

Course Syllabus

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MKT 521

Fall Semester, 2015

Dr. Alma Mintu-Wimsatt, Professor of Marketing, received her Ph.D. in Marketing from the University of Kentucky in 1990. Dr. Mintu joined TAMU-Commerce in 1992. Since joining TAMU-C, Dr. Mintu-Wimsatt has been recognized both in research and teaching. Of her accomplishments, Dr. Mintu is most proud of her Texas A & M Spring (2012, 2011) and Fall Teaching Excellence Awards (2011, 2010, 2009), Paul W. Barrus Distinguished Faculty Award for Teaching and H.M. Lafferty Distinguished Faculty Award for Scholarship and Creative Activity. Dr. Mintu was also named in the 2004 Texas Monthly's Guide to Texas Colleges & Universities as one of the best instructors to take at TAMU-C.

PICTURE: Dr. Mintu with her family at Grace Bay in Turks & Caicos, Summer, 2015.

Note on the Time Zone Used - Central Time The platform of eCollege uses Central Time (CT). We will be using CT as the default for opening and closing times/dates/deadlines. Please make the necessary adjustments if you are in a different time zone.

Student Conduct Texas A&M-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Academic Honesty Policy All students are required to read, sign (electronically - meaning that you type out your name) and date TAMU-C's Academic Honesty Policy. Be sure to upload the signed copy to your "Drop Box." This is designated as such in your dropbox. Do not email your submission to me.

The AHP will be e-mailed to you as an attachment by Dr. Mintu during the first day of class. It can also be found under your "Doc Sharing" tab. The AHP has to be returned immediately during the first week of class.

General Policies for Dr. Mintu's Web-Based MKT 521 Dr. Mintu reserves the right to administratively drop any student who does not log into the class web site for **five consecutive days** after the course officially starts (8/31/2015).

Dr. Mintu urges registered online students to familiarize themselves with eCollege by going

through the student tutorial process (i.e., see your Homepage). This will ensure that each student will have sufficient knowledge on how to accomplish the requirements of the course. It is NOT Dr. Mintu's responsibility to teach students on how eCollege works. **Dr. Mintu assumes that each student has a working knowledge of eCollege and has access to his/her email address.**

Students who encounter technical problems should contact the eCollege HelpDesk, available 24 hours a day, seven days a week. The HelpDesk can be reached by calling 866-656-5511. Additionally, you can click on the "Help" button located at the top of each page for more information.

**Course
Description/Objectives**

This course is a comprehensive study of the effective application of marketing strategies in international and domestic organizations. MKT 521 has been designated as a 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. Students will be able to apply knowledge of the interconnectedness of global dynamics. As a result, students will be able to view themselves as engaged citizens within an interconnected and diverse world.

Case analysis approach and current professional literature are utilized. The course is designed to provide MBA students with the KNOWLEDGE, UNDERSTANDING and/or APPRECIATION of:

- 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.

All these will be accomplished through assigned readings, class discussions, and cases.

IMPORTANT NOTE:

There seems to be a **STRONG** belief among some students that web-based classes are easier than traditional face-to-face classes. This is not true at all – especially in Dr. Mintu's class!!! For this MKT 521 course, you will find that the schedule we will follow is quite rigorous; a degree of structure has been established; students are expected to keep up with the course's requirements; and, the exams are challenging.

All deadlines are absolute and no extra credit is awarded. A detailed syllabus is provided for your direction. Students are strongly advised to keep a hard copy of this syllabus handy at all times. E-mail Dr. Mintu (preferred) or use the Virtual Office for additional questions you may have.

Please read and review this syllabus carefully. *If you think that the set-up of this specific*

course will not work with your own schedule/style, please reconsider your enrollment and look for another option. If you intend to drop this course, please make sure that all administrative requirements for dropping are completed. Otherwise, if your name appears in the class roster at the time grades are to be submitted - you will receive an "F."

Textbook Perreault, Cannon and McCarthy (2014), Basic Marketing: A Marketing Strategy Planning Approach, 19th edition (ISBN: 978-0-07-802898-4), McGraw-Hill Irwin, will be utilized in *all* MKT 521 sections.

