



Texas A&M University-Commerce

MKT 501: Marketing Environment

CLASSROOM: Meets 1/19/16 through 3/11/16, T 2:00p-5:00p

501.OSE TAMUC Location: BA340

501.8RE UCD Location UCD321

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

Dr. Chris Myers, Associate Professor

Office BA 315E

Office phone: 903-886-5700; fax: 903-886-5702

Office hours: Mon/Thu 10am-3pm or by appt

Chris.Myers@tamuc.edu

Chris A. Myers, Ph.D. is a Professor of Marketing at the College of Business 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

Course 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.

REQUIRED TEXTBOOK: Marketing Management, 15th Edition (2014) by Kotler & Keller, Pearson ISBN 9780133856460

COURSE GOALS AND OBJECTIVES

COURSE OVERVIEW AND OBJECTIVES: A study of the marketing environment of business with emphasis on major aspects of sociocultural, demographic, technological, global,

legal, political, and ethical issues. The study of marketing emphasizes the functional areas of marketing including product and service selection and development, marketing channels, promotion, and pricing. Marketing research, consumer behavior, industrial buying and international implications are also considered.

Course Objectives: This course hopes to keep our students on the cutting edge of today's marketing practices. The course has four primary objectives. These include:

1. To understand the basic principles of Marketing.
2. To demonstrate the uses of marketing mix in corporate strategy.
3. To familiarize students with the basics of creating a marketing plan.
4. To provide students with an opportunity to learn about excellent examples of marketing-driven companies throughout the world.

THIS IS NOT AN ONLINE COURSE, BUT IT IS SUPPORTED BY ECOLLEGE

ACCESS AND NAVIGATION

Pearson LearningStudio (eCollege) Access and Log in Information

This course will be facilitated using Pearson LearningStudio, the learning management system used by Texas A&M University-Commerce. To get started with the course, go to [myLeo](http://www.tamuc.edu/myleo).

<http://www.tamuc.edu/myleo.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.

It is strongly recommended you perform a "Browser Test" prior to the start of your course. To launch a browser test, login to Pearson LearningStudio, click on the "My Courses" tab, and then select the "Browser Test" link under Support Services.

Pearson LearningStudio Student Technical Support

Texas A&M University-Commerce provides students technical support in the use of Pearson LearningStudio. Technical assistance is available 24 hours a day/ 7 days a week. If you experience LearningStudio (eCollege) technical problems, contact the LearningStudio helpdesk at 1-866-656-5511 (toll free) or visit [Pearson 24/7 Customer Support Site](http://247support.custhelp.com/)
<http://247support.custhelp.com/>

The student help desk may be reached by the following means 24 hours a day, seven days a week.

- **Chat Support:** Click on 'Live Support' on the tool bar within your course to chat with a Pearson LearningStudio Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with Pearson LearningStudio Technical Support Representative.

Accessing Help from within Your Course: Click on the 'Tech Support' icon on the upper left side of the screen inside the course. You then will be able to get assistance via online chat or by phone.

Note: Personal computer problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, an Internet cafe, or a bookstore, such as Barnes & Noble, etc.

Policy for Reporting Problems with Pearson LearningStudio

Should students encounter Pearson LearningStudio based problems while submitting assignments/discussions/comments/exams, the following procedure **MUST** be followed:

1. Students must report the problem to the help desk. You may reach the helpdesk at 1-866-656-5511.
2. Students **MUST** file their problem with the helpdesk and obtain a helpdesk ticket number
3. Once a helpdesk ticket number is in your possession, students should email me to advise me of the problem and to provide me with the helpdesk ticket number
4. At that time, I will call the helpdesk to confirm your problem and follow up with you

PLEASE NOTE: Your personal computer/access problems are not a legitimate excuse for filing a ticket with the Pearson LearningStudio Help Desk. You are strongly encouraged to check for compatibility of your browser **BEFORE** the course begins and to take the Pearson LearningStudio tutorial offered for students who may require some extra assistance in navigating the Pearson LearningStudio platform. **ONLY** Pearson LearningStudio based problems are legitimate.

