



Texas A&M University-Commerce

MKT 306-01W: Marketing
6/8/2015-7/9/2015

ONLINE COURSE SYLLABUS

COURSE INFORMATION

MKT 306-01W: Marketing
Summer I 2015, 3 Credit Hours

Professor / Instructor Contact Information/Bio

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- **E-mail:** Students must routinely check e-mail sent to his or her **Texas A&M-Commerce account**. This is my primary mechanism for this class communication. This is also the best way to reach me.

Materials – Text

Marketing, 1st Edition by Shane Hunt and John Mello (McGraw Hill). ISBN 978-0-07-786109-4. Used copies or e-books are allowed, but you must purchase Connect (available from the bookstore or online from McGraw Hill) to do the assignments. Purchasing Connect Plus (which includes the eBook version) is recommended but not required. Please click the link below to follow the guidelines to enroll in the connect:

http://highered.mheducation.com/olc2/dl/866234/Connect_Student_Quick_Tips_0714.pdf



Course Description

This course is an introduction to the concepts, principles, problems and applications of marketing. We will emphasize all functional areas and institutions of marketing including target marketing and positioning of products and organizations, consumer and organizational markets, product management, pricing, channels of distribution, marketing ethics, promotions, services and international marketing.

Goals / Rationale of the course:

- Students will be able to use this course to understand the marketing function within organizations and apply marketing tools at the brand/product level.
- The course will require you to learn the vocabulary and concepts that are used to analyze and develop appropriate marketing plans, and then to apply these concepts to a real brand.
- The course is organized with weekly assignments. Exams will be grouped in three modules: CH 1-5; CH 6-10; and CH 11-14.

Course Outcomes/Objectives

This course aims to improve student understanding of concepts, principles, problems and applications of marketing. After completing this course, students should be able to: Students will demonstrate an understanding of essential marketing terminology and concepts, including the marketing concept, market analysis and planning and the marketing mix.

TECHNOLOGY REQUIREMENTS

The following technology is recommended to be successful in this online course: 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

Activities / Assessments

This course is made up of a series of assignments and assessments to assist you in achieving the course and module learning objectives/outcomes. Each week you will work on various combinations of assignments, activities, discussions, readings, research, etc. which will be made available to you by each Monday and close on the date given in your course schedule.

Exams: (60% of total course grade)

Closed book exams will cover the required textbook reading and the content of the online lectures. Complete the exams online by accessing the eCollege exam tool. The exams will be timed and grades made available to students following the submission of the exam. If you lose Internet connectivity during the exam, log back in immediately and continue on with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the eCollege Helpdesk immediately so that your issue is documented with a helpdesk ticket

number. Considerations regarding exam issues will be made by the instructor on an individual basis based on the documentation.

Exams consist of 75 multiple-choice questions (worth 150 points each), with 60 minutes allowed to complete each exam. I will open the exam at 7 am on the assigned day, and close it at 11:30 pm. This is being said you must start the exam no later than 10:30 pm if you want the entire 60 minutes. Exams are closed book and individual. That means using your book or notes, or working with another student is considered cheating and grounds for an F in the course. **Exam I (CH 1-5) is on Wednesday under week 2; Exam II (CH 6-10) is on Monday under week 4. The final exam (CH 11-14) is on Thursday under week 5.** Grading is objective, based on terms, concepts and examples in the textbook.

Connect Homework Assignments (20% of total course grade)

I will assign interactive exercises for each chapter in the textbook. You will log into McGraw-Hill Connect to complete the brief assignment. **You will be allowed 2 attempts at the assignment, which must be completed before a deadline.** Grades for the 14 assignments will be averaged, and are worth 10% of your grade. Since the assignments apply one or more concepts from the chapter, I strongly recommend that you read the chapter first, and then review the PowerPoint presentation before you attempt the assignment.

LearnSmart Adaptive Learning System (20% of total course grade)

For every chapter in the textbook, you are required to spend a minimum of 30 minutes using LearnSmart. These practice questions will give you immediate feedback on what you have learned from reading and lectures, and will also strengthen memory recall, improve course retention and boost grades. The questions will adjust to the level of difficulty needed, and if you purchased Connect Plus, will tell you specifically what concepts require further study in your eBook.

Assessment Method: Both Connect and LearnSmart will be objective-formatted questions. Your points are weighted to equal 40% of your total grade.