I strongly encourage students to read the mainstream press (e.g., Marketing News or Bloomberg Businessweek) to stay current in the marketing field. Additionally, I urge students to listen and watch news/informational shows. Share this information with the class.

Discussion Forum Articles Articles have been highlighted in the Discussion Forum section (see Course Schedule below) for discussion purposes and to complement the chapters/topics in this course. **ALL articles can be found using the TAMU-C library's electronic databases.** Dr. Mintu has included the library link in your eCollege Home Course tab for easy access. If you are unfamiliar with how to use the library's databases to search for articles, review the "How to Library Guideline" uploaded in Doc Sharing. It is your responsibility to look for/research these articles.

Specifically for Bloomberg Businessweek (formerly known as Business Week) articles, if you are searching articles using their website - Businessweek.com, note that dates/title may vary from the hard copy reference provided in your syllabus. However, if you use the library's electronic database for Bloomberg Businessweek - then the provided citation should be accurate.

Marketing News is a journal that you can access using the library's database. Marketing News (MN) is published by the American Marketing Association. You do NOT have to pay to get a copy of MN articles referenced in your syllabus if accessed using our library..

If for some reason you are unable to find some articles, use other related sources/references. You will find that the discussion can be enhanced by using other sources as well. If you encounter library-related issues (especially for students residing abroad or will be accessing the library database from abroad), please contact the librarian whose name is indicated before. I do not respond to students who ask that I send them a copy of the article.

Sarah H. Northam
Head, Research & Instruction
TAMU-Commerce Libraries
Sarah.Northam@tamuc.edu
(903) 886-5714

Course Schedule The following schedule has been provided for your convenience.

Week	Dates	Topics/Chapters/Due Dates
Week #1*	Aug. 31- Sept. 5	<p>Chap. 1: Marketing's Value</p> <p>Discussion Forum:</p> <p>Topic (1) Introduce yourself;</p> <p>Topic (2) Questions on course requirements/structure</p>
Week #2*	Sept. 6- Sept. 9	<p>Chap. 2: Marketing Strategy Planning</p> <p>Discussion Forum:</p> <p>Topic (1) The Once But Not Future Burger (Bloomberg Businessweek, May 4-10, 2015, p. 14-end of article [eoa])</p>
Week #3**	Sept. 13- Sept. 15	<p>Chap. 20: Ethical Marketing</p> <p>Discussion Forum:</p> <p>Case #1: Ferrell & Gresham (1985), "A Contingency Framework for Understanding Ethical Decision Making in Marketing," <u>Journal of Marketing</u>, Vol. 49 (Summer), pp. 87-96.</p> <p>If Only They Had Listened (Bloomberg Businessweek, June 23-29, 2014, p. 48-eoa)</p> <p>Case Due Date: No later than NOON Central on Sept. 15th</p> <p>Discussion Forum:</p> <p>Topic (1) Case #1</p>
Week #4	Sept. 20- Sept. 22	<p>Chap. 3: Evaluating Opportunities</p> <p>Discussion Forum:</p> <p>Topic (1) The Rude, the Bad, and the Ugly (Bloomberg Businessweek, Nov. 24-Nov. 30, 2014, p. 18-eoa)</p>
Week #5	Sept. 27- Sept. 29	<p>Chap. 4: Focusing Marketing Strategy</p> <p>Case #2: Omarama Mountain Lodge (p. 612)</p> <p>Case Due Date: No later than NOON Central on Sept. 29th</p> <p>Discussion Forum:</p>

