FLORIDA ATLANTIC UNIVERSITY

NEW COURSE PROPOSAL
Undergraduate Programs

UUPC Approval 9/12/22
UFS Approval _____
SCNS Submittal _____
Confirmed _____
Banner Posted _____
Catalog _____

Department Marketing

College Business

*(To obtain a course number, contact **erudolph@fau.edu**)*

Prefix MAR

Number 4824

(L = Lab Course; C = Combined Lecture/Lab; add if appropriate)

Lab Code

Type of Course: Lecture

Course Title: Problem-Based Marketing Planning

Credits *(Review Provost Memorandum)*: 3

Effective Date *(TERM & YEAR)*: Fall 2023

Grading *(Select One Option)*: (•) Regular ( ) Pass/Fail ( ) Sat/UnSat

Course Description *(Syllabus must be attached; Syllabus Checklist recommended; see Guidelines)*

Team-oriented development of a strategic marketing plan integrating customer knowledge gathered by primary and secondary research and applied to key strategic decisions in managing the total marketing efforts of firms, focused on specific problems identified by client companies in a regional or national marketing case-based competition."

Prerequisites, with minimum grade*

MAR3023 or permission of instructor

Corequisites

none

Registration Controls *(Major, College, Level)*

Junior standing, Business major

Default minimum passing grade is D-.** **Prereqs., Coreqs. & Reg. Controls are enforced for all sections of course

WAC/Gordon Rule Course

( ) Yes (•) No

WAC/Gordon Rule criteria must be indicated in syllabus and approval attached to proposal. See WAC Guidelines.

Intellectual Foundations Program (General Education) Requirement *(Select One Option)*

None

General Education criteria must be indicated in the syllabus and approval attached to the proposal. See GE Guidelines.

Minimum qualifications to teach course

Master's degree in Business, Marketing, Advertising/Promotion, Digital Marketing, Market Research or related field

Faculty Contact/Email/Phone

Cheryl Burke Jarvis, jarvisc@fau.edu, 7-3936

List/Attach comments from departments affected by new course

n/a

Approved by		***Date***
Department Chair	[signature]	5/4/2022
College Curriculum Chair	Ethlyn Williams	8/29/2022
College Dean	[signature]	8/29/2022
UUPC Chair	Ethlyn Williams	9/12/22
Undergraduate Studies Dean	Dan Moeroff	9/12/22
UFS President		
Provost		

Email this form and syllabus to mjenning@fau.edu seven business days before the UUPC meeting.



MAR 4824
CRN: XXX
Problem-Based Marketing Planning
Term: XXX
Location: XXXXX (Trading Room)

Professor Information

Professor Eileen Acello
Fleming 319
eacello@fau.edu

Office Hours Virtual Office Hours: Mondays, 3:00 pm – 7:00 pm (or before and after class)

Required Readings/Course Materials

Access to the AMA Case Study- Amazon Prime Student, which requires membership in the American Marketing Association.

Special Course Requirements

You must be a member of the American Marketing Association.

Course Description

This course is designed for students who wish to further develop their marketing and business skills by participating in a specific case-based competition sponsored and/or administered by a national or regional professional organization. These skills include gathering and analyzing research and applying it to key strategic decisions (i.e., critical thinking), learning to work with groups, meeting deadlines, making presentations, and thinking creatively.

The purpose of this course is to work, as a team, on the American Marketing Association case competition. The client for the 2021-22 competition is Amazon Prime Student. A comprehensive marketing plan will be developed for the product. It will be important to utilize

both secondary and primary research in developing the proposed plan. It is critical that the research support and guide the strategies. The evaluative criteria include 1) the situational analysis, 2) marketing research, 3) target marketing, objectives, and positioning strategy, 4) integrated marketing communications plan and 5) grammar and punctuation.

Course Prerequisites and Credit Hours
MAR 3023 or permission of the instructor, junior standing, open to all business majors

Course Objectives/Student Learning Outcomes
After completing this course students will be able to:

• Conceive, develop, and execute a complete marketing campaign for an advertiser.

• Recognize ethical issues as they relate to organizations and their social responsibility.

• Integrate basic functional competencies to evaluate information critically and make organizational decisions.

• Utilize basic information and technology tools such as presentation software, library resources, research databases, and/or the Internet.

• Analyze and interpret basic quantitative information such as share of market.

• Apply critical thinking skills to basic business situations.

Purpose:

To provide a written case entry that follows the case competition rules. If Florida Atlantic University is chosen as a finalist, we will present at the AMA International Collegiate Conference. There will be a limited number of presenters, but everyone is invited to participate in getting the PowerPoint presentation ready. It is also encouraged that if we are chosen to be one of the finalists that all members of the class will work to adjust the presentation based on judges' comments as well as prepare and practice for the oral presentation. This is contingent on us being one of the finalists. Presenters will be determined by desire to present, participation level in project, and presentation ability.