Grading

Total Points Possible for Semester = 1000

900-1000 = A
800-899 = B
700-799 = C
600-699 = D
0-599 = F

Weights for Assessment	
3 Exams@ 150 pts each	60%
Learnsmart and Connect	40%

ACCESS AND NAVIGATION

Access and Log in Information

This course was developed and will be facilitated utilizing eCollege, the Learning Management System used by Texas A&M University-Commerce. To get started with the course, go to:

<https://leo.tamuc.edu/login.aspx>.

You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or helpdesk@tamuc-commerce.edu.

Being a Successful Online Student

- [What Makes a Successful Online Student?](#)
- [Self-Evaluation for Potential Online Students](#)
- [Readiness for Education at a Distance Indicator \(READI\)](#)
 - o *Login Information: Login = **tamuc**; password = **online***

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement

For personal concerns or questions, email is the best way to contact me. I generally check my email several times each day and you can expect a response within 48 hours (except for weekends). Most questions will be answered within 24 hours. My replies will be sent to your myLeo email address.

If you have a question that affects the entire class, the Virtual Office is a better way to clarify the answer. That way I can explain myself once instead of answering the same question multiple times. Always check your home page for Announcements when you login. **I expect students will check their email daily and login at least 3 times per week.** If you don't respond to emails or login over a prolonged period (10 days) then I will assume you intend to drop the course.

Student Support

Texas A&M University-Commerce provides students technical support in the use of eCollege. The student help desk may be reached by the following means 24 hours a day, seven days a week.

- **Help:** Click on the '*Help*' button on the toolbar for information regarding working with eCollege (i.e. How to submit to dropbox, How to post to discussions etc...)
- **Chat Support:** Click on '*Live Support*' on the tool bar within your course to chat with an eCollege Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with eCollege Technical Support Representative.
- **Email:** helpdesk@online.tamuc.org to initiate a support request with eCollege Technical Support Representative.

COURSE AND UNIVERSITY POLICIES

Academic Honesty Policy

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.

There are two problems that seem to come up in online classes. The first is students who attempt to cheat on exams. Exam questions are randomized in order, and a time limit is set. If you try to extend the time by claiming your computer was timed out before you can submit the exam, be aware that I can see how many questions you have answered and how long you were online.

The second problem is plagiarism. Texas A&M University-Commerce does not tolerate **plagiarism** and other forms of academic **dishonesty**. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material. All projects will be turned in through "Turnitin.com" to screen for plagiarism. THE PENALTY FOR CHEATING AND PLAGIARISM IS AN F IN THE COURSE.

All students must download the College's Statement on Academic Honesty, sign it, and return it. I will post instructions on this in Week 1.

Incompletes

Incompletes are only given when a student has completed all work up to the last 3 weeks of the term, and has an extenuating circumstance. Students only have access to the eCollege course for two weeks following the final day of the term. Therefore, incompletes are rarely given.

Administrative Withdrawal

Students who do not login during the first 12 days of the semester may be administratively dropped from the class. Students who stop participating for over 10 days, and do not answer emails from the instructor may also be administratively dropped.

ADA Statement

Students with Disabilities:

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@tamuc.edu

COURSE OUTLINE

Week 1 Introduction to the class, CH 1: Why Marketing Matters to You, Connect Homework Assignment
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Week 1 CH 2: Strategic Planning for a Successful Future, Connect Homework Assignment 2

Week 1 CH 3: Analyzing Your Environment, Connect Homework Assignment 3

Week 2 CH 4: Marketing Research and CH 5: Knowing Your Customer: Consumer and Business, Connect Assignments 4 and 5.

Week 2 **Exam I (CH 1-5) online on Wednesday;**

Week 2 CH 6: Developing Your Product, Connect Assignment 6

Week2 CH 7: Segmenting, Targeting and Finding Your Market Position, Connect Assignment 7

Week3 CH 8: Promotional Strategies, Connect Assignment 8

Week3 CH 9: Supply Chain and Logistics Management, Connect Assignment 9

Week3 Chapter 10: Pricing for Profit and Customer Value, Connect Assignment 10;

Week4 **Exam II (CH 6-10) online on Monday**

Week 4 CH 11: Building Successful Brands, Connect Homework assignment 11.

Week4 CH 12: Managing Your Customer Relationships, Connect Homework assignment 12.

Week5 CH 13: Social Responsibility and Sustainability, Connect Homework assignment 13.

Week 5 CH 14: Measuring Marketing Performance, Connect Homework Assignment 14.

Week 5 **Exam 3 (CH 11-14) online on Thursday**