		Topic (1) Case #2
Week #6	Oct. 4- Oct. 6	Chap. 5: Final Consumers Discussion Forum: Topic (1) Rethinking Disneyland For the Chinese Family (Bloomberg Businessweek, July 13-19, 2015, p. 18-eoa)
Midterm Exam	Oct. 11- Oct. 13	Midterm exam due no later than NOON Central on Oct. 13th - Chaps. 1, 2, 20, 3, 4, 5 and Ferrell & Gresham (1985) article
Week #7	Oct. 18- Oct. 20	Chap. 8: Elements of Product Planning Discussion Forum: Topic (1) Branded for Life (Bloomberg Businessweek, Oct. 1, 2012, p. 60-eoa)
Week #8	Oct. 25 - Oct. 27	Chap. 9: Product Management Discussion Forum: Topic (1) Jared Isn't Subway's Only Problem (Bloomberg Businessweek, July 13-17, 2015, p. 38-eoa)
Week #9	Nov. 1- Nov. 3	Chap. 10: Place & Channel Systems Case #3: Cooper's Ice Center (p. 615) Case Due Date: No later than NOON Central on Nov. 3rd Discussion Forum: Topic (1) Case #3
Week #10	Nov. 8- Nov. 10	Chap. 13: Promotion Discussion Forum: Topic (1) Opportunity and Sacrifice (Marketing News, April, 2013, p. 30-eoa)
Week #12	Nov. 15- Nov. 17	Chap. 16: Pricing Objectives Case #4: AAA Office World (p. 618) Case Due Date: No later than NOON Central on Nov. 17th

		Discussion Forum: Topic (1) Case #4
	Nov. 22- Nov. 24	Thanksgiving Week - No class
Week #12	Nov. 29- Dec. 1	Chap. 18: Implementing & Controlling Discussion Forum: Topic (1) Exploring the Fifth and Sixth Ps of Marketing (Marketing News, Vol. 47, No.1/January, 2013, p. 7)
Final Exam	Dec. 6 - Dec. 8	Final exam due no later than NOON Central on Dec. 8th - Chaps. 8, 9, 10, 13, 16 and 18

Footnote:

* Irregular schedule because it is the first 2 weeks of class and the Labor Day holiday. Please note that I'll be out-of-the country and in-transit back to the US Aug. 31st-Sept. 2nd. Therefore, I will have limited Internet access.

** First full week of the 3-day Sunday (12:01 a.m.) to Tuesday (11:59 p.m.) discussion cycle.

Schedule Details - Student access to eCollege for Fall, 2015 will start August 31st. This is a default setting When to Access/Submit beyond the control of Dr. Mintu.

LECTURE NOTES:

Each week, lecture notes will be open for access and review the Wednesday PRIOR to the start of the discussion week, except for Week #1. For example, for Week #2, the lecture notes/discussion questions will be accessible by Wednesday, Sept. 2nd. This will give you plenty of time to look at the discussion questions and conduct some research, if you so desire.

DISCUSSION:

Discussions will be open for review and posting for three days – starting on Sundays at 12:01 a.m. until Tuesdays at 11:59 p.m., except for Weeks #1 and #2 (see Course Schedule footnote). In other words, the weekly cycle runs from Sunday morning to Tuesday before midnight. After the Tuesday deadline, postings can be viewed on a "Read Only" basis. A feedback email recapping the discussion will be sent to the class 24-48 hours after the closing deadline.

The 3-day cycle works very well and has been in place in my MKT 521 courses for over a decade. However, as noted earlier - *If you think that the set-up of this specific course will not*

work with your own schedule/style, please reconsider your enrollment and look for another option. Once you have been in this course for a couple of weeks, you will actually appreciate this set-up and know why it works best.

It is the responsibility of each student to keep track of the course schedule. All deadlines will be on Central Time. Any student who will not be able to log into the class web site for more than 5 days (i.e., because of an extended business trip or other extenuating situations) should contact Dr. Mintu in advance to avoid an inadvertent drop from the course.

SUBMISSIONS:

All submissions (cases & exams) are due by NOON CT on the last day of the discussion cycle, Tuesday.

Lectures It is the responsibility of each student to keep up with the chapter designated for a given week as well as assigned readings. Additional weekly chapter notes will be provided by Dr. Mintu. This can be found under the "Lecture" tab for the given week. These notes are intended to reinforce materials in the corresponding chapter as well as provide other current/relevant information. **Most importantly, the "lecture" tab will contain the discussion questions/forum for each week.**

Discussion Postings Participation is going to be crucial to the success of this online marketing course. The discussion forum is intended to help students interact with Dr. Mintu as well as with each other. The objective of the forum is to create critical and sophisticated discussion on relevant and interesting topics. Former students have expressed that this is the *most* fun and interesting part of MKT 521.

