



Texas A&M University-Commerce

MKT 521: Marketing Management

CLASSROOM: F2F@UCD

NOTE ABOUT TIMES: All times and deadlines for this course are listed as Central Standard Time (CST) Zone (Commerce, TX) times.

Professor / Instructor Contact Information/Bio

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Chris A. Myers, Ph.D. is a Tenured, Associate Professor of Marketing at the College of Business and Technology of Texas A & M University – Commerce. His undergraduate degree is a B.S. in Electrical Engineering from the United States Air Force Academy (USAFA) and his Masters and Ph.D. are from the University of Texas at Dallas. His marketing research focuses on the antecedents of branding, emotion in advertising, cross-cultural determinates of the effectiveness of brands, and technology mediated learning. He has published in *Journal of Promotion Management*, *Services Marketing Quarterly*, *Journal of Product and Brand Management*, *International Journal of Business Research* and *Baylor University Medical Center Proceedings*. Additionally, Dr. Myers has 28 years in the USAF Reserves flying B-52s as a Master Navigator and 4.5 years as a team leader and project manager for Kimberly Clark making Huggies Pull-Ups.

Materials – Text

Students will need the below text for this class. Because this course provides a comprehensive and practical introduction to marketing, it necessitates the text. An earlier or next edition of this text is not an acceptable substitute because their organization and coverage of issues, topics, and cases have changed.

Myers, Chris A., *The Marketing Plan Companion*, 2013 Edition. ISBN 978-1465240576.

Textbook: Perreault, William D., Jr., Joseph P. Cannon, and E. Jerome McCarthy, *Basic Marketing Custom Pkg: A Marketing Strategy Planning Approach*, (19th Edition customized version), Irwin McGraw-Hill, 2014. ISBN 978-0078028984

COURSE GOALS AND OBJECTIVES

Course Description and Objectives

This course is a comprehensive study of the effective application of marketing strategies in international and domestic organizations. It will help prepare students for an interconnected world through a focus on improved global competence. As a result, students will be able to view themselves as engaged citizens within an interconnected and diverse world. A case analysis approach and current professional literature are utilized.

Objectives

- The role of micro and macro marketing in an organization and the development/planning of a marketing strategy;
- The elements that influence buyer behavior;
- The essentials of the 4P's: Product, Place, Price, Promotion;
- What defines an effective implementation of the marketing strategy;
- Development of student communication skills and critical thinking.

COURSE FORMAT:

You will find the majority of the information and materials that you will need to complete the course in this syllabus and on the eCollege course management website. Be sure to log onto eCollege and check your university e-mail regularly to see what work you are required to do.

I will always upload new announcements to the home page of this course when I want to announce something to the entire class and would discuss in class. I would try to respond to 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: MKT501-01W Assignment 1).

TECHNOLOGY REQUIREMENTS

This is a web-enhanced course. The following technology is recommended to be successful: Internet connection – high speed recommended (not dial-up) and Word Processor. Additionally, the following hardware and software are necessary to use eCollege:

Our campus is optimized to work in a Microsoft Windows environment. This means our courses work best if you are using a Windows operating system (XP or newer) and a recent version of Microsoft Internet Explorer (6.0, 7.0, or 8.0). Your courses will also work with Macintosh OS X along with a recent version of Safari 2.0 or better. Along with Internet Explorer and Safari, eCollege also supports the Firefox browser (3.0) on both Windows and Mac operating systems.

It is strongly recommended that you perform a “Browser Test” prior to the start of your course. To launch a browser test, login in to eCollege, click on the ‘myCourses’ tab, and then select the “Browser Test” link under Support Services.

COURSE REQUIREMENTS

COURSE SCHEDULE:

A course schedule is included at the end of this syllabus.

SYLLABUS SUBJECT TO CHANGE STATEMENT:

I anticipate that we will follow the schedule I've outlined in this syllabus, but I may make adjustments based on what actually happens in class. I may also change the basis for the course grade (if I need to eliminate an assignment or something of that nature). If I do so, I will so inform you in writing. Remaining in the course after reading this syllabus will signal that you accept the possibility of changes and responsibility for being aware of them.

ACADEMIC INTEGRITY:

All students are expected to act with civility and personal integrity; respect other students' dignity, rights, and property; and help create and maintain an environment in which all can succeed through the fruits of their own efforts. An environment of academic integrity is requisite to respect for self and others and a civil community.

Academic integrity includes a commitment to **NOT** engage in or tolerate acts of falsification, misrepresentation, or deception. Such acts of dishonesty include cheating or copying, plagiarizing, submitting another persons' work as one's own, using reference sources (including Internet sources) without citation, fabricating field data or citations, "ghosting" (taking or having another student take an exam), stealing examinations, tampering with the academic work of another student, facilitating other students' acts of academic dishonesty, etc. All assignments are individual assignments and must be completed personally by each student.