myLeo Support

Your myLeo email address is required to send and receive all student correspondence. Please email helpdesk@tamuc.edu or call us at 903-468-6000 with any questions about setting up your myLeo email account. You may also access information at [myLeo](https://leo.tamuc.edu). <https://leo.tamuc.edu>

Learner Support

Go to the following link [One Stop Shop](http://www.tamuc.edu/admissions/onestopshop/)- created to serve you by attempting to provide as many resources as possible in one location. <http://www.tamuc.edu/admissions/onestopshop/>

Go to the following link [Academic Success Center](http://www.tamuc.edu/campusLife/campusServices/academicSuccessCenter/)- focused on providing academic resources to help you achieve academic success.

<http://www.tamuc.edu/campusLife/campusServices/academicSuccessCenter/>

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 designated as 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.

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 501 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). 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:

4 Homeworks (25pts each)	100
4 Exams	200
<u>1 Group Paper</u>	<u>100</u>
Total	400

Distribution:

The following scale will be used to grade the student:

90%-100% A	80-89.9% B	
70-79.9% C	60-69.9% D	F (60% below) = Failure

PLEASE NOTE: All discussions, exams, homeworks, 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:**

There will be 4 exams for this course. Each exam has 2 hours with 50 multiple choice and T/F questions that will be used to test your knowledge of all materials associated with the course. All exam questions are based on textbook. Please read textbook a couple of times very carefully and digest the materials, then you will be fine. Exams will be open from Monday to Saturday midnight of exam week and are open book and any materials. Instructors also will remind you of the exam dates through university emails. Please check your email frequently.

These will be INDIVIDUAL exams and are not intended for any type of group work. The exam will display one question per page to the student and the student must answer the presented question before moving on to the next. The student will not be able to change their answer once they've moved to the next question.

Homework

There are 4 homework assignments and each is in preparation for improving your responses for writing on the projects. Please answer these questions in a narrative that has to be between 15 lines and 40 lines of text FOR EACH NUMBERED QUESTION. There are about 5-7 questions on select chapters, but information from other chapters may be needed to fully answer each question.

This is INDIVIDUAL WORK. The homework (as a **Word attachment**) is to be submitted directly to the **DROPBOX**. *Late projects will not be acceptable*. The maximum pages for the homework 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 are NOT required to cite any sources.

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, and price) of one of the following (Ford (pick a car brand), HP (pick a printer brand), AT&T (retail stores), Wells Fargo (wealth services), Walgreens (pharmaceuticals), P&G (a product brand), UPS (business to consumer delivery) Best Buy (online sales), Directv (on demand sales))?*” (Please note, the focus is only on consumer sales (B2C) and not business to business sales (B2B). The group paper (Word paper) is due on **Wed of Wk 8** 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 12 credible sources (i.e., NON peer review journal articles are preferred, but journal articles may be appropriate as well) in the paper (no more than 5 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.

PLEASE NOTE, PAPER IS DUE ON THE LAST Wednesday, 11:59pm the last Wednesday at the end of the semester.

Each group consists of 1-4 members. There will be no 5 member groups because the size most often limits each person's contributions and understanding. 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. This is preferred by Wednesday of week 7.

IMPORTANT: The group project should be submitted to DROPBOX under Week 8. 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.

ONLY THE GROUP LEADER WILL SUBMIT THE PAPER. MULTIPLE SUBMISSIONS WILL BE DOWNGRADED.

Group Paper Rubric - Please note: grading is on the whole paper, not on the individual sections. (The approx. pages and page limits below are recommendations. The tables and 10 page limit is the official requirement.)

