for administrative purposes)

**Office and Online Chat Hours:** Upon Request

**Web Page:** <https://web.spcollege.edu/instructors/id/llanesbonilla.july/OFC/>

---

## ACADEMIC DEPARTMENT

### DEAN

**Name:** Marta Przyborowski

**Office Location:** EPI Center – College of Business Office

**Office Phone Number:** 727-341-3026

**Email:** [przyborowski.marta@spcollege.edu](mailto:przyborowski.marta@spcollege.edu)

---

## COURSE INFORMATION

### Course Description:

This course helps develop the marketing knowledge and skills necessary for the successful manager to address the intermediate marketing issues surrounding the complex demand management problem all organizations face. Students will understand marketing concepts, including the development of a marketing strategy. The course focuses on consumer and business-to-business marketing. 47 contact hours.

### Course Goals and Objectives:

1. The student will explain the significance of the role of marketing in an organization as a function using a holistic marketing approach by:
  - a. *describing the focus, scope and importance of the marketing function in organization's large and small.*
  - b. *discussing the theory of, and components in a market environment, the historical context and transition of the marketing function over the years and identify recent & emerging trends that are likely to affect its importance in the future.*
  - c. *identifying, describing and examining the tasks necessary for successful marketing management.*
  - d. *examining the different company orientations toward a marketplace, including the attributes and significance of the Holistic Marketing Concept.*
2. The student will examine marketing for the 21st century and the key issues surrounding an organization's demand management problem by:
  - a. *identifying and analyzing the eight demand problems all firms encounter.*
  - b. *describing the role that credit, energy, technology, communication and globalization have had on the marketing function.*
  - c. *illustrating the influences associated with the value delivery process as outlined in the value chain concept.*
  - d. *discussing the dynamics associated with the customer, company and competitors.*

3. The student will explain the importance of capturing marketing insights, how those insights influence perception, preference and product development, and how they ultimately affect the buying decision process by:

- a. examining the components of a modern marketing information system.*
- b. examining the components of a marketing intelligence system including the procedures and sources that managers use to obtain information.*
- c. examining the tools, methods and approaches used when conducting basic marketing research.*
- d. identifying and examining forecasting methods by incorporating the ninety types of demand measurement in the 6x5x3 demand forecast model.*

4. The student will describe the marketing issues, theories and approaches associated with customer salience, preference, loyalty, and retention by:

- a. differentiating the aspects, tools and approaches associated with building a customer value campaign, and a life-time value (LTV) strategy.*
- b. identifying the criteria to determine and ensure customer satisfaction.*
- c. comparing and contrasting the multiple approaches to customer relationship management (CRM).*
- d. illustrating the eight-stage marketing funnel process on how to transition from the identification of a target market to loyalty in a target market.*

5. The student will describe strategies to build, support, and promote a firm's branding initiatives on a product and company level by:

- a. analyzing consumer and business markets.*
- b. analyzing how to identify market segments.*
- c. analyzing how to target a specific market segment.*
- d. analyzing how to position a market offering to the selected target market.*

6. The student will recommend methods to create, deliver, and communicate value for long-term growth by:

- a. *examining and evaluating methods to create a product strategy.*
- b. *examining and evaluating methods to create a pricing strategy.*
- c. *examining and evaluating methods to create a channel strategy.*
- d. *examining and evaluating methods to create a promotional strategy.*
- e. *examining and determining if a global market strategy is appropriate.*

### Prerequisites:

Admission to Banking BAS, Business Administration BS, International Business BAS, Management & Organizational Leadership BAS, Sustainability Management BAS, Technology Management BAS, or Business Technology Education BS, or Health Services Administration BAS. **Availability of Course Content:** (e.g., when segments/components/units of the course will “open,” if students will be able to work ahead, or work “behind.”)

---

## REQUIRED TEXTBOOK & OTHER RESOURCE INFORMATION

**Required Textbook:** Kotler, Keller, *Marketing Management*, 15e  
Publisher: Pearson

### Options:

Bundle – MyMktLab code w/ eText. ISBN: 9780135890394

Recommended Text (Not Required): APA Publication Manual, 6<sup>th</sup> Edition

MyMarketingLab (MML) Technical Support: 855-875-1797

**Note:** MML is integrated in “MyCourses” system. You **do not** need a Course ID or Course Number to register. You will be prompted for the Access Code the first time you attempt to do one of the assignments from the “MyCourses” system.