Just like in traditional face-to-face classes, online MKT 521 students are expected to effectively communicate their ideas and opinions in class. A total of 100 pts. is available as your discussion grade to be determined by Dr. Mintu at the end of the semester (usually posted the day before you take your final exam). However, as the semester progresses (typically around the midterm), you are welcomed to check with Dr. Mintu on the status of your participation grade. An e-mail will be sent by Dr. Mintu to the class before you take your mid-term exam regarding this matter.

Each week, Dr. Mintu will outline 3-5 discussion questions found at the end of your Lecture notes for each week. You are expected to answer at least 3 of these questions and post your answers during the discussion as ONE thread (do not post answers to each question separately). In addition, you are also expected to interact at least twice with your colleagues and/or Dr. Mintu throughout the discussion cycle. Dr. Mintu will interact/add other queries throughout the duration of the weekly discussion as well.

The discussion board will be open on Sundays by 12:01 a.m. and terminate by 11:59 p.m. on Tuesdays (or around midnight) – all on Central Time except for Weeks #1 & #2. Once the discussion threads are closed - your only access to the discussion will be on a "Read Only" basis. There is absolutely no make-up for missed postings.

REQUIREMENT: The **MINIMUM weekly** requirement is as follows:

Posting #1 - Answer at least 3 topic questions found at the end of your lecture notes (post as one thread);

Posting #2 - Interact during the 3-day discussion cycle either by responding to your colleagues' or Dr. Mintu's postings;

Posting #3 - Interact during the 3-day discussion cycle either by responding to your colleagues' or Dr. Mintu's postings.

The quality of your postings, the number of answered discussion questions, and sub-thread responses posted per week throughout the semester will determine how close to 100 points a student can obtain. Carefully follow the rubric presented below. Note that for Week #1, the minimum will not apply.

It is critical that students read ALL the postings for each topic. This will ensure that you not only respond to Dr. Mintu's weekly topic questions as well as her additional comments during the discussion, but to your colleagues' comments as well. Also, it will help in ensuring against anyone plagiarizing your work.

Grading rubric: 100 points

Disengaged	Acceptable	Commendable	Completely engaged
Student doesn't fulfill the minimum requirement	Student fulfills the minimum requirement	Student answers more than 3 discussion questions & interacts more than twice per discussion cycle	Student provides substantive contributions & actively engaged <i>throughout</i> each 3-day discussion cycle
< 75 points	75 points	76-89 points	90-100 points

IMPORTANT POSTING RULES/NOTES:

1) You will find that Dr. Mintu is very engaged in your discussions. Therefore, students are expected to be as engaged as well.

2) Postings may be a few sentences or a couple of paragraphs in length. The key to a quality post is that it provides clear analysis and insight into the topic or questions. Dr. Mintu carefully reads each of your postings and may respond directly to you regarding your comments.

2) In the past, Dr. Mintu has encountered plagiarism among students (copying each others' postings). Please note that TAMU-C has explicit rules regarding plagiarism and will be subject to penalties. Students are advised to carefully read everyone's postings to ensure that no one has plagiarized your answer.

- 3) Students with very FEW or NO SUBSTANTIVE postings will not receive any credit. As mentioned earlier, there is NO make-up for missed postings.
- 4) Proof read your postings - eliminate any offensive references, poor sentence syntax, misspelled words, etc. Keep errors to a minimum. Once posted, students are unable to completely delete their comments.
- 5) Try to have fun in your postings as well - some sense of humor is appreciated.
- 6) Be sure to include your references when citing other sources. If using references, adhere to APA style.
- 7) Follow the Netiquette policy as indicated at the end of your syllabus.
- 8) Former MKT 521 students have suggested that students save the discussion threads. They have found the discussions quite informative and potentially useful in their work environments.
- 9) At the end of each discussion cycle, Dr. Mintu will send out a Feedback email recapping the discussion for the week. Be sure to read the Feedback.
- 10) Students who do not comply with the minimum requirement or do not post during a given week will receive an email from Dr. Mintu regarding their lack of effort.
- 11) Very important - Please note that the discussion component for MKT 521 is weighted just like an exam. Dr. Mintu's exams are very challenging - and I strongly urge students to do well in the discussion component to help your overall grade.**