Group paper

Only the group leader needs to submit the paper. The due date cannot be postponed. If you submitted a paper in error to the dropbox, send me an email. If there are multiple papers from the group, I will only grade one. So, please help me to grade the right one. Grades for the group paper are expected to be returned on Monday.

Insure on the table of contents and for each section that you let me know who completed it. Any feedback on group members should be sent by email as well.

Marketing Strategy Elements	Points Possible Approx	Points Earned	Comments
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	pages		
<p>Marketing Strategy Format Guidelines</p> <p>Times New Roman Font 12, Single Spaced, 1” margins all over the paper. Follow APA throughout the paper which includes citations and references. Properly validate the information discussed in the paper.</p> <p>Table of contents: organized, pages numbered accurate.</p>	5 Points		
<p>Language Arts Skills</p> <p>Spelling, grammar, punctuation, sentence Structure. Follow proper transitions.</p> <p>Please note: Major errors in structure, sentences, spelling, grammar, paragraph transactions or APA formatting will receive 0-5 points.</p>	15 points		
<p>Executive Summary</p> <p>Brief Company overview</p> <p>Then</p> <p>Details from approximately each para/section</p> <p>10-20% of document</p>	<p>1 ½ pages</p> <p>15 Points</p>		
<p>Situation Analysis</p> <p>Industry overview & sector description</p> <p>SWOT Analysis</p> <p>Target Market Analysis</p> <p>Demographic characteristics of market</p> <p>Psychographic characteristics of market</p> <p>Behaviors of target market</p> <p>Strategies appealing to market</p>	<p>1-1 ½ pages (SWOT table)</p> <p>25 Points</p> <p>1-1 ½ pages</p>		

<p>Marketing Mix</p> <ul style="list-style-type: none"> Product strategy (Product Mix) include Pricing strategy Distribution strategy Promotional messaging Media plan Promotion & advertising plan Positioning strategy <p>Competitive Analysis (Comparing organization with</p> <ul style="list-style-type: none"> Competitors' Discuss the 4P's of marketing mix with competitors') Competitors' strengths Competitors' weaknesses Organization's competitive advantage 	<p>1-2 pages (Including product/pricing table)</p> <p>20 Points</p> <p>1-1 ½ pages (including table)</p>		
<p>Challenges/ Contingency Plan (Analyses of internal environment and external environment)</p> <ul style="list-style-type: none"> Internal risks External risks How risks will be avoided Actions when risks occur 	<p>¾ page</p> <p>10 Points</p>		
<p>Recommendations/ Growth Plan</p> <ul style="list-style-type: none"> Description of growth plan Strategies for market penetration Strategies for product development Strategies for market development Strategies for diversification <p>Conclusion</p> <ul style="list-style-type: none"> Main findings of the competitive analysis, marketing plan 	<p>1- 1 ½ pages</p> <p>10 Points</p> <p>½ page</p>		
<p>Total Points</p>	<p>100 Points</p>		

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@tamuc.edu

Marketing 501 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.

ALL ASSIGNMENTS DUE 11.59 pm ON Saturday except the group paper.

PLEASE NOTE, PAPER IS DUE ON Wednesday, 11:59pm at the end of the semester.

WEEK/DATES	TOPICS	CHAPTERS	ASSIGNMENTS
Week 1 and 2	Introduction to Marketing & Marketing Insights	1,2,3,4,5,6	Homework due Week 1 Exam 1 due week 2
Week 3 and 4	Branding & The Marketing Mix: Product	7,9,10,11,12,13	Homework due week 3 Exam 2 due week 4
Week 5 and 6	Price & Place	14,16,17,18	Homework due week 5 Exam 3 due week 6
Week 7 and 8	Promotion & Global Marketing	8,15,19,20, 21,22,23	Draft Group paper due Wed Wk 7 (<u>not required</u>) Homework due Week 7 Final Group paper due Wed Wk 8 Exam due week 8

❖ **THIS WEEKLY SCHEDULE IS TENTATIVE.**