## LEARNER SUPPORT

View the [Accessibility Services](#) site. View the [Academic Support](#) site.  
View the [On-Campus and Online Support](#) site. View the [Student Services](#) site.

## CLASS SCHEDULE

MODULE	TOPIC	ASSIGNMENTS DUE (GRADED)
MODULE 1 WEEK 1	<p>UNDERSTANDING MARKETING MANAGEMENT</p> <p>CH 1 Defining Marketing for the New Realities:</p> <ol style="list-style-type: none"> <li>1. Importance of marketing</li> <li>2. Scope of marketing</li> <li>3. Core marketing concepts</li> <li>4. Marketing management through the years</li> <li>5. Successful marketing management</li> </ol> <p>CH 2 Developing Marketing Strategies and Plans:</p> <ol style="list-style-type: none"> <li>1. Marketing and consumer value</li> <li>2. Corporate and division strategic planning</li> <li>3. Marketing plan</li> </ol>	<p>Module 1 - Discussion Forum</p> <p>Simulation CH1 Quiz CH1</p> <p>Simulation CH2 Quiz CH2</p> <p>Start working on your Final Project. The instructions are provided under the "BEGIN HERE: Students MUST read it..." tab.</p>
MODULE	TOPIC	ASSIGNMENTS DUE (GRADED)
MODULE 2 WEEK 2	<p>CAPTURING MARKETING INSIGHTS</p> <p>CH 3 Collecting Information and Forecasting Demand:</p> <ol style="list-style-type: none"> <li>1. Marketing information system</li> <li>2. Internal records</li> <li>3. Marketing intelligence system</li> <li>4. Macro environment developments</li> <li>5. Forecast demand</li> </ol>	<p>Module 2 - Discussion Forum</p> <p>Simulation CH3 Quiz CH3</p> <p>Simulation CH4 Quiz CH4</p>

	<p><b>CH 4</b>  <b>Conducting Marketing Research:</b>                      1. Good marketing research                      2. Measuring marketing productivity                      3. ROI of marketing expenditures</p>	<p>Make sure the product/service for your Final Project has been approved by your instructor.</p>
<p><b>MODULE 3</b>  <b>WEEK 3</b></p>	<p><b>CONNECTING WITH CUSTOMERS</b></p> <p><b>CH 5</b>  <b>Creating Long-term Loyalty Relationships:</b>                      1. Customer value, satisfaction, and loyalty                      2. Lifetime value of customers                      3. Attract and retain customers                      4. Database marketing</p> <p><b>CH 6</b>  <b>Analyzing Consumer Markets:</b>                      1. Consumer characteristics influence on buying behavior                      2. Psychological processes influence on consumer responses                      3. Purchasing decisions                      4. Deliberate, rational decision process</p> <p><b>CH 7</b>  <b>Analyzing Business Markets:</b>                      1. Business market vs. consumer market                      2. Buying situations for organizational buyers                      3. Business-to-business buying process                      4. Business buyers' decision making                      5. Companies relationship with business customers                      6. Institutional buyers and government agencies</p>	<p>Module 3 - Discussion Forum</p> <p>Simulation CH5                      Quiz CH5</p> <p>Simulation CH6                      Quiz CH6</p> <p>Simulation CH7                      Quiz CH7</p> <p>Simulation CH8                      Quiz CH8</p>
<p><b>MODULE</b></p>	<p><b>TOPIC</b></p>	<p><b>ASSIGNMENTS DUE</b>  <b>(GRADED)</b></p>
<p><b>MODULE 3</b>  <b>WEEK3</b>  <b>(CONT.)</b></p>	<p><b>CH 8</b>  <b>Tapping into Global Markets</b>                      1. Factors before deciding to go abroad                      2. International markets to enter                      3. Developing and developed market                      4. Adapt marketing program to foreign country</p>	<p>See previous page...</p>