Academic dishonesty violates the fundamental ethical principles of the University community and compromises the worth of work completed by others. A student should avoid academic dishonesty when preparing work for any class. If charged with academic dishonesty, students will receive written or oral notice of the charge by the professor. Depending on the severity and circumstances of the academic dishonesty, a student's actions could lead to receiving zero credit for the assignment in question or failing the course. An academic honesty policy has been posted under the Doc Sharing tab. You should read this document, initial it, and submit it to me via its corresponding Dropbox.

COURSE POLICIES AND INSTRUCTOR EXPECTATIONS:

Students are required to meet the expectations listed below.

- **Professional Behavior:** It is important that students maintain a professional demeanor at all times, including during electronic communication. Texas A&M-Commerce expects this from students, as do current and future employers. Since so much communication in the workplace is —electronic nowadays, this course will be a good place to practice interacting in a manner appropriate to a professional setting. In particular, take special care when posting and responding to discussion board questions.

- **Assignments:**

1. Submitted assignments must be correctly formatted and free of grammatical and stylistic errors. Students in MKT 21 should have at least some skill with software for word processing, excel and presentations, and with web browsers and search engines. Spelling and grammatical errors will detract from your grade!

2. Assignments must be turned in on time. Assignments are due at the **date** and **time** listed. All work and assignments for the entire course will be available on the first day of class. While the syllabus designates specific dates for which work is assigned, students do not have to wait until the assigned date to start working on it. Start working on each assignment as soon as student possibly can and make sure that student have the marketing plan assignments submitted by the specified due dates. The chapter readings and discussion boards can be completed at any pace you wish (all in week one, all at the last minute except discussion board). Discussion forum is an ongoing continuous activity. **Discussion boards** are due on **Saturday** of each week by 11:59 PM. I have outlined a suggested schedule that I think would help student maintain a good pace. However, student **MUST** turn assignments **ON TIME**. Work Due column of the course schedule provided at the end of this syllabus.

3. Assignments must be complete. You must complete and submit all components at the specified due date and time to receive credit for the assignment. Please don't turn in work that is only half-finished.

4. Please submit assignments in a format that is compatible with Microsoft Office 2007/2010. I have to reformat docx files before I am able to open them, so please save all documents as doc files.

- **Back-ups are required:** You are required to back up all your assignments on a disk that can be submitted to me upon my request. If work is lost due to insufficient back-up, you will not have the opportunity to recreate and submit at a later time.

- **E-mail:** Students must routinely check e-mail sent to his or her **Texas A&M-Commerce account**. This is my primary mechanism for communicating to the class. I check my e-mail several times a day, so this is the best way to reach me.

COURSE GRADING: Final grades are based upon the Official University policy.

Grading Components: (total 830 points)

Discussions 4 (20pts ea, 80pts total)

Case (100pts)

Exams 3 (150 pts each, total 450 pts)

Group Paper (200 pts)

Distribution:

The following scale will be used to grade the student:

90% =< A 80-89.9% B

70-79.9% C 60-69.9% D

F (60% below) = Failure

PLEASE NOTE: All discussions, exams, and group paper must be completed on the due date. Any late discussion, exam, and paper will be graded to zero. No extensions or make-ups will be allowed unless the absence is cleared by the instructor prior to the day the assignment is due. All work is to be neat and typed with proper attention to grammar, punctuation, and spelling.

Bio

Please post your Bio in student lounge in eCollege to find your best-match group members. Then you can start your case study ASAP.

COURSE REQUIREMENTS:

Exams:

EXAMS: There are 3 exams that cover approximately 6 chapters each. Each exam has approximately 50-100 multiple choice questions (MC) and 2-4 short answer (SA) questions that will be used to test your knowledge of all materials associated with the course, such as the text, lectures, videos, and possible outside guests' discussions. There is no make-up exam. Each exam is weighted equally. The exam time limit is approximately 2-3 hours. **You will not be able to print exams. Exams are not reset-able. Access to the exams will be restricted after the due date. Should you have problems, please contact tech support immediately and then email Dr. Myers with the ticket number.** Be advised there is a PRACTICE EXAM that is not graded that you may review to assist you with each exam in the course.

Discussions

All the discussion topics were posted under the different weeks in eCollege. Please to login to read them and also please see the following Discussion Rubric for details about discussion.