Cases Each student will be required to submit a 1 page (page restriction will be strictly observed), single-spaced, 12-pt. font type-written case analysis (TEXT only not including references). All cases will be submitted via the designated “drop box” as noted in item #2 of submission rules below.

Please note that no particular style of case writing is required but Dr. Mintu prefers the Q & A format. If you use references besides your textbook, this can be placed on page 2 of your analysis. If using references, adhere to APA style. Please note that because of the strict page restriction, most students' analysis will be focused on the facts provided in your case text and textbook materials. You will not be penalized for not using additional references.

To guide you in your case analysis, be sure to read the appropriate chapters/lecture notes and review the discussion questions provided at the end of your lecture notes. The discussion questions will often help frame your analysis.

During a case week (such as Week #3), the discussion questions Dr. Mintu will [obviously] be different from those you will have to submit as part of your case analysis. As mentioned

above, the [case] discussion questions can be found at the end of your lecture notes. Use the discussions questions to help frame/guide your analysis.

For Case #1:

Case #1 is based on the article relating to the ethical framework proposed by Ferrell & Gresham (1985). You will find the case questions under the "Lecture" tab for Week #3.

For Cases #2, #3 and #4:

Submit your answers to the questions found at the end of each case's text. For example, for Case #2, Omarama Mountain Lodge, the questions for the case analysis can be found on p. 612 (in italics at the end of the case text in your textbook).

Each case is worth 25 points. **Cases are due by NOON Central Time on the 3rd day of the discussion cycle (i.e., on Tuesdays). No late submissions!** Dr. Mintu will typically have your cases graded and comments emailed to you within 2-3 days after the deadline.

Cases will be evaluated base on the following:

- (1) Use of existing case facts to validate your recommendations/suggestions - 10 points
- (2) Integration of previous chapters and/or current chapter concepts into the analysis - 10 points
- (3) Organization of the analysis - 5 points

Grading Rubric: 25 points

Criteria:	Needs improvement	Proficient	Exemplary
Use of existing case facts	Student did not effectively use case information in the analysis. 0-3 points	Student identified & utilized some case information in the analysis. 4-6 points	Student identified & effectively utilized relevant case information in the analysis. 7-10 points
Integration of relevant concepts	Student did not demonstrate the ability to integrate current/ previous concepts in the analysis. 0-3 points	Student identified & related some concepts currently/ previously discussed in the class. 4-6 points	Student identified & effectively integrated concepts currently/ previously discussed in class. 7-10 points
Organization	Student did not follow instructions, not organized & not cohesive in answering the	Student was somewhat organized and cohesive in answering the	Student was clear, organized & cohesive in answering the required questions.

required questions.
0-1 point

required
questions.
2-3 points

4-5 points

IMPORTANT CASE SUBMISSION RULES:

- 1) Be sure to type and save your case submissions in Word document form (using Office 2010 or earlier version) – page limit is one page.
- 2) To submit your case, go to “Dropbox” tab and upload the case by using appropriate case title. Proper case submission process is critical to ensure that you get proper credit. You will receive an e-mail when your case is submitted properly.
- 3) Failure to assign proper “Dropbox” association will result in an 0/25 grade.
- 4) **Any work submitted that cannot be opened/read by Dr. Mintu will NOT be graded and the student will automatically get a zero grade.**

Exams There will be two exams in this class: Midterm and Final. Please note that the Final is NOT a comprehensive exam. Each exam is worth 100 points.