<p><b>MODULE 4 WEEK 4</b></p>	<p><b>BUILDING STRONG BRANDS</b></p> <p><b>CH 9</b>  <b>Identifying Market Segments and Targets:</b>            1. Market segmentation            2. Requirements for an effective segmentation            Target markets</p> <p><b>CH 10</b>  <b>Crafting the Brand Positioning:</b>            1. Develop and establish an effective positioning            2. Competition            3. Brands differentiation            4. Positioning and branding in small businesses</p> <p><b>CH 11</b>  <b>Creating Brand Equity:</b>            1. Brand and branding            2. Brand equity            3. Brand architecture decisions in a branding strategy</p> <p><b>CH 12</b>  <b>Addressing Competition and Driving Growth:</b>            1. Market share            2. Market challengers            3. Market followers            4. Marketing strategies and the product life cycle            5. Marketers strategies and tactics</p>	<p>Module 4 – Discussion Forum</p> <p>Video Ex. CH9            Quiz CH9</p> <p>Video Ex. CH10            Quiz CH10</p> <p>Simulation CH11            Quiz CH11</p> <p>Simulation CH12            Quiz CH12</p>
<p><b>MODULE 5 WEEK 5</b></p>	<p><b>CREATING VALUE</b></p> <p><b>CH 13</b>  <b>Setting Product Strategy:</b>            1. Characteristics of products            2. Product design            3. Co-brands            4. Packaging, labeling, warranties, and guarantees as marketing tools</p>	<p>Module 5 – Discussion Forum</p> <p>Simulation CH13            Quiz CH13</p> <p>Simulation CH14            Quiz CH14</p>
<p><b>MODULE</b></p>	<p><b>TOPIC</b></p>	<p><b>ASSIGNMENTS DUE (GRADED)</b></p>
<p><b>MODULE 5 WEEK 5 (CONT.)</b></p>	<p><b>CH 14</b>  <b>Designing and Managing Services:</b>            1. Services vs. goods</p>	<p>See previous page...</p> <p>Simulation CH15</p>

	<p>2. New services realities                  3. Services marketing                  4. Services quality                  5. Customer-support services</p> <p><b>CH 15</b>  <b>Introducing New Market Offerings:</b>                  1. Developing new products and services                  2. New product development                  3. Consumer adoption of new products and services</p> <p><b>CH 16</b>  <b>Developing Pricing Strategies and Programs:</b>                  1. Processing and evaluating prices                  2. Initial pricing                  3. Prices to meet circumstances and opportunities                  4. Price change                  5. Competitor’s price change reaction</p>	<p>Quiz CH15                   Simulation CH16                  Quiz CH16</p>
<p><b>MODULE 6</b>  <b>WEEK 6</b></p>	<p><b>DELIVERING VALUE</b></p> <p><b>CH 17</b>  <b>Designing and Managing Integrated Marketing Channels:</b>                  1. Marketing channel systems and value network                  2. Channels performance and design                  3. Managing channels                  4. E-commerce and m-commerce</p> <p><b>CH 18</b>  <b>Managing Retailing Wholesaling, and Logistics:</b>                  1. Marketing intermediaries                  2. Marketing intermediaries’ decisions                  3. Marketing intermediaries’ trends                  4. Private label brands</p>	<p>Module 6 – Discussion Forum</p> <p>Video Ex. CH17                  Quiz CH17</p> <p>Simulation CH18                  Quiz CH18</p> <p><b>The Final Project is due at the end of this week.</b>                  Please submit it in “MyCourses”: Dropbox Module 6</p>

MODULE	TOPIC	ASSIGNMENTS DUE (GRADED)
<p><b>MODULE 7 WEEK 7</b></p>	<p><b>COMMUNICATING VALUE</b></p> <p><b>CH 19</b>  <b>Designing and Managing Integrated Marketing Communications:</b>            1. Role of marketing communications            2. Effective communications            3. Communications mix            4. Marketing communications program</p> <p><b>CH 20</b>  <b>Managing Mass Communications: Advertising, Sales Promotions, Events and Experiences, and Public Relations</b>             1. Developing an advertising program            2. Sales promotion decisions            3. Guidelines for effective brand-building events and experiences            4. Public relations and publicity</p> <p><b>CH 21</b>  <b>Managing Digital Communications: Online, Social Media, and Mobile</b>             1. Pros and cons of online marketing            2. Effective social media campaigns            3. Positive word of mouth            4. Guidelines for mobile marketing</p> <p><b>CH 22</b>  <b>Managing Personal Communications: Direct and Database Marketing and Personal Selling</b>            1. Direct marketing for competitive advantage            2. Effective interactive marketing            3. Word of mouth            4. Designing and managing a sales force            5. Salespeople selling, negotiating and relationship marketing skills</p>	<p>Simulation CH19 Quiz CH19</p> <p>Simulation CH20 Quiz CH20</p> <p>Simulation CH21 Quiz CH21</p> <p>Simulation CH22 Quiz CH22</p>

