

MKT 306.02W & 03W: MARKETING

COURSE SYLLABUS: Spring 2020

INSTRUCTOR INFORMATION

Instructor: Dr. Scott M. Sewell, Senior Lecturer

Office Location: BA 322

Office Hours: Monday & Wednesday 8:00 am – 9:00 am

MKT Office Phone: 903-886-5692

Office Fax: 903-86-5693

University Email Address: Scott.Sewell@tamuc.edu

Preferred Form of Communication and Communication Response Time:

For personal concerns or questions, email is the best way to contact me. I generally check my email 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.

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 log in over a prolonged period (5 days) then I will assume you intend to drop the course.

COURSE INFORMATION

All sections of MKT 306 are Inclusive Access. This means that the eBook and homework package are already incorporated into the course website and will be billed along with your course tuition. You will access the homework directly from the D2L course website. The price for the book and homework is \$106.50, which is substantially less than the cost of the homework access code from other sources, and is about \$100 less than the previous cost of the package.

You may opt out of the inclusive access but your cost will likely be higher than the savings provided by Inclusive Access. **ISBN 978-1260200331 (Connect + Loose Leaf text) or 978-1260200652 for Connect if you buy the textbook elsewhere.** If you want a paper copy (loose leaf) of the textbook in addition to the eBook, you can obtain it for an additional fee (around \$37) through the campus bookstore.

The McGraw Hill Connect Access Link for all sections this semester will be given the first week of class.

-

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.

Student Learning Outcomes

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. SLO 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. SLO 2: Students will apply essential marketing terminology and concepts to a personal branding assignment.
3. SLO 3: Students will apply the market planning process to develop a strategic marketing plan.
4. SLO 4: Students will work cooperatively on a team project.
5. SLO 5: Describe the use of four key marketing analytics: Return on marketing investment (ROMI), revenue analysis, market share analysis, and profitability analysis.

COURSE REQUIREMENTS

Instructional Methods

The course is organized with weekly assignments. Exams and discussion will be grouped in three modules: CH 1-5 (January 13 - February 16); CH 6-10 (February 10 - March 22); CH 11-16 (March 23 - May 8).

GRADING

Final grades in this course will be based on the following scale:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

Weights for Assessment	
Core Concept Quiz	5%
3 Exams	45%
Learnsmart and Connect	20%
Personal Branding Assignment	10%
Team Marketing Plan	20%

Assignments/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, 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) (SLO 1)

Complete the exams online by accessing the D2L quiz 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 with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the 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 with 60 minutes allowed to complete each exam. When the exam opens you will only see one question at a time and must answer it to proceed to the next question. You will not be allowed to go back to previous questions so a good knowledge of the course material and some level of time

management skills are required. Exams are individual exams so working with another student is considered cheating and is grounds for an F in the course.

Connect Homework Assignments (10% of total course grade)

Interactive exercises will be assigned for each chapter in the textbook through the McGraw-Hill Connect platform. You will log into McGraw-Hill Connect to complete the brief assignments. You will be allowed 2 attempts at the assignment, which must be completed before a deadline. Grades for the 16 assignments will be averaged, and are worth 10% of your grade. 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 McGraw-Hill Connect LearnSmart platform. 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 time only counts when you are actually answering the questions.

Assessment Method: Both Connect and LearnSmart are objective-formatted questions.

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 10% of your grade. **SLO 2**

The **team project, worth 20%**, will begin mid-semester after you have completed the individual branding assignment. I will assign teams of 4 or 5 students; your team 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) with all names alphabetically.*

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. **SLO 3 and SLO 4**

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. **SLO 5**

COURSE OUTLINE / CALENDAR

Week 1 (January 13 – 19, 2020) Introduction, CH 1: Why Marketing Matters to You, Connect CH 1.

Week 2 (January 20 - 26, 2020) CH 2: Strategic Planning, Connect CH 2. Begin working on the Personal Branding Assignment due at the end of Week 8.

Week 3 (January 27 - February 2, 2020) CH 3: The Global Environment, and CH 4: Consumer Behavior, Connect CH 3 and 4.

Week 4 (February 3 - 9, 2020) CH 5: Marketing Research, Connect CH 5. Complete at least ½ hour on LearnSmart for each Chapter (1-5) before the Exam 1 next week.

Week 5 (February 10 - 16, 2020) **Exam I (CH 1-5) online.** CH 6: Product Development, Connect CH 6.

