Course Information

Instructor:  Debra J. Perosi  
310BK Warren Hall  
djp7@cornell.edu  
607 255 1588

Course Website:  www.blackboard.cornell.edu

Course Materials:  MKTG 7 7th Edition  
Lamb/Hair/McDaniel  
South-Western  
Cengage Learning

The required text is available at the Cornell Campus Store and on line.

Academic Integrity

Students in this course are expected to conduct themselves in accordance with the Cornell University Code of Academic Integrity and Acknowledging the Work of Others (www.cornell.edu/Academic/AIC.html). Examples of violations include using unauthorized materials to complete an assignment and engaging in plagiarism. Plagiarism is the presentation of someone else’s ideas, words or materials as one’s own without properly indicating (by footnote or endnote) the original source. This includes information off the Internet. Violations of academic integrity are very serious and will not be tolerated. Each person is responsible for internally monitoring academic standards.

If you are not familiar with the Cornell University Code of Academic Integrity please refer to the following website: http://cuinfo.cornell.edu/Academic/AIC.html.

Each student is responsible for “signing” the Academic Integrity form and submitting it to Prof. Perosio through bb no later than the second day of the course.

Course Approach

The course will cover many topics, concentrating on the fundamentals of marketing. We will:

- explore how and why marketing strategy is developed
- learn about the impact of consumer behavior on marketing
- discover how marketers learn about markets, products and consumers (hint...it is through market research)
- closely examine and become very familiar with the 4 P’s of Marketing...Product, Price, Promotion and Place
- apply your new knowledge of marketing through the develop a marketing plan for a business

Blackboard

Virtually everything in the course runs through Blackboard. All course assignments and information are posted on Blackboard. You should check blackboard regularly (a few times a day for a 3 week course!) for announcements and information. All work should be handed in via blackboard. Please make sure you know how to submit your work through blackboard...not knowing how is not an excuse for a late paper! You should become familiar with how Blackboard works if you are not already. It is your responsibility to make sure you have submitted your assignments correctly. After
correct submission you should receive a “notice” from bb indicating that your assignment has been submitted. If you are still not sure email Prof P to check to see if your assignment has been posted to bb.

If you are not currently affiliated with Cornell University (that is you do not have a cornell.edu net id) you will need to obtain guess access to Blackboard. To do that log on to www.blackboard.cornell.edu and follow the instructions titled “Get a blackboard account.” This can take up to several days to process.

Course Calendar
The course calendar is your guide for the course. Print off a copy and refer to it often. The calendar is set up on a day to day basis. Try to keep on track…it will help you get your assignments done on time. Note all “due times” are in Eastern Standard Time.

Lectures
There are lectures available on blackboard for every chapter of the text book.

Course Assignments

PLEASE SUBMIT ALL PAPERS IN WORD NO PDF’s please. NO LATE PAPERS WILL BE ACCEPTED!

Chapter Quizzes
There are 3 chapter quizzes. You may do them at any time during the week but they must be submitted by the due date/time.

Marketing Plan
During the course you will be working on a marketing plan (three components and the final plan). There is a description about the business you are to use to complete your marketing plan on blackboard. You may NOT do a marketing plan on any other business!

Marketing Plan Component Assignments
All components are due on the date indicated on the Course Calendar. There are three components. For each one there are detailed instructions as well as a grading guide on blackboard.

Final Marketing Plan
For your final project you will integrate the three components already completed into a polished and professional marketing plan. For a complete description and guidelines for completing the final Marketing Plan see the document titled “Guidelines for the Final Marketing Plan” contained under “assignments” on Blackboard. Please note the final marketing plan must be submitted to blackboard.
## Course Grading

Course grades will be assigned according to the following guidelines:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Weekly Chapter Summaries (3)</td>
<td>36%</td>
</tr>
<tr>
<td>Marketing Plan Components (3)</td>
<td>51%</td>
</tr>
<tr>
<td>Final Marketing Plan</td>
<td>13%</td>
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<tr>
<td>Date</td>
<td>Topic</td>
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<tr>
<td>Sat. May 31</td>
<td>Topic: Consumer Decision Making, Business Marketing</td>
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<tr>
<td>Sun. June 1</td>
<td>Marketing Plan Component 1 due @ 9:00 am ET</td>
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<tr>
<td>Mon. June 2</td>
<td>Catch up/study</td>
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<tr>
<td>Tues. June 3</td>
<td>Chapter summary questions due by 11:59 pm ET (Chapters 1-7)</td>
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