MODULE	TOPIC	ASSIGNMENTS DUE (GRADED)
<p><b>MODULE 8 WEEK 8 (Opens early)</b></p>	<p><b>CONDUCTING MARKETING RESPONSIBLY FOR LONG-TERM SUCCESS</b></p> <p><b>CH23 Managing a Holistic Marketing Organization for the Long Run:</b></p> <ol style="list-style-type: none"> <li>1. Trends in marketing practices</li> <li>2. Keys to effective internal marketing</li> <li>3. Social marketers</li> <li>4. Marketing skills</li> <li>5. Monitor and improve marketing skills</li> </ol>	<p>Simulation CH23 Quiz CH23</p> <p>Make sure there are no discrepancies in any of your grades. Also keep in mind that this is a short week ending on Wednesday at midnight EST.</p>

## IMPORTANT DATES

Course dates: 01/11/2021 – 03/05/2021

Last day to drop and receive a refund: 01/15/2021

Last day to withdraw and receive a grade of “W”: 02/11/2021

Academic calendar: <http://www.spcollege.edu/calendar/>

Financial Aid: <http://www.spcollege.edu/getfunds/>

## DISCIPLINE-SPECIFIC INFORMATION

Marketing is a very progressing and exciting field, responsible for researching and satisfying customer needs. This course will introduce the marketing concepts and expose students to a variety of marketing issues.

Communication is key in this area of study. In this way, a structured way of thinking and processing information will be required. Students are expected to participate and interact with their peers in several Case Discussions.

The learning process can be very demanding, but at the same time it will be very rewarding. The marketing field is fascinating and will help you develop a new set of skills that will open the doors to a whole new world of opportunities.

## ATTENDANCE

The college-wide attendance policy is included in the Syllabus Addendum at: <http://www.spcollege.edu/webcentral/policies.htm>

Students classified as “No Show” for both of the first two weeks will be administratively withdrawn from the class.

For face to face classes “No Show” means not physically present in the classroom at the moment attendance is taken.

For LiveOnline classes “No Show” means not virtually present in the Zoom Session and/or never logged into “MyCourses”.

For online classes “No Show” means never logged into “MyCourses”.

Students who have not completed more than 40% of their assignments due (homework & chapter exams) at the 60% point will be considered as “not actively participating” in the class and may be administratively withdrawn with a grade of “WF”.

---

## GRADING

Grades will be earned in four parts, as follows:

Discussion Forums -----	20%
Chapter Simulations / Video Exercises (unlimited time, unlimited attempts) ---	20%
Quizzes (1 attempt, time limit) -----	30%
Final Project (Marketing Plan) -----	30%
<b>Total percentage -----</b>	<b>100.00%</b>

---

## ASSIGNMENTS

It will be the students’ responsibility to complete their assignments on time and in an acceptable manner. Students have one week to complete their assignments. For this reason, **late assignments will only be accepted after properly documented extreme extenuating circumstances that justify the student not being capable of**

**doing the assignment for a period of one week.** The instructor has the discretion to extend or deny a petition for an extension. There are **absolutely no exemptions** to this rule. Due to their nature and due dates, the Final Project and Discussion Forums cannot be extended.

Please note that technical problems with MML (lab) or MyCourses **do not** justify extensions unless there is a **reported** issue with their systems. Their systems would have to be reported down by either the publisher or the college for a minimum of 3 hours in a single day or 8 hours in a week for an extension to be considered. This policy does not apply if the downtime had been properly informed to the students with at least one week in advance.

This course has been designed to provide students with plenty of opportunities to achieve any desired grade. On this light, and to be fair and consistent with all students, the instructor does not offer extra credit on this class.

Please pay attention to the instructions for every assignment such as due date, time allowed (if that is the case), maximum attempts, etc. The instructions will be displayed in MML.

The assignments for each module are due on Sunday at midnight before the next module starts on Monday the next day. Each module corresponds to a week of class, except for the last module (module 8) which, is a short week ending on the last day of class, Wednesday at midnight EST. You will find the date each module starts under their corresponding tab in MyCourses.

All assignments are subject to the College's "Academic Honesty Policy". Please get familiar with it.