Week 6 (February 17 - 23, 2020) Begin CH 7: Segmentation, Targeting and Positioning, Connect CH 7. Continue working on the Personal Brand Assignment, due end of Week 8.

Week 7 (February 24 - March 1, 2020) CH 8: Promotional Strategies, Connect CH 8.

Week 8 (March 2 - 8, 2020) CH 9: Supply Chain and Logistics Management, Connect CH 9. **Personal Brand Assignment due.**

Spring Break (March 9 - 15) No new material. Have a fun but safe break!

Week 9 (March 16 - 22, 2020) Chapter 10: Pricing, Connect CH 10; Complete at least ½ hour on LearnSmart for each Chapter (6-10) before you take the exam. **Exam 2 (CH 6-10) online.**

Week 10 (March 23 - 29, 2020) CH 11: Retailing, Connect CH 11. Teams assigned and select topic for team project due the end of Week 15.

Week 11 (March 30 - April 5, 2020) CH 12: Personal Selling, and CH 13: Digital and Social Media Marketing; Connect CH 12 and 13.

Week 12 (April 6 - 12, 2020) CH 14: Customer Relationship Management, CH 14.

Week 13 (April 13 - 19, 2020) CH 15: Branding, Connect CH 15. Work on Team Projects. Use study guide to prepare for next week's Core Concept Quiz.

Week 14 (April 20 - 26, 2020) CH 16: Social Responsibility and Sustainability, Connect CH 16. **Complete the Core Concept Quiz.**

Week 15 (April 27 - May 3, 2020) Team leader ONLY is to submit the group project. ALL team members are to submit the team member evaluation form for each person in the group including themselves.

Week 16 (May 4 - 8, 2020). **Exam 3 (CH 11-16);** Must complete all Connect homework (CH 11-16) before taking the exam.

Rubric for MKT 306 Projects

Criteria	1 Needs Improvement	2 Meets Expectations	3 Exceeds Expectations
Comprehensiveness	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
Research	Does not meet the minimum requirements for number of sources; Source quality is insufficient (outdated, biased, lacking in expertise, or inappropriate for a college paper, such as Wikipedia).	Better than minimum number of sources; Most sources are recently published; a variety of viewpoints are represented (not merely taken from a corporate website or blog).	Exceeds expectations for quantity and quality of sources.
Incorporates marketing terms and concepts	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.
Writing style	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 style correctly. Grammar and spelling are correct. All research sources are cited correctly.

NEW LEARNING MANAGEMENT SYSTEM (LMS) AND LOG-IN:

Effective Fall, 2018, a new LMS fully replaced eCollege. Preferred browser for D2L: Firefox or Chrome. To get started, you will need your campus-wide ID (CWID) and password to log into the course. Log-in to myLeo student portal and from the top menu ribbon select Apps (2nd tab). Scroll down and click on MyLeo Online D2L. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at (903) 468-6000 or helpdesk@tamuc.edu.

Alternatively, use the new [myLeo Online](https://myleonline.tamuc.edu/d2l/login) URL (https://myleonline.tamuc.edu/d2l/login). You will login to the new myLeo Online system using your CWID and password, just like you would login to the student portal [to get into eCollege]. If you have not already done so, please go ahead and test your login to the system and report any problems to the e-mail listed below.

Once you are logged-in your D2L account, scroll to the bottom to find “My Courses.” If you have trouble logging in your myLeo Online, please e-mail Project.Nova@tamuc.edu immediately. If you have other technical difficulties with accessing your course once the semester has started, please use the Support Widget on the myLeo Online homepage to contact D2L Support. They'll be happy to help you!

You are also enrolled in the [myLeo Online Student Resources course](https://myleonline.tamuc.edu/d2l/home/6779) (https://myleonline.tamuc.edu/d2l/home/6779) that has been created as a brief orientation to the new system. Once you are logged in, click on the course selector icon at the top middle to access your course from the drop down menu.

I realize that the use of the new LMS will be challenging for both students and instructors. We just need to be patient with the learning process. Obviously, there is a learning curve associated with the new platform.

Students who encounter other technical problems can also contact our HelpDesk, available 24 hours a day, seven days a week. The HelpDesk can be reached by calling at (903) 468-6000.

