Note: There are several acceptable versions of this textbook, each with different ISBN numbers. For instance, you can purchase the textbook in hardcover, paperback, ebook and loose-leaf formats. You can purchase or rent your book (new or used) from multiple bookstores and online vendors. The publisher often packages the book along with access codes to a learning website called “MyMarketingLab”. You will pay more for textbooks that come with subscription codes to this website and it is not required. So, save yourself some money and only rent or purchase books that do not have the access codes. **It is vital, however, that you purchase the 8th edition of this book and not some previous version.** In the past, students could save considerable money by purchasing the international version of a textbook. However, many publishers have started making significant changes to the U.S. vs. International versions of their books, so I recommend not purchasing an international version of this book despite the cost savings. Make sure that you have your textbook in time to complete the first reading assignment. If you do not have your textbook on the first day of class, I recommend either purchasing the book from the campus bookstore or purchasing a digital copy from an online vendor so that you do not fall behind in the reading assignments.

### IMPORTANCE OF MARKETING

Marketing, as an area of study, represents a synthesis of several other established disciplines including psychology, communication, sociology, engineering, law, and topics typically associated with business (e.g., management, finance). Marketing is also one of the fastest growing areas in business today. As our economy has become more competitive, companies have come to realize the importance of the marketing concept.

### COLLEGE, PROGRAM AND MAJOR LEARNING GOALS

This course is designed to help students achieve one or more College Core, Business Program and/or Major level learning goals and objectives. You can see the specific College, Program or
Major level learning goals and objectives associated with the course from this page on the College website: http://bit.ly/bcoreLG

**COURSE SPECIFIC LEARNING OBJECTIVES**

During the course of the semester, we will examine the marketing profession from a number of perspectives:

1. Marketing as a set of techniques, tools, or practices designed to deliver sales to a company. (Managerial Perspective)
2. Marketing as a philosophy that should guide managers of businesses, non-profit organizations, religious groups, and government agencies. (Strategic Perspective)
3. Marketing as a force that impacts our day to day lives as consumers. (Consumer Perspective)
4. Marketing as a cultural force that can produce both great good and great harm. (Moral/Ethical Perspective)

Specific course goals include helping you to understand:

- The role of marketing in the global economy.
- How to spot opportunities in the marketing environment.
- The importance of the consumer, and the vital need for a consumer orientation on the part of all employees in a firm.
- How to make ethical marketing decisions.
- The basic vocabulary of marketing professionals.
- Application of marketing principles and analytical skills.
- How to be a smart consumer.

**STRUCTURE OF THE CLASS**

This course emphasizes what some educators refer to as “active learning”. This means that a great deal of in-class time is spent on problem solving exercises designed to reinforce material from the text or presented by the instructor. Most students find this approach more interesting than listening to lectures. However, in order for the active learning approach to be successful it is extremely important that students come to class prepared. Students who prefer a more passive approach to learning should seek out sections that use alternative teaching styles.

**QUIZZES**

To encourage you to keep on schedule with the reading, there will be frequent, unannounced quizzes. Your lowest quiz grade during the semester will be dropped.

**CLASS PARTICIPATION**

Class time will often be spent working individually or in groups on various projects designed to illustrate the topics covered in the text. To fully benefit from these activities, it is important that you come prepared to participate. My subjective assessment of how well you
participate in class will be based on things like the frequency and quality of your participation in class discussions, the degree to which it appears you have studied the text before coming to class, how well you work with others, and finally, attendance.

**Grading Policy**

You will be awarded a letter grade for each of your exams and quizzes. Your final grade will be a weighted average of these letter grades. (Plus/Minus grading is only used for final grades. Grades given during the semester will be A,B,C,D, or F.)

- Exams (combined average) 50%
- Quizzes (combined avg., lowest score dropped) 25%
- Career Paper + Presentation 25%
- Attendance and Class Participation Instructor’s Discretion

**Attendance Policy and Class Participation**

It is important that you attend class regularly. If you miss class on a day when a pop quiz or exam is given, you can only make up the quiz or exam if you have an excused absence (see below). Otherwise, you will receive a failing grade. If you need to be absent for any reason other than illness, please clear it with the instructor ahead of time. It is also expected that you will not miss class in order to leave early on vacations and holidays (e.g. Easter Break). Also note that unexcused absences affect your grade significantly. For instance, just two unexcused absences can lower your final grade by a full letter. Please review the course schedule. **If you find that your other commitments will prevent you from meeting the attendance requirements of the course, please withdraw from the course now and select an alternate section.**

**Exams**

There will be three exams. The dates of these exams are listed on the course schedule.

**Make up Exams (and Quizzes)**

Make-up exams and quizzes are only given when you have been absent due to documented medical problems. In addition, I reserve the right to administer oral or essay exams. If you need to miss class for reasons other than medical problems, you should contact the instructor ahead of time and make arrangements to take the exam early.

**Professionalism**

In addition to meeting the academic standards articulated elsewhere in this syllabus, you will be required to behave in a professional manner when interacting with the instructor and your fellow students. Professionalism is an important aspect of your business education because it helps to foster an environment in which the focus is on learning and performance. The professional
standards you learn in this class will contribute to your success in the business world. In this class, professionalism will be evaluated on the following dimensions:

**Responsibility:** Responsible people meet their obligations, adhere to deadlines, communicate well with team members and their instructor, and make their best effort when it comes to work.

**Respect:** Professional people treat others with respect. You should address others using proper titles. You should avoid personal insults or derogatory comments when dealing with your classmates. You should be sensitive to the diverse nature of the campus community and avoid disparaging others based on race, religion, sexual orientation, etc.

**Integrity:** In all things, conduct yourself with the highest standards for honesty, trustworthiness and ethical behavior. Do everything you can to be worthy of the trust and respect of the people you interact with.

**ACADEMIC CONDUCT:**

Students are expected to know and understand college policies with regard to Academic Integrity Code. Violations of academic integrity will be prosecuted fully. Please note that you are responsible for reporting any instances where other students have violated these policies. Failure to do so will result in penalties as well. If you have any questions about this policy, please see the instructor.

**ACADEMIC AND ACCESSIBILITY SUPPORT SERVICES**

The GRIFF Center for Academic Engagement provides comprehensive programs, tutoring services, and resources to support student academic and career success. If you would like to learn more about academic support, please stop in Old Main 013 or call 716-888-2170.

Accessibility Support (716-888-2170), which is located in the Griff Center for Academic Engagement (OM 013), is responsible for arranging appropriate academic accommodations for students with documented disabilities. If anyone in this course falls into this category, please contact Accessibility Support so that an appropriate course of action may be determined. For additional information, see http://www.canisius.edu/dss/

**COURSE COMMUNICATION**

I will use email and the course D2L website as the primary mechanisms for making announcements and distributing course material. It is your responsibility to check the website and your email frequently for class related information.

**OFFICE HOURS**

I am generally available to meet with you Monday through Thursday, 9:30 am to 5:00 p.m., by appointment. However, I do not mind if you stop by my office for help when I'm in. If I am unable to help you when you stop by, I will make an appointment to see you at a later time. Students are also encouraged to use email to contact me: gwood@canisius.edu.
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PART 2 Determine the Value Propositions Different Customers Want

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PART 4 Deliver and Communicate the Value Proposition

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Chapter 12 Deliver the Customer Experience: Bricks and Clicks  
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**Course Schedule**

The course schedule will be distributed in another document.