<http://www.spcollege.edu/AcademicHonesty/>

---

## STUDENTS' EXPECTATIONS AND INSTRUCTOR'S EXPECTATIONS

Online /Student Conduct

<http://www.spcollege.edu/ecampus/help/conduct.htm>

Online Student, Faculty and Staff Expectations and Performance Targets

<http://www.spcollege.edu/ecampus/help/expectations.htm>

[Academic Honesty Policy](#)

<http://www.spcollege.edu/AcademicHonesty/>

## ACADEMIC HONESTY

View the [Academic Honesty Policy](#).

## COPYRIGHT

Copyrighted material within this course, or posted on this course website, is used in compliance with United States Copyright Law. Under that law you may use the material for educational purposes related to the learning outcomes of this course. You may not further download, copy, alter, or distribute the material unless in accordance with copyright law or with permission of the copyright holder. For more information on copyright visit: [www.copyright.gov](http://www.copyright.gov).

---

## STUDENT SURVEY OF INSTRUCTION

The Student Survey of Instruction is administered in courses each semester. It is designed to improve the quality of instruction at St. Petersburg College. All student responses are confidential and anonymous and will be used solely for the purpose of performance improvement.

---

## TECHNOLOGY

### MINIMUM REQUIREMENTS

View the [MyCourses Minimum Technology Requirements](#).

Students should know how to navigate the course and use the course tools. Dropbox-style assignments may require attachments in either Microsoft Word (.doc or .docx) or Rich Text Format (.rtf), so that they can be properly evaluated. If an attachment cannot be opened by the instructor, students will be required to re-format and re-submit an assignment so that it can be evaluated and returned with feedback.

**Minimum Technical Skills:** Specify the minimum technical skills expected of the learner: general and course-specific learners must have to succeed in the course.

MyCourses tutorials are available to students new to this LMS and are located at the beginning of the course. Most features on MyCourses are accessible on mobile devices, although it is recommended that you use a computer for quizzes, tests, and essay assignments.

## ACCESSIBILITY OF TECHNOLOGY

- [MyCourses \(Brightspace by Desire2Learn\) Accessibility](#)
- [Turnitin Accessibility](#)
- [Google \(YouTube\) Accessibility](#)

## PRIVACY

- [MyCourses \(Brightspace by Desire2Learn\) Privacy](#)
- [Turnitin Privacy](#)
- [YouTube Privacy](#)

## TECHNICAL SUPPORT

MyCourses: [Technical Support Desk](#). 727-341-4357

MyMarketingLab (MML): 855-875-1797

---

## INSTRUCTIONAL CONTINUITY PLAN - EMERGENCY PREPAREDNESS POLICY

The St. Petersburg College website at [www.spcollege.edu](http://www.spcollege.edu) is the official source of college information regarding the status of the institution. Other important information will be communicated via SPC Alert, local media outlets, and the college toll-free phone number 866-822-3978. All decisions concerning the discontinuation of college functions, cancellation of classes, or cessation of operations rest with the President or his/her designee. The College realizes that it is possible for a significant natural disaster to compromise SPC campus facilities sufficiently to disrupt the delivery of classes on campus/campuses for an extended period of time, and is planning ways our operations can continue following such an emergency.

So, in the event that a hurricane or other natural disaster causes significant damage to St. Petersburg College facilities, you may be provided the opportunity

to complete your course work online. Following the event, please visit the college website for an announcement of the College's plan to resume operations.

Further, in the event of such a disaster, the instructor will continue using the Learning Management System (LMS) of MyCourses for continuation of all required learning and instructional activities in this course, including the issuing of graded online assignments and expectation of student completion of those graded assignments.

Therefore, in order to keep up with all activities in this course during and after a natural disaster, please plan to continue this course by maintaining online access to MyCourses in lieu of meeting in a classroom—possibly through duration of the course's regularly scheduled end date. We will finish this course in MyCourses, as directed by your instructor online, and your instructor will use all graded assignments—both online and formerly on-campus—to assess and issue your final letter grade for this course, as normally planned, despite occurrence of the natural disaster.

#### STUDENT ASSISTANCE PROGRAM:

As an SPC student it's vital that you know Titans Care. You can access resources through SPC's Student Assistance Program (SAP) (<https://mycoursesupport.spcollege.edu/student-assistance-program>), a collaborative resource for students with mental health or general life issues. SAP provides help and education in suicide prevention, mental health, substance abuse awareness and more. It is SPC's belief that supporting mental wellness is everyone's charge and that one loss as a result of substance abuse, mental illness, or suicide is one too many. If you or a loved one are considering suicide, please call the National Suicide Prevention Lifeline at 1-800-273-8255.