



# TEXAS A&M UNIVERSITY COMMERCE

**MKT 521  
Marketing Management 02W  
SPRING 2020**

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<b>Office Hours:</b>	(T) 12:00- 2:00 p.m.-office hours (other times by appointment)

### *General Course Information*

<b>Course Description:</b>
This course is a comprehensive study of the effective application of marketing strategies in international and domestic organizations. MKT 521 has been designated as 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. As a result, students will be able to view themselves as engaged citizens within an interconnected and diverse world.
<b>Course Objectives:</b>
This course is designed to provide MBA students with the KNOWLEDGE, UNDERSTANDING and/or APPRECIATION of marketing as follows: 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.
<b>Required Text:</b>
Perreault, Cannon and McCarthy, Basic Marketing: A Marketing Strategy Planning Approach, 19th edition (ISBN: 978-0-07-802898-4), McGraw-Hill Irwin, Chicago, IL, will be utilized in all MKT 521 sections.

### *Class Policies*

**Grading:**

- Cases (50 points each for a total of 100 points)
- Marketing Plan (100 points for project)
- Midterm Exam (100 points)
- Final Exam (100 points)
- **Total (400 points)**

Your final grade will be based on the following scale:

A=360-400

B=320-359

C=280-319

D=240-279

F=239 and below

\* Unexcused absences for exams or other assignments will result in a grade of zero. Academic regulations and procedures as found in the Texas A&M-Commerce govern all grading and academic policies.

All of the grading rubrics will be uploaded to D2L

**Attendance & Class Participation:**

Attendance and participation are vital to the success of your learning experience. The roll will be taken during the first 5-10 minutes of the class. If you are not in class when the roll is taken you will be marked as absent. Students who leave early without advance notice to the instructor and sleeping during the class session will be marked as absent.

Please note you will not be allowed to make up missed work or exams (arrangements must be made with me **prior** to the due date of the assignment or day of the exam).

It is the student's responsibility to find out from their classmates what materials were covered, distributed, or assigned during any missed classes.

***The attendance policy does not apply to the students of the online class. However, they are expected to be active participants of the class and will be evaluated for participation.***

***School Policies*****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: <https://www.britannica.com/topic/netiquette>

### **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>

### **Students with Disabilities-- ADA Statement**

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](mailto: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.

### **Course Communication:**

It is the responsibility of the student to ensure that all notifications and materials sent to the instructor are received by the instructor.

Students are required to check their email at least once a day. The D2L environment will be used for class related material and document posting so the students are expected and required to have access to that platform.

This course is scheduled for online delivery. You will submit your class assignments through the D2L location and your grades will be recorded for you in the course grade book. PowerPoint slides will be available for each of the Perreault book chapters electronically. We will also utilize the Discussion Board feature of D2L. You will be expected to post discussion comments based on your readings for each of the discussion question. You must respond to your classmates' comments. You should submit your work in the appropriate area when it is due. Group structure will be determined by the instructor.

### **Case Assignments**

Throughout the semester, you will be required to analyze cases from the Perrault & McCarthy (19e) book. Each case is worth 50 points. Specific instructions for each case will be posted in D2L prior to the week the case is scheduled to be assigned. You will prepare written analyses based on application of marketing concepts. Instructions are

provided in D2L. There are two cases. Cases should be submitted electronically as a Word document. Please note that cases will be analyzed by turnitin.com for plagiarism. Case 2 is designated as the global assignment.

**Marketing Plan**

Each group will develop a marketing plan for some existing or planned profit oriented or non-profit business. The marketing plan should cover all aspects of marketing as it relates to the business, i.e. products, services, packaging, brand name, target market, promotion, price, channels, etc., and, of course, the marketing mix for the product line(s) of the business. The project should be 15-20 pages in length excluding title page, table of contents, references, and appendices. Students will be provided additional information once the class starts.

**Please be mindful that social loafing is unacceptable. Each team member is expected to contribute fully to this assignment. Each team member will be evaluated by his/her team members. Individual grades will depend in part on these evaluations.**

**Midterm and Final Exam**

The midterm and final exam is a combination of multiple choice, true false and short answer questions which will test your competency over basic marketing concepts. Each exam is worth 100 points. The questions will come from the text and discussion material.

	Dates		Week	Dates	
Week 1	1/30/2020	2/2/2020	Week 9	3/23/2020	3/29/2020
Week 2	2/3/2020	2/9/2020	Week 10	3/30/2020	4/5/2020
Week 3	2/10/2020	2/16/2020	Week 11	4/6/2020	4/12/2020
Week 4	2/17/2020	2/23/2020	Week 12	4/13/2020	4/19/2020
Week 5	2/24/2020	3/1/2020	Week 13	4/20/2020	4/26/2020
Week 6	3/2/2020	3/8/2020	Week 14	4/27/2020	5/3/2020
Week 7	3/9/2020	3/15/2020	Week 15	5/4/2020	5/8/2020
Week 8	3/16/2020	3/22/2020			

**Course Schedule (A week is M-S, any work due is Sunday 11:59 p.m. CST)**

<b>Week</b>	<b>Chapter(s)</b>	<b>Activities / Assignments</b>
1		Review Syllabus, Submit Academic Honesty Policy
2	1, 2	Team Establishment
3	3, 4	
4	5, 6	Marketing Plan Proposal due
5	7, 8	Case 1 Due
6	9, 10	
7		<b>Spring Break</b>
8	11	<b>Midterm Exam</b>
9	12, 13	
10	14, 15	
11	16	Case 2 Due
12	17, 18	
13	19	<i>Team Marketing Plan Due</i>
14	20	
15		<b>Final Exam</b>

The above schedule is tentative and subject to change at the discretion of the instructor.  
 (The official schedule will be followed for the final exam date)