



**Texas A&M University-Commerce**  
MKT 306-07W: Marketing

## ONLINE COURSE SYLLABUS

### COURSE INFORMATION

MKT 306-07W: Marketing  
Fall 2015, 3 Credit Hours

### Professor / Instructor Contact Information/Bio

Dr. Zhi Pei  
BA 326  
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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, 1<sup>st</sup> 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](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 or company in the team project.
- The course is organized with weekly assignments. Exams and discussion 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:

1. Students will demonstrate an understanding of essential marketing terminology and concepts, including the marketing concept, market analysis and planning and the marketing mix.
2. Students will apply essential marketing terminology and concepts to a personal branding assignment.
3. Students will apply the market planning process to develop a strategic marketing plan.
4. Students will work cooperatively on a team project.

### **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: (45% 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 90 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 Monday; Exam II (CH 6-10) is on Monday. The final exam (CH 11-14) is on Monday. Grading is objective, based on terms, concepts and examples in the textbook.

### **Connect Homework Assignments (10% 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 (10% 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 10% of your total grade or 100 pts each.

### **Assignments (30% of total course grade)**

An important part of this course is applying what you have learned to real examples. You will apply marketing concepts to yourselves to create a marketing plan that describes your target market for future employment, likely competition, major selling points, and a marketing mix to market your personal brand (including a resume). The **Personal Branding assignment is worth 100 points or 10% of your grade. Please submit your assignment to Dropbox on Week 9.**

The **team project, worth 20%**, will begin mid-semester after you have completed the individual branding assignment. Teams of 4 or 5 students will choose a brand from the assignment list and research the current competitive situation and marketing efforts of your brand. Based on what you have learned, the team will then expand the product or service to a new market segment, or create a new variation of the product or service to develop objectives and a new marketing mix. The plan must be written sequentially so that the marketing mix fits the objectives and situation. One member will

submit the group paper (in its entirety) to the Dropbox with all names on Page 1, alphabetically. **Please submit your assignment to Dropbox on Week 16 (December 18).**

**Assessment Method:** Papers will be graded on the comprehensiveness of the assignment (i.e. covering every element in the assignment), quality of research (using appropriate sources, objective sources), thoroughness of research (quantity of sources), quality of writing, incorporation of marketing terms and concepts in the paper, and originality of your recommendation. See the rubric at the end of the syllabus for specific grading criteria.

### **Core Concept Quiz: (5% of total class grade)**

The Core Concept Quiz consists of multiple choice questions over key terms that will be covered in the textbook. I will give you a list of specific terms to study about 2 weeks before the quiz.

### **Grading**

#### **Total Points Possible for Semester = 1000**

90% - 100%= A
80% - 89.9% = B
70% - 79.9%= C
60% - 69.9%= D
0 – 60% = F

<b>Weights for Assessment</b>	
Core Concept Quiz @ 50 pts	5%
3 Exams@ 150 pts each	45%
Learnsmart and Connect	20%
Personal Branding Assignment	10%
Team Marketing Plan	20%

### **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.edu](mailto:helpdesk@tamuc.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](mailto: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.

**Drop a Course**

A student may drop a course by logging into their myLEO account and clicking on the hyperlink labeled 'Drop a class' from among the choices found under the myLEO section of the Web page.

**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](mailto:StudentDisabilityServices@tamuc.edu)****COURSE OUTLINE**

**Week 1** Introduction to the class, CH 1: Why Marketing Matters to You, Connect Homework Assignment 1

**Week 2** CH 2: Strategic Planning for a Successful Future, Connect Homework Assignment 2

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

**Week 4** CH 4: Marketing Research and CH 5: Knowing Your Customer: Consumer and Business, Connect Assignments 4 and 5. Complete at least ½ hour on Learnsmart for each Chapter (1-5) before Monday's exam.

**Week 5** **Exam I (CH 1-5) online on Monday;** CH 6: Developing Your Product, Connect Assignment 6-1

**Week 6** CH 7: Segmenting, Targeting and Finding Your Market Position, Connect Assignment 7-2; Begin Personal Branding Assignment

**Week 7** CH 8-2: Promotional Strategies, Connect Assignment 8; Resume Workshop

**Week 8** CH 9-1: Supply Chain and Logistics Management, Connect Assignment 9

**Week 9** Chapter 10: Pricing for Profit and Customer Value, Connect Assignment 10; Complete at least ½ hour on LearnSmart for each Chapter (6-10) before next Monday's exam. **Personal Brand assignment due on Wednesday, Week 9.** Create teams and select topic for team project.

**Week 10** **Exam 2 (CH 6-10) online on Monday;** Begin research on team projects.

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

**Week 12** CH 12: Managing Your Customer Relationships, Connect Homework assignment 12. Work on Team Projects

**Week 13** CH 13: Social Responsibility and Sustainability, Connect Homework assignment 13. Work on Team Projects

**Week 14** Online core concept quiz is open from **Tuesday through Wednesday.**

**Week 15** CH 14: Measuring Marketing Performance, Connect Homework Assignment 14.

**Week 16** **Exam 3 (CH 11-14) online on Monday;** Must complete ½ hour per chapter (CH 11-14) before Monday's exam. **Team project is due on December 18th.**

#### Rubric for MKT 306 Projects

Criteria	1	2	3
<b>Comprehensiveness</b>	Significant portions of the paper are ignored or simply mentioned; Paper is more of an outline than a fully developed strategy.	Most elements are covered thoroughly; some are mentioned briefly	All elements are covered thoroughly and are well elaborated
<b>Research</b>	Meets the minimum	Better than minimum	Exceeds expectations for

	requirements for number of sources; Source quality is insufficient (outdated, biased, lacking in expertise, or inappropriate for a college paper, such as Wikipedia).	number of sources; Most sources are recently published; a variety of viewpoints are represented (not merely taken from a corporate website or blog).	quantity and quality of sources.
<b>Incorporates marketing terms and concepts</b>	Rarely or never enlightens with demonstrations of course concepts; Just “answers the question” without tying the answer back to marketing theory.	Applies course concepts and terminology correctly, where appropriate.	Applies marketing concepts with a balance of description and analysis; Examples are original and correctly applied.
<b>Writing style</b>	Many grammatical or spelling errors in the paper. Distinct differences exist between sections written by different students. Research sources are not cited or are incorrectly cited.	Generally well-written and edited so that the document “speaks with one voice”; few errors in spelling or grammar. Most research sources are cited correctly.	Extremely well-written and edited. Team projects are written in one voice. Uses APA or MLA style correctly. Grammar and spelling are correct. All research sources are cited correctly.