

MKT 501.01W
Marketing Environment
Syllabus – Summer II, 2014

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****VERY IMPORTANT**:** E-mail in eCollege is sent via your LEO account. For online courses, **I prefer to communicate through my *Virtual Office***. This allows other students to view similar questions to their own, etc. I will always upload new announcements to the home page of this course when I want to announce something to the entire class. But, **unless your e-mail is of a *personal nature* please load questions, etc. onto the Virtual Office**. This is an online course; therefore I expect most of our communication to be via the virtual office and e-mail. I check both regularly. You should expect that I will reply to the Virtual Office and your e-mails within 24 hours. If your correspondence falls over the weekend it may be 24-48 hours. **ALL EMAILS MUST BE PREFACED WITH THE COURSE NUMBER FOLLOWED BY THE SUBJECT (EXAMPLE: MKT 501 Assignment 1)**.

Please **do not** e-mail my TAMU address (Courtney_Kernek@tamu-commerce.edu), as I will check e-mail for this class through MyLeo. eCollege sets up e-mail to go directly to the MyLeo account. Further, it can become chaotic when students e-mail duplicate information to multiple e-mail addresses.

Required Textbook: **Marketing Management, 14th Edition, by Kotler & Keller, Pearson/Prentice Hall ISBN 978-0-13-210292-6** (Note: If you purchase a different edition of the text you are responsible for any discrepancies between the books)

Course Description: A study of the marketing environment of business with emphasis on major aspects of sociocultural, demographic, technological, global, legal, political, and ethical issues. The study of marketing emphasizes the functional areas of marketing including product and service selection and development, marketing channels, promotion, and pricing. Marketing research, consumer behavior, industrial buying and international implications are also considered.

***YOU ARE HIGHLY RECOMMENDED TO VIEW THE STUDENT ORIENTATION TUTORIAL FOR eCOLLEGE.**

Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. For more information, please contact the Office of Advisement Services, Business Administration Building, Room 314, (903)886-5133.

Course Grading: Final grades are based upon the Official University policy. There will be no curve. A 79.9 average equals a "C." Your final course grade will be determined by dividing your total points earned by the course's total points.

- 8 Discussion Boards (25 points each for a total of 200 points)
- Assignment 1 (25 points)
- Final Paper- Written Individual Project (100 points)
- **Total (325 points)**

Course Requirements:

Wall Street Journal Discussion Boards: Students critique and discuss articles from the [Wall Street Journal](http://www.wsj.com) (www.wsj.com) and post them on the Discussion board. **YOU ARE NOT REQUIRED TO PURCHASE A SUBSCRIPTION TO THE WALL STREET JOURNAL.** Dr. Kernek will post the topic for the aforementioned articles at the beginning of each discussion. Thoughtful responses (i.e., "replies") to critiques posted by others in the class are also encouraged. This is the class participation component of the grade. If you were attending class, you would be expected to contribute to each week's class session, so you should treat the Discussion board as you would treat class participation.

General rule of thumb: All information you post should in some way add to the knowledge base of all students in the class.

Assignment 1 & Final Paper: See Assignment 1 and Final Paper in Doc Sharing for details. **Students must submit (to the "Project" discussion board on the left navigation bar) the company they plan to profile NO later than Sunday, 7/13 for approval by the professor. Assignment 1 is due by midnight on Sunday, 7/27.**

Final Paper Requirements: Due Monday, 8/4 by 5pm. Papers are to be submitted directly to the **DROPBOX** as a **Word attachment. Late projects will be heavily penalized.** The maximum pages for the paper should be no more than 8 pages, using Times New Roman, 12 point font, double-spaced. (Please note that when I say a maximum of 8 pages that this means I do not want papers larger than that size (quantity does not equal quality). However, please do not use this as an excuse to write a very short paper because you will be graded accordingly. I expect you to submit at least 6 pages. In addition, you should cite at least 3 credible sources in the paper. You will need to include a title page with your name, 5-7 pages of content, a reference list, and an appendix (if necessary). **You are required to use APA format for the entire paper.** You may choose to purchase the most recent APA style manual or there are resources available at the library or online that will indicate the correct formatting procedures. If you have any questions, there is a Writing Center on campus that assists with these issues.

The project should be submitted to the Dropbox (as a word file attachment).

Comment on Due Dates / Late Assignments: Due to the brief nature of this course I will grade discussion topics for each week (Monday-Friday) on Monday of the following week. This gives students the weekend to complete readings and topic postings. Any discussion posted after Sunday (midnight) will not be accepted as it well exceeds the due date. I encourage students to try and keep to the schedule below for readings and discussions. Otherwise readings and assignments will accumulate and the course load will become extreme based on our limited time.

