Course Information

Instructor: Debra J. Perosi  
B61 Warren Hall  
djp7@cornell.edu  
607 255 1588

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.

Accommodations for Students with Disabilities:
In compliance with Cornell University policy and equal access laws, every reasonable effort will be made by course staff to make appropriate academic accommodations required for any student with a disability. Requests for academic accommodations should be made with appropriate documentation from Cornell Student Disability Services (http://sds.cornell.edu/) to the instructor.

Diversity and Inclusiveness:
Cornell University is dedicated to safeguarding individual freedom of expression and maintaining respect and sensitivity to the ideas and feelings of others. Students in this course are encouraged to read and conduct themselves according to Cornell University’s Statement of Diversity and Inclusiveness (http://www.cornell.edu/diversity/statement.cfm).

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 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.

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.

Mission of the Course
Students from many departments and colleges are taking this course. So, to meet the needs of different student customers, this course will be broad and varied. We will cover many topics, concentrating on the fundamentals of marketing. The principles and concepts from this course will apply equally well to marketing of goods and services in all sectors of the economy.

Together, we will explore:

✓ How customers behave and, in particular, what motivates their purchasing decisions.
✓ The components of an organization’s strategic marketing program including how to plan, price, promote, and distribute goods, services, ideas, people, and places.
✓ Marketing’s relationship to other departments within the firm and to factors outside the organization, such as the economy, competition, sociocultural forces, suppliers, and political-legal groups.
✓ The application of marketing principles to “for-profit” companies and to “not for profit” businesses.

Specific Learning Goals
After completing this course, students should be able to:

✓ Enumerate and define all basic terms and concepts in the contemporary marketing lexicon;
✓ Identify contemporary, primary, and secondary sources of data critical to solving marketing problems;
✓ Attain fundamental analytical thinking and functional competency as relating to marketing problems in consumer product industries;
✓ Identify the marketing challenges and opportunities specific to selected consumer product industries.
Course Assignments

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. You must do all assignments and receive at least a 60% or higher. Your grade will be based on the highest 15 grades however if you didn’t do an assignment or got below a 60% those lower grades will count toward the highest 15.

Final Paper
The final paper will be an assimilation of several marketing concepts. Using the chapter videos, select three chapter’s videos that will “link” together into a coherent, comprehensive five page paper. So for instance you might use chapter 2 (marketing plan) and discuss how that relates to positioning (chapter 8) and how with proper positioning you can develop a unique marketing mix (chapter 1).

The paper requires 5 outside sources (textbook does not count). The Works Cited page can be the 6th page of the paper. All papers must be 1.5 spacing, 11 point font and done in Word (NO PDFs).

Course Grading

Course grades will be assigned according to the following guidelines:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Prelims</td>
<td>60%</td>
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<tr>
<td>Marketing Audit Assignment</td>
<td>40%</td>
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AEM 2400 Winter ’17: December 26, 20016 – January 21, 2017

Important Notes
- Questions please contact Prof Perosio at djp7@cornell.edu
- It is necessary that you have reliable internet in order to successfully take this course
- Please read all handouts carefully especially the “Course Information” and “Course Calendar” documents
- All due dates are FIRM.
- If you are allowed extra time and have documentation from SDS please let me know
- The course runs off of blackboard and requires you to complete chapter exercises and a paper that is contained on blackboard. No assignments will be “reset” for you to allow for another chance.
- Readings are scheduled on specific dates...these are only suggested dates
- There is a chapter assignment due for each chapter of the textbook. You will see on the calendar they are due in “groups” meaning you can do chapter 1 assignment anytime between the start of the course and it’s due date.
- You have 5 page final paper due on January 19.

<table>
<thead>
<tr>
<th>Course Calendar</th>
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<tbody>
<tr>
<td>Sunday</td>
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<tr>
<td>DECEMBER 25</td>
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<tr>
<td>JANUARY 1</td>
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<tr>
<td>Chapter Assignments 1-6 are due by 11:59 pm ET</td>
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<tr>
<td>8</td>
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<tr>
<td>Chapter Assignments 7-12 are due by 11:59 pm</td>
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<td>15</td>
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