



TEXAS A&M UNIVERSITY COMMERCE

**MKT 521 01 and 03 W
Marketing Management
Web Enhanced-Web Based classes
SUMMER II 2015**

Professor:	Dr. Yasemin Ocal Atinc
Office:	BA 318
Phone:	903-886-5692
E-mail:	yasemin.atinc@tamuc.edu
Office Hours:	Virtual Office Hours by Appointment

General Course Information

Course Description:
This course is a comprehensive study of the effective application of marketing strategies in international and domestic organizations. MKT 521 has been designated as Global Course in conjunction with TAMUC's Quality Enhancement Plan (QEP). The course 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.
Course Objectives:
This course is designed to provide MBA students with the KNOWLEDGE, UNDERSTANDING and/or APPRECIATION of marketing as follows: 1) The role of micro and macro marketing in an organization and the development/planning of a marketing strategy. 2) The elements that influence buyer behavior. 3) The essentials of the 4P's: Product, Place, Price, Promotion. 4) What defines an effective implementation of the marketing strategy. 5) Development of student communication skills and critical thinking.
Required Text:
Perreault, Cannon and McCarthy, Basic Marketing: A Marketing Strategy Planning Approach, 19th edition (ISBN: 978-0-07-802898-4), McGraw-Hill Irwin, Chicago, IL, will be utilized in all MKT 521 sections.

Class Policies

Grading:

- Cases (50 points each for a total of 100 points)
- Marketing Plan (150 points for project)
- Final Exam (150 points)
- **Total (400 points)**

Your final grade will be based on the following scale:

A=360-400

B=320-359

C=280-319

D=240-279

F=239 and below

* Unexcused absences for exams or other assignments will result in a grade of zero. Academic regulations and procedures as found in the Texas A&M-Commerce govern all grading and academic policies.

All of the grading rubrics will be uploaded to Dropbox Doc Sharing folder.

Attendance & Class Participation:

Attendance and participation are vital to the success of your learning experience. The roll will be taken during the first 5-10 minutes of the class. If you are not in class when the role is taken you will be marked as absent. Students who leave early without advance notice to the instructor and sleeping during the class session will be marked as absent.

Please note you will not be allowed to make up missed work or exams (arrangements must be made with me **prior** to the due date of the assignment or day of the exam).

It is the student's responsibility to find out from their classmates what materials were covered, distributed, or assigned during any missed classes.

The attendance policy does not apply to the students of the online class. However, they are expected to be active participants of the class and will be evaluated for participation.

School Policies

Academic Dishonesty:

CODE OF STUDENT CONDUCT: All students will follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. See Student's Guidebook at <http://www.tamuc.edu/CampusLife/documents/studentGuidebook.pdf>. Plagiarism and other forms of academic dishonesty are not tolerated. Instructors "are expected to uphold and support student integrity and honesty by maintaining conditions that encourage and enforce academic honesty. Conduct that violates generally accepted standards of academic honesty is "Academic dishonesty." It 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." See 13.99.99.R0.03 Plagiarism <http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99>

.99.R0.03Plagiarism.aspx

Penalties for students guilty of academic dishonesty could include failing this course, disciplinary probation, suspension, and expulsion.

During the class, students are required to put their cell phones at silence mode. Text messaging, listening to music from mobile audio devices, surfing the internet or using online chat programs are not permitted. Students are allowed to use laptops or tablets during the lectures as long as they use them for class related purpose. *Although the students of the online class do not meet face to face, similar policies, such as putting the cell phones at silence mode during live sessions, are still applicable.*

American Disabilities Act:

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 Communication:

It is the responsibility of the student to ensure that all notifications and materials sent to the instructor are received by the instructor.

Students are required to check their email at least once a day. The eCollege environment will be used for class related material and document posting so the students are expected and required to have access to that platform.

This course is scheduled for online delivery. You will submit your class assignments through the eCollege location and your grades will be recorded for you in the course grade book. PowerPoint slides will be available for each of the Perreault book chapters, under the Doc Sharing tab. We will also utilize the Discussion Board feature of eCollege. You will be expected to post discussion comments based on your readings for each of the discussion question. You must respond to your classmates' comments. You should submit your work in the appropriate area when it is due. Group structure will be determined by the instructor.

Case Assignments

Throughout the semester, you will be required to analyze cases from the Perrault & McCarthy (19e) book. Each case is worth 50 points. Specific instructions for each case will be posted on eCollege, under the "Case Assignment" tab in the week the case is scheduled to be assigned. You will prepare written analyses based on application of marketing concepts. Instructions are provided in eCollege under doc sharing. There are two cases. Cases should be submitted to DROPBOX. Please note that cases will be analyzed by turnitin.com for plagiarism.

Marketing Plan

Each group will develop a marketing plan for some existing or planned profit oriented or non-profit business. The marketing plan should cover all aspects of marketing as it relates to the business, i.e. products, services, packaging, brand name, target market, promotion, price, channels, etc., and, of course, the marketing mix for the product line(s) of the business. The project should be 15-20 pages in length excluding title page, table of contents, references, and appendices. Students will be provided additional information once the class starts.

Please be mindful that social loafing is unacceptable. Each team member is expected to contribute fully to this assignment. Each team member will be evaluated by his/her team members. Individual grades will depend in part on these evaluations.

Final Exam

The final exam is a combination of multiple choice, true false and short answer questions which will test your competency over basic marketing concepts. It is worth 100 points. The exam will be available to you in the final week of the semester. The questions will come from the text and discussion material.

Course Schedule

	WORK ASSIGNED:	WORK DUE
Week 1	Chapter 1 Chapters 2 & 3 Chapter 4 Marketing Plan Proposal Assigned *TEAM ESTABLISHMENT!	REVIEW THE SYLLABUS Submit Academic Honesty Policy
Week 2	Chapter 5 Chapters 6 & 7 Chapter 8 Marketing Plan Proposal Case 1- Peaceful Rest Motor Lodge	Submit Marketing Plan Proposal Case Study 1 Due Work on Team Marketing Plan
Week 3	Chapter 9 Chapters 10 & 11 Chapter 12	Work on Team Marketing Plan
Week 4	Chapter 13 Chapters 14 & 15 Chapter 16 Case 2 – Bright Light Innovations	Case Study 2 Due Work on Team Marketing Plan
Week 5	Chapter 17 Chapters 18 & 19 Chapter 20	Team Marketing Plan Due Peer Evaluations Due
Final Exam	Chapters 1-20	Due the last day of the Summer II session

The above schedule is tentative and subject to change at the discretion of the instructor.
(The official schedule will be followed for the final exam date)