The structure of this class is team driven. While there are some lectures, the class consists primarily of team meetings in which the professor will not be part of the group discussion. Most of the work is done outside of the scheduled class meeting. Class time is used to address issues and determine strategy related to conducting research for the case assignment and analyzing the case. Because the grade in the course is based on "teamwork," everyone must pull his or her share of the project. In teamwork the final project is only as good as the weakest link.

Course Grading Scale

The minimum percentages needed to obtain each grade level are: A= 93-100%, A- = 90-92.99%, B+ = 87-89.99%, B = 83-86.99%, B- = 80-82.99%, C+ = 77-79.99%, C = 73-76.99%, C-= 70-72.99%, D+ = 67-69.99%, D = 63-69.99%, D- = 60-62.99%, F= 0-59.99%

Course Evaluation Method/Performance Expectations

Students will:

- Participate in a professional manner in all aspects of the course.
- Attend meetings outside of class time as necessary
    - Weekly meetings will be set for alternating group leaders
- Respect each other and the Professor in all dialogues

Assignments:

a) Situation Analysis/Company research
b) Primary research (including focus group)
c) Target Marketing & positioning
d) Marketing strategy & Objectives
e) IMC plan
f) Measurement & Evaluation

ASSESSMENTS

Peer Evaluations

Twice during the semester and once at the end-of-semester, students will evaluate one another's contribution to the development of the Marketing Plan. The purpose of this exercise is to provide feedback to the instructor as to the quantity and quality of effort put forth by fellow classmates. Peer evaluations are used by the instructor in the determination of final grades. An evaluation form will be provided during the semester. Students must also evaluate themselves using the same form. Failure to complete peer evaluation forms may result in the lowering of a student's individual grade.

Instructor Evaluations

Based upon observed and documented behaviors, the instructor will evaluate each student's level of contribution toward the development of the Marketing Plan.

Assignments

The assignments correspond to four of the seven sections of the marketing plan. Additional assignments throughout the semester are possible and depend upon the unique needs of each marketing case. While everyone is expected to contribute equitably to the development of the Marketing Plan, the individual assignments are designed to increase accountability and ensure high quality work.

1) Company Research – Each student will research the company providing historical background, product mix, marketing/sales mix, and current company news. Students are expected to document all sources using complete citations and provide sufficiently detailed summaries of reviewed material.
Data should be analyzed and not simply reported.

2) Secondary Research – Each student will be assigned one or more sections of the Situation Analysis to research using online and offline sources. Students are expected to document all sources using complete citations and provide sufficiently detailed summaries of reviewed material.
Data should be analyzed and not simply reported.

3) Primary Research – Each student will contribute to the development and execution of original research such as an online survey, interviews, observations, focus groups or field research. This may include authoring survey questions, analyzing survey results, interviewing subjects, taking field notes, etc.

4) Marketing Objectives – Based on a thorough analysis of the SWOT, each student will be required to develop and articulate at least three marketing objectives. Marketing objectives must be in line with the guidelines set forth in the case and be written in such a manner that they are measurable, quantifiable, and timely.

5) Marketing Strategy & IMC – Building upon the research and marketing objectives, each student is to develop at least one element, or tactic, of the marketing strategy such as the social media strategy, promotions, event marketing, public relations, etc. Each tactic must be sufficiently described, and its associated revenues and costs identified. Its corresponding media strategy and method of evaluation should also be detailed.

GROUP ASSESSMENT

There is one key deliverable that is required for the case competition: the Marketing Plan. While the class will meet one time a week, most work is done outside the classroom. The Marketing Plan is the marketing and communication document that is ultimately submitted to AMA for judging. A marketing plan usually includes the following components and requires extensive primary and secondary research:

1) Situation Analysis	(10%)
2) Peer Evaluation (2 per semester x 5points)	(10%)
3) Market Research	(20%)
4) Target Marketing, Objectives, and Positioning Strategy	(20%)
5) Marketing Tactics	(20%)
6) Metrics /Evaluation	(10%)
7) Presentation	(10%)

If Florida Atlantic University is selected to be a finalist in the case competition, it will be necessary to present the PowerPoint Marketing Plan Presentation to the AMA judges at the Collegiate Conference in Chicago (depending on COVID-19 restrictions).

Furthermore, presenters must be members of AMA and listed as a team member on the official 'Case Competition Interest Form' that is submitted to AMA headquarters during the Fall semester.

Additional Course Policies

AMERICAN MARKETING ASSOCIATION MEMBERSHIP * REQUIRED *****

You must be a paid/current member of the American Marketing Association (AMA) in order to participate in this class. If you need to join/rejoin, please see below.

National dues: $
https://www.ama.org/ama-member-benefits/?return_url=https://www.ama.org/

Regional dues: $

Please send me proof that you have paid your dues.

Late Assignments

1. One day late = Deduction of 10% from the assignment's total point value

2. More than one day late but less than one week late = a deduction of 20% from the assignment's total point value
3. One week late = Deduction of 30% from the assignment's total point value
4. More than one week late = points are forfeited and a grade of zero (0) is recorded

Attendance Policy Statement

Students are expected to attend all their scheduled University classes and to satisfy all academic objectives as outlined by the instructor. The effect of absences upon grades is determined by the instructor, and the University reserves the right to deal at any time with individual cases of non-attendance.

