



Texas A&M University-Commerce

MKT 501: Marketing Environment

CLASSROOM: 501.0RE, SE

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

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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 (USAF) 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.

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 Strategy 6th Edition (2014) by Ferrell & Hartline, South-Western Cengage Learning, ISBN 978-1-285-07304-0

REQUIRED SOFTWARE: 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.

SUPPLEMENTARY READINGS: Will be provided by the instructor in eCollege Doc Sharing.

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.

COURSE FORMAT:

You will find the majority of the information and materials that you will need to complete the course in this syllabus and on the eCollege course management website. Be sure to log onto eCollege and check your university e-mail regularly to see what work you are required to do.

I will always upload new announcements to the home page of this course when I want to announce something to the entire class and would discuss in class. I would try to respond to your e-mails within **24 hours**. If your correspondence falls over the weekend it may be **24-48 hours**.

ALL EMAILS MUST BE PREFACED WITH THE COURSE NUMBER FOLLOWED BY THE SUBJECT (EXAMPLE: MKT501-0RE, SE Assignment 1).

TECHNOLOGY REQUIREMENTS

This is a **NOT A web** course. The following technology is recommended to be successful: 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

Minimal Technical Skills Needed

You will need to run the latest version of Java for eCollege (the Learning Management System for TAMUC), 2007/2010 Microsoft Word, Excel, PowerPoint, and using presentation and graphics programs, etc.

Instructional Methods

The course is delivered F2F.

Student Responsibilities or Tips for Success in the Course

You are responsible for reviewing all announcements within the course announcements pages, logging on at least 3 times a week, having and responding to all emails, and completing assignments on time, and attending or listening to chats early in the week. Failure to do these items will adversely affect your grade.

Examples include: Regularly logging into the course website, amount of weekly study and participation time expected, etc.

COURSE SCHEDULE:

A course schedule is included at the end of this syllabus. Please note, **the week starts on Monday and ends on Saturday (when most items are due).**

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 are 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). Assignments are generally due on **Saturday** of each week by 11:59 PM. I have outlined a suggested schedule that I think would help student maintain a good pace. 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: (total 360 points)

Chat points (3@5pts each)	15
Individual Analysis	25
2 Exams (100 pts each)	200
Reflection Paper	15
<u>1 Group Paper</u>	<u>100</u>
Total	360

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 assignments must be completed by the due date. Any late item 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. **Bio and Academic Dishonesty policy are required and there are no grade for these items, but they appear in the gradebook.**

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 WORK 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.

Individual Analysis

This paper is to have you explore a market individually and not as a group. The preliminary analysis is general market and segment information. Please do a research from A&M library or google.com to write a paper about “Identify general market and segment information on the Used Car market.” You may use any Used Car company to analyze. However, the information required is below.

This is an individual student project. Paper (as a **Word attachment**) is to be submitted directly to the **DROPBOX**. *For this assignment, late projects will not be acceptable.* The maximum pages for the paper should be no more than 4 content pages, using Times New Roman, 12 point font, and APA (single spaced is required). (Please note quantity **NEVER** equals quality). In addition, you should cite at least 6 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, 4 pages of content, a reference list, table, figure, and an appendix (if necessary).

Individual Analysis Rubric Items

Executive Summary

- Brief Company overview
- Details from approximately each para/section 10-20% of document

Situation Analysis

- Industry overview & sector description
- Size of market (units or sales), growth of last (3-5 yrs), industry trends, key competitors, etc.

Segment Information

- Identify at least 3 segments: Possible examples but not limited to this list: high school buyers, young buyers (give an age), international student buyers, all student buyers, married buyers
- Identify at least one of each of these: demographic characteristics of market, psychographic characteristics of market, behaviors of target market
- Demographic, Psychographic, Behaviors

Marketing Mix

- Product strategy
- Key products, key features, product trends direction of the industry

Levels for the rubric levels

- NI – Needs Improvement: Not consistent with text and lectures
- P – Proficient: Consistent with text and lectures but could be improved
- E – Exemplary: Exceeds information covered in text and lectures

Reflection Paper

Reflective essays are often assigned allow the student to write about their personal experience. In this paper, this reflection is for you to explore your experience with the marketing course and assignments and your understanding marketing, reflect on the positive and negative aspects of it, and to formulate goals to improve the experience or results of the activity the next time it occurs. You will be given 3-5 questions to reflect on for the semester. Writing reflectively allows you to think more deeply and consciously about your actions or behaviors within business. You may want to keep a diary or journal on the questions weekly to get your thoughts on paper early. By analyzing or observing your thoughts, words or actions and assessing the consequences of them, you assess what you want to happen and better equip yourself for a more positive outcome the next time. The paper directions are given in eCollege on the assignment.

