Course Information

Instructor: Debra J. Perosi
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Course Website: www.blackboard.cornell.edu


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

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.

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 guest 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.
Mastering the Content
Please read each chapter of the textbook. The textbook offers you a variety of additional resources to assist you in learning the material. Feel free to view the powerpoints for each chapter, use the videos and/or flash cards to assist you in your learning.

I have placed on blackboard powerpoint slides for each chapter introducing them and discussing the key concepts.

Course Assignments

Prelims
There will be three prelims. They are not cumulative. They will be a combination of multiple choice and t/f. They are open book. Prelims are found on blackboard.

Chapter Assignments
There is a short assignment for each chapter of the textbook. Note that they are due in “groups” by a specified due date. You can certainly submit them early but not late! Chapter assignments are found on blackboard.

Course Grading
Course grades will be assigned according to the following guidelines:

Prelims 60%
Marketing Audit Assignment 40%