Students are responsible for arranging to make up work missed because of legitimate class absence, such as illness, family emergencies, military obligation, court-imposed legal obligations or participation in university-approved activities. Examples of University-approved reasons for absences include participating on an athletic or scholastic team, musical and theatrical performances, and debate activities. It is the student's responsibility to give the instructor notice prior to any anticipated absences and within a reasonable amount of time after an unanticipated absence, ordinarily by the next scheduled class meeting. Instructors must allow each student who is absent for a University-approved reason the opportunity to make up work missed without any reduction in the student's final course grade as a direct result of such action.

Selected University and College Policies

Code of Academic Integrity Policy Statement

Students at Florida Atlantic University are expected to maintain the highest ethical standards. Academic dishonesty is considered a serious breach of these ethical standards, because it interferes with the university mission to provide a high-quality education in which no student enjoys an unfair advantage over any other. Academic dishonesty is also destructive of the university community, which is grounded in a system of mutual trust and places high value on personal integrity and individual responsibility. Harsh penalties are associated with academic dishonesty.

For more information, please see FAU Regulation 4.001 at: FAU Regulation 4.001.

Disability / Accessibility Policy Statement

In compliance with the Americans with Disabilities Act Amendments Act (ADAAA), students who require reasonable accommodations due to a disability to properly execute coursework must register with Student Accessibility Services (SAS) and follow all SAS procedures. SAS has offices across three of FAU's campuses – Boca Raton, Davie and Jupiter – however disability services are available for students on all campuses. For more information, please visit the SAS website at www.fau.edu/sas/.

Counseling and Psychological Services (CAPS) Center

Life as a university student can be challenging physically, mentally, and emotionally. Students who find stress negatively affecting their ability to achieve academic or personal goals may wish to consider utilizing FAU's Counseling and Psychological Services (CAPS) Center. CAPS provides FAU students a range of services – individual counseling, support meetings, and psychiatric services, to name a few – offered to help improve and maintain emotional well-being. For more information, go to http://www.fau.edu/counseling.

Religious Observances Accommodation Policy Statement

In accordance with rules of the Florida Board of Education and Florida law, students have the right to reasonable accommodations from the University in order to observe religious practices, observances, and beliefs with regard to admissions, registration, class attendance and the scheduling of examinations and work assignments.

For further information, please see FAU Regulation 2.007 at: FAU Regulation 2.007.

University Approved Absence Policy Statement

In accordance with rules of the Florida Atlantic University, students have the right to reasonable accommodations to participate in university approved activities, including athletic or scholastics teams, musical and theatrical performances and debate activities. It is the student's responsibility to notify the course instructor at least one week prior to missing any course assignment.

Incomplete Grade Policy Statement

A student who is passing a course but has not completed all work due to exceptional circumstances, may, with consent of the instructor, temporarily receive a grade of incomplete ("I"). The assignment of the "I" grade is at the discretion of the instructor but is allowed only if the student is passing the course.

The specific time required to make up an incomplete grade is at the discretion of the instructor. However, the College of Business policy on the resolution of incomplete grades requires that all work required to satisfy an incomplete ("I") grade must be completed within a period of time not exceeding one calendar year from the assignment of the incomplete grade. After one calendar year, the incomplete grade automatically becomes a failing ("F") grade

WEEKLY SCHEDULE-subject to change

Date	Topic/Assignment
Week 1	Class Introductions, Review Syllabus, NOLA slide show Break into teams of 4 or 5 Discuss Projects Introduce FAU AMA President
Week 2	Case approach, Discuss former cases and Situation Analysis/SWOT Read/review case
Week 3	Completed SWOT for all teams condensed into one Situation Analysis Read/review case
Week 4	Come to class with team survey questions -Finalize
Week 5	Each student sends out to their social media platforms
Week 6	Analyze survey results Primary Research-create interview questions

Week 7	Primary Research-conduct interviews/analyze Peer Evaluation #1-due

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Week 8	Primary Research-analyze interview questions Create Focus Group questions/arrange for invitations and location/date/time Work on Target Marketing, objectives & Positioning

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Week 9	Primary Research-draw conclusions from ALL results Target Marketing & Positioning

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Week 10	Marketing Tactics Check in on paper – where are we, what do we still need?

Week 11	Target Marketing & Positioning Strategy & IMC Work on Strategy & IMC

Week 12	Strategy & IMC Metrics/Evaluation Work on Strategy & IMC Budget for IMC plan PowerPoint decisions/slide creation

Week 13	Run through presentation of PPT Paper edits- what is missing?
Week 14	Edits to final paper/critique Peer Evaluation #2 -due
Week 15	FINAL REPORT COMPLETION AND SUBMISSION TO AMA COMPETITION