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 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)) (Ford (pick a car brand),?”* (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 the last week** 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. 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. A draft will only be taken one week prior to the day the paper is due. Please see the schedule at the end of the syllabus.

IMPORTANT: The group project should be submitted to DROPBOX under the last week. 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 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.

Group Project Leader:

- The group leader will be given an extra 10 bonus points if he does the following:
- Gets the group organized and posts information in the virtual office such as the group project members and the company chosen for the group project.
- Each week on Saturday, by 11:59pm, (submit an email to Dr. Myers, letting me know your progress). It should be no more than 2 sentences on each member, and a couple of sentences on issues or challenges. This is due on Saturday evening at 11:59pm. This information should be sent by email. This will allow me to assist the group on organization and direction if needed.
- The 4 submissions are required and if not done, the points will not be awarded. There is no partial credit and you may submit the weeks information prior to Saturday.
- The email subject line should be Group X, Week X

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

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations. For a list of locations, please refer to (<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>) and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

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.
ALL CHATS WILL BE 7pm Central Time (TAMUC time)

Mkt 501.0RE, SE

Week	Dates	Topic	UCD	Chap	Assignment
1	Jan 17-21	Marketing Strategy		1,2	
2	Jan 23-28	Market Opportunities	X	3,4	
3	Jan 30-Feb 4	Target Marketing		5	Individual Analysis
4	Feb 6-11	Marketing Program	X	6	Exam 2 Ch1-6
5	Feb 13-18	Branding, Positioning		7	
6	Feb 20-25	Social Responsibility	X	8, 9	
7	Feb 27-Mar 4	Implementation	X	10	Final Project
8	Mar 6-11	Relationship Building			Reflection Paper, Exam 2 Ch7-10

❖ **THIS WEEKLY SCHEDULE IS TENTATIVE.**

Bloom's Taxonomy

Cognitive[[edit](#)]



Categories in the cognitive domain of the revised Bloom's taxonomy ([Anderson et al. 2000](#)) Skills in the **cognitive domain** revolve around knowledge, comprehension, and [critical thinking](#) on a particular topic. Traditional education tends to emphasize the skills in this domain, particularly the lower-order objectives.

There are six levels in the taxonomy, moving through the lowest order processes to the highest:

Knowledge[[edit](#)]

Exhibit memory of learned materials by recalling facts, terms, basic concepts and answers

- Knowledge of specifics - terminology, specific facts
- Knowledge of ways and means of dealing with specifics - conventions, trends and sequences, classifications and categories, criteria, methodology
- Knowledge of the universals and abstractions in a field - principles and generalizations, theories and structures

Questions like: What are the health benefits of eating apples?

Comprehension[\[edit\]](#)

Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating the main ideas

- Translation
- Interpretation
- Extrapolation

Questions like: Compare the health benefits of eating apples vs. oranges.

Application[\[edit\]](#)

Using acquired knowledge. Solve problems in new situations by applying acquired knowledge, facts, techniques and rules in a different way

Questions like: Which kinds of apples are best for baking a pie, and why?

Analysis[\[edit\]](#)

Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations

- Analysis of elements
- Analysis of relationships
- Analysis of organizational principles

Questions like: List four ways of serving foods made with apples and explain which ones have the highest health benefits. Provide references to support your statements.

Evaluation[\[edit\]](#)

Present and defend opinions by making judgments about information, validity of ideas or quality of work based on a set of criteria

- Judgments in terms of internal evidence
- Judgments in terms of external criteria

Questions like: Do you feel that serving apple pie for an after school snack for children is healthy?

Synthesis[\[edit\]](#)

Compile information together in a different way by combining elements in a new pattern or proposing alternative solutions

- Production of a unique communication
- Production of a plan, or proposed set of operations
- Derivation of a set of abstract relations

Questions like: Convert an "unhealthy" recipe for apple pie to a "healthy" recipe by replacing your choice of ingredients. Explain the health benefits of using the ingredients you chose vs. the original ones.

Explain the benefits you are seeing or using because of analytics compared to as recently as 2 years ago.