Discussion Rubric			
Task			
↓	Accomplished	Proficient	Needs Improvement
Posting	Clearly identifies key or important information "mostly" in your own words, on topic, and utilizing the text and the article, appropriate citations. PROPER MINIMUM LENGTH, (10 points)	Identifies some important information in your own words, on topic, and utilizing the text and the article, however, information missing and or appropriate citations missing, not appropriate length. (7 points)	Does not clearly identify key information, not on topic, does not utilize text and or article, and or, not properly cited. Not appropriate length. (3 point)

Reply including asking a question	Clearly responds to another student's posting in your own words, then ask a question you are interested in knowing. YOU MUST POST YOUR QUESTION, PROPER MINIMUM LENGTH, (5 points)	Responds to another student's posting but you didn't clearly ask a question, didn't clearly utilize the text and the article in your response and not the proper length. Did not post a question. (4 points)	Does not clearly respond to another student's posting, did not ask a question, incomplete in utilizing the text, or the article in your response and not the proper length. (0-3 point)
Reply answering a question	Clearly state and responds to another student's question in your own words, on topic, and utilizing the text and the article. YOU MUST POST YOUR QUESTION YOU ARE ANSWERING, PROPER MINIMUM LENGTH, (5 points)	State and responds to another student's posting but you didn't clearly answer a question that is posted, didn't clearly utilize the text and the article in your response and not the proper length. Did not post a question. (4 points)	Does not clearly state or respond to another student's posting, incomplete in utilizing the text, and the article in your response and not the proper length. No answer to posted question. (0-3 points)

Group Paper

Please do a research from A&M library or google.com to write a paper about “*What are the marketing strategies (i.e., product, promotion, place, price, and competition) of select companies?*” (a famous and such successful big company). The group paper (in Word) is due per the syllabus.

This is a group project. Paper (as a **Word attachment**) is to be submitted directly to the **DROPBOX. Late projects will not be acceptable.** The maximum pages for the paper should be no more than 10 content pages, using Times New Roman, 12 point font, and APA. However, I prefer single space, but it is your option on which to use. (Please note quantity **NEVER** equals quality). In addition, you should cite at least 10 credible sources (i.e., Journal articles) in the paper (no more than 3 websites may be used). You will need to include a title page with your name, table of contents, 10 pages of content, a reference list, table, figure, and an appendix (if necessary). You are required to use APA format for the entire paper.

Each group consists of 1-4 members. Please select and form your own group members at your earliest convenience. If you cannot find a group to work together, you need to work on the project by yourself.

Each group has **ONE** opportunity to ask my feedback on your project draft. However, please double-check your grammar and English writing before you send your project to me and ask my feedback.

IMPORTANT: The group project should be submitted to DROPBOX. I will use turnitin.com to check. **No project will be accepted for grading if the turnitin.com percentage is greater than 25%. For an “A” project, its turnitin must be less than 18%. Paper must be in a good writing (without major grammar errors), good transition, good structure, readable, and convincing.**

Peer Evaluation of Group Paper

Each group member is expected to contribute equally to your group work.

If you are satisfied with each of your group members, do not send me anything. Document throughout the semester and add these items to your evaluation. Save your time ☺ If you are NOT satisfied, please rank each of your group members and give the reason. Then type your evaluations in a Word document and submit it to Dropbox of eCollege. The instructor reserves the right to adjust grades based on input from the peer evaluations. **THIS SHOULD BE A TRUE HONEST EVALUATION, JUST AS YOU SHOULD IN THE WORKPLACE.** If half of your group members complain about your contribution to group work, then your grade will be deducted at least 30 points.

Special Needs/ Reasonable Accommodations:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library—Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamu-commerce.edu

Marketing 521 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 the date listed.

WEEK/DATES	TOPICS	CHAP	ASSIGNMENTS
Week 1 28-Aug	Introduction	B: 1, C: 1	Review Syl.
Week 2 4-Sep	Marketing Opportunities	B: 3,4 C: 13	
Week 3 11-Sep	Final Consumers	B: 6 C: 6	Discussion
Week 4 18-Sep	Business Consumers	B: 7,8 C:7,8	
Week 5 25-Sep	Exam		Exam
Week 6 2-Oct	Product Strategy	B: 9,10 C: 9	
Week 7 9-Oct	Place Strategy	B: 11,12 C: 11,12	Discussion
Week 8 16-Oct	Retailer Strategy	B:13,14 C:10	
Week 9 23-Oct	Exam		Exam
Week 10 30-Oct	Promotion Strategy	B: 16,17, 18 C: 1,12	
Week 11 6-Nov	Pricing Strategy	B: 19,21 C: 13	Discussion
Week 12 13-Nov	Exam		Exam
Week 13 20-Nov	Market Mix	Product/Price	
Week 14 27-Nov	Market Mix	Place/Promotion	
Week 15 4-Dec		Project Due	Thu

Week 16	Final Exam Week		
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ALL ASSIGNMENTS DUE ON Saturday except the group paper.

❖ THIS WEEKLY SCHEDULE IS TENTATIVE.