TECHNOLOGY REQUIREMENTS

Browser support

D2L is committed to performing key application testing when new browser versions are released. New and updated functionality is also tested against the latest version of supported browsers. However, due to the frequency of some browser releases, D2L cannot guarantee that each browser version will perform as expected. If you encounter any issues with any of the browser versions listed in the tables below, contact D2L Support, who will determine the best course of action for resolution. Reported issues are prioritized by supported browsers and then maintenance browsers.

Supported browsers are the latest or most recent browser versions that are tested against new versions of D2L products. Customers can report problems and receive support for issues. For an optimal experience, D2L recommends using supported browsers with D2L products.

Maintenance browsers are older browser versions that are not tested extensively against new versions of D2L products. Customers can still report problems and receive support for critical issues; however, D2L does not guarantee all issues will be addressed. A maintenance browser becomes officially unsupported after one year.

Note the following:

- Ensure that your browser has JavaScript and Cookies enabled.
- For desktop systems, you must have Adobe Flash Player 10.1 or greater.
- The Brightspace Support features are now optimized for production environments when using the Google Chrome browser, Apple Safari browser, Microsoft Edge browser, Microsoft Internet Explorer browser, and Mozilla Firefox browsers.

Desktop Support

Browser	Supported Browser Version(s)	Maintenance Browser Version(s)
Microsoft® Edge	Latest	N/A
Microsoft® Internet Explorer®	N/A	11
Mozilla® Firefox®	Latest, ESR	N/A
Google® Chrome™	Latest	N/A
Apple® Safari®	Latest	N/A

Tablet and Mobile Support

Device	Operating System	Browser	Supported Browser Version(s)
Android™	Android 4.4+	Chrome	Latest
Apple	iOS®	Safari, Chrome	<p>The current major version of iOS (the latest minor or point release of that major version) and the previous major version of iOS (the latest minor or point release of that major version). For example, as of June 7, 2017, D2L supports iOS 10.3.2 and iOS 9.3.5, but not iOS 10.2.1, 9.0.2, or any other version.</p> <p>Chrome: Latest version for the iOS browser.</p>

Device	Operating System	Browser	Supported Browser Version(s)
Windows	Windows 10	Edge, Chrome, Firefox	Latest of all browsers, and Firefox ESR.

- You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:
 - - - 512 MB of RAM, 1 GB or more preferred
 - Broadband connection required courses are heavily video intensive
 - Video display capable of high-color 16-bit display 1024 x 768 or higher resolution
- You must have a:
 - Sound card, which is usually integrated into your desktop or laptop computer
 - Speakers or headphones.
 - *For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.
- Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: [JAVA web site http://www.java.com/en/download/manual.jsp](http://www.java.com/en/download/manual.jsp)
- Current anti-virus software must be installed and kept up to date.

Running the browser check will ensure your internet browser is supported.

Pop-ups are allowed.

JavaScript is enabled.

Cookies are enabled.

- You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:
 - [Adobe Reader https://get.adobe.com/reader/](https://get.adobe.com/reader/)
 - [Adobe Flash Player \(version 17 or later\) https://get.adobe.com/flashplayer/](https://get.adobe.com/flashplayer/)
 - [Adobe Shockwave Player https://get.adobe.com/shockwave/](https://get.adobe.com/shockwave/)

- [Apple Quick Time](http://www.apple.com/quicktime/download/) <http://www.apple.com/quicktime/download/>
- At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.

ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection 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, Starbucks, a TAMUC campus open computer lab, etc.

COMMUNICATION AND SUPPORT

Brightspace Support

Need Help?

Student Support

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778 or click on the **Live Chat** or click on the words "[click here](#)" to submit an issue via email.

System Maintenance

Please note that on the 4th Sunday of each month there will be System Maintenance which means the system will not be available 12 pm-6 am CST.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

1. **Put all deadlines in your planner/calendar/phone. Deadlines are very important in business and I expect you to keep up with them.**
2. **Because homework is worth 20% of your grade, there is no extra credit.**
3. **Be a contributing team member. Do your fair share and don't keep team members wondering if you're going to come through. Communicate.**
4. **Login at least every other day during the semester. Check emails daily.**

Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <http://www.albion.com/netiquette/corerules.html>

TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

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 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: [Office of Student Disability Resources and Services](#)

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

Nondiscrimination Notice

Texas A&M University-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.

Campus Concealed Carry Statement

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 the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web

url: <http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

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.