Comment on Academic Honesty: There seems to be a belief among many that anything found on the Internet is free to use as one wishes. The "cut and paste" option also makes it quite tempting. However, information on the web must be properly cited just as you would any "hard copy" periodicals. Keep the following in mind:

1. It is generally not advisable to quote anything verbatim in a paper unless there is an overriding reason to do so, such as the use of a particular phrase or sentence that illustrates a point well and should not be changed. When you do so, you must provide place the statement in quotes in addition to a footnote at the end of the quote. Not placing the statement in quotes implies that the wording is your own.
2. Changing a few words in a sentence (for example, "large" to "big") may alleviate the need for quotes (depending on how much you change), but it is not the best way to go. If you are not going to provide a direct quote, then the material should be stated in your own terms. Changing a couple of words implies laziness.
3. Every idea you get from another source must be cited. Placing 100 citations in a paper does not imply that the work is not original, but that you did a proper job of giving credit where it was due.
4. The real danger in a "cut and paste" approach to report writing is that you end up including a lot of information that is related to the topic about which you are writing, but does not really address what you are trying to say. Putting things in your own words allows you to focus your comments more effectively.

Any deviation from the guidelines concerning quotes and citations constitutes plagiarism, as it suggests that you are trying to submit someone else's work and creativity as your own. If you have any questions, please let me know.

Marketing 501 Class Schedule: The nature of this course requires that much be done in a short period of time. You are advised to plan your personal schedules accordingly. All dates listed are due dates for assignments and readings. You must turn in the required items by Sunday at midnight of the applicable week. *The final paper is the only exception.*

WEEK/DATE	UNIT	TOPICS	CHAPTERS	ASSIGNMENTS
WEEK 1 7/7-7/13	UNIT 1	Course welcome, syllabus review Introduction to Marketing	1 & 2	Discussion Board Company Submissions
WEEK 2 7/14-7/20	UNIT 2	Marketing Insights	3 & 4	Discussion Board
WEEK 2 7/14-7/20	UNIT 3	Branding	9 & 10	Discussion Board
WEEK 3 7/21-7/27	UNIT 4	The Marketing Mix: Product	11 & 12	Discussion Board Assignment 1
WEEK 3 7/21-7/27	UNIT 5	The Marketing Mix: Price	14	Discussion Board
WEEK 4 7/28-8/3	UNIT 6	The Marketing Mix: Place	15 & 16	Discussion Board
WEEK 4 7/28-8/3	UNIT 7	The Marketing Mix: Promotion	17 & 18	Discussion Board
WEEK 5 8/4-8/8	UNIT 8	Global Marketing	21	Discussion Board FINAL PAPER <i>Due Monday, 8/4</i>

GRADING:

The following rubrics will provide students a detailed look into how materials are graded.

RUBRIC FOR DISCUSSION BOARDS					
Criteria	Unacceptable 0-2 Points	Acceptable 3 Points	Good 4 Points	Excellent 5 Points	Assigned Grade
Frequency	Participates not at all.	Participates 1-2 times on the same day.	Participates 3-4 times but postings not distributed throughout week.	Participates 4-5 times throughout the week.	
Initial Assignment Posting	Posts no assignment.	Posts adequate assignment with superficial thought and preparation; doesn't address all aspects of the task.	Posts well developed assignment that addresses all aspects of the task; lacks full development of concepts.	Posts well developed assignment that fully addresses and develops all aspects of the task.	
Follow-Up Postings	Posts no follow-up responses to others.	Posts shallow contribution to discussion (e.g., agrees or disagrees); does not enrich discussion.	Elaborates on an existing posting with further comment or observation.	Demonstrates analysis of others' posts; extends meaningful discussion by building on previous posts.	
References & Support	Includes no references or supporting experience.	Uses personal experience, but no references to readings or research.	Incorporates some references from literature and personal experience.	Uses references to literature, readings, or personal experience to support comments.	
Clarity & Mechanics	Posts long, unorganized or rude content that may contain multiple errors or may be inappropriate.	Communicates in friendly, courteous and helpful manner with some errors in clarity or mechanics.	Contributes valuable information to discussion with minor clarity or mechanics errors.	Contributes to discussion with clear, concise comments formatted in an easy to read style that is free of grammatical or spelling errors.	
Total Points Possible: 25					