Each exam will be composed of the following:

- 20 multiple choice questions - 40 points
- 10 True/False questions - 20 points
- 2 Essay questions - 40 points

Sample questions and exam guidelines will be provided the week before the mid-term/final exams. **The time limit for each exam is TWO HOURS.** Exams are due by NOON Central Time on the 3rd day (Tuesday).

Grading Scheme Grade Components:

Two exams 200 points
Four cases 100
Discussion/participation 100
TOTAL 400 points

The assignment of letter grades will follow be as follows: 90% cut-off for an A, 80% cut-off for a B, 70% cutoff for a C unless a "curving" of grades is deemed necessary by Dr. Mintu. **No extra credit will be available.**

Class Communication Always check the "Course Announcements" posted by Dr. Mintu. These announcements will be dated, so you will be aware of any changes.

All questions and/or comments regarding the class should be directed to Dr. Mintu as soon as

possible via e-mail. In case of an emergency, call her on the number indicated at the top of your syllabus. Dr. Mintu REGULARLY checks her e-mail – so you can expect a prompt response. **Dr. Mintu will attempt to respond to your e-mails within 24 hours, except during the weekends.**

Dr. Mintu believes in keeping in constant contact with her students. Deadline and reminder e-mails will be sent out regularly. Once the week's discussion has closed, an e-mail will be sent summarizing the comments of the class as well as any personal opinions Dr. Mintu may have. This weekly feedback is usually sent out within 24-48 hours after the end of the cycle. Therefore, each student should always check his/her e-mail account regularly each week.

ePortfolio As mentioned earlier, you are currently enrolled in a course designated by TAMUC as part of our Quality Enhancement Plan (QEP). You will have access to an ePortfolio that students can create/personalize to help showcase educational and professional accomplishments. The ePortfolio is an option available to students enrolled in this course, should you wish to avail of it.

The ePortfolio can be useful should an employer want to review a collection of your work. I have uploaded a document called ManeSync Pictorial Guide to help students access and work on their ePortfolio. Please review carefully. For MKT 521, the artifact you could upload in your ePortfolio is Case #4.

What to Expect From Dr. Mintu I am sure most of you have asked around about how I conduct my class. You have probably also read my reviews in Ratemyprofessor.com. Many will enjoy the class (especially if you like a more practical approach) and some of you won't. Regardless, be cognizant of the fact that I am a stickler for schedules and deadlines. Like most of you, I have a life outside MKT 521 and the only way I can balance everything is to follow a regimented schedule.

Also, understand that I have taught online MKT 521 since we offered it online at TAMU-C. I have a pretty good grasp of what works and what does not. As a result, the course is structured as such. *If you think that the set-up of this specific course will not work with your own schedule/style, please reconsider your enrollment and look for another option.* Since you have been forewarned, please do not email me during the course to 'complain' about the schedule.

- 1) Occasionally, current events may occur that have great relevance to marketing. Emails may be sent to the class with additional questions for discussion.
- 2) Dr. Mintu grades ALL your submissions herself. Typically, your submissions will receive her feedback (i.e., grades/comments) within 2-3 days after the deadline, unless otherwise noted.
- 3) Dr. Mintu will also send (constant) reminders regarding the upcoming class schedule and weekly feedback – check your email regularly. All deadlines are absolute!

4) Always check the “Course Announcement” section (main student screen). Dr. Mintu updates this page on a regular basis.

5) Have a sense of humor - try to enjoy and absorb the practical applications of marketing - this can be a fun class.

Netiquette - Student Guidelines

Netiquette is the new way of defining professionalism through network communication. Students who violate proper Netiquette will be administratively dropped by Dr. Mintu from the course.

Student Guidelines for the class:

- Do not dominate any discussion.
- Do not use offensive language.
- Never make fun of someone’s ability to read or write.
- Use simple English.
- Use correct spelling and grammar.
- Share tips with other students.
- Keep an “open-mind” and be willing to express even your minority opinion.
- Be aware of the University’s Academic Honesty Policy.
- Think before you push the “Send” button.
- Do not hesitate to ask for feedback.

Students with Disabilities

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