



MKT 306.04W MARKETING

COURSE SYLLABUS: Spring 2020

INSTRUCTOR INFORMATION

Instructor: Dr. Ruiliang Yan

Office Location: BA 323

Office Hours: Monday 1:00-4:00pm by appointment

Office Phone: 903-886-5692; **Office Fax:** 903-886-5693

University Email Address: Ruiliang.Yan@tamuc.edu

Preferred Form of Communication: email

*****To contact me, email should be sent through your Leo account. Email subject should begin with “MKT 306.04W”. Email with the right format can expect response within 24 hours, otherwise it is more likely to be missed due to overwhelming emails*****

Communication Response Time: Generally within 24 hours M-F.

In my class, generally any late work is NOT acceptable.

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Textbook(s) Required: *Marketing, 2nd Edition by Shane Hunt, John Mello, and George Deitz (McGraw Hill 2018).*

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**

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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.



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

GRADING

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

A = 90%-100% 900 points +

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B = 80%-89.9% 800 – 899 points
 C = 70%-79.9% 700 – 799 points
 D = 60%-69.9% 600 – 699 points
 F = 59.9% or Below 599 or fewer points
 Total points Possible for Semester = 1000

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

Assessments

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, 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)

Closed book exams will cover the required textbook reading and the content of the online lectures. 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 (worth 150 points each), with 120 minutes allowed to complete each exam. I will open the exam at 7 am on the assigned days, which will be emailed to whole class before each exam, and close it at 11:30 pm. Exams are closed book and individual. That means using your book or notes, or working with another student is considered cheating and is grounds for an F in the course. Exam I (CH 1-5) is on week 5; Exam II (CH 6-10) is on week 10. The final exam (CH 11-16) is on week 15. Grading is objective, based on terms, concepts and examples in the textbook.

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Please note that any late work for Connect Interactive and LearnSmart assignments below are NOT acceptable and will be graded as ZERO.

Connect Interactive Assignments (10% of total course grade)

I'll assign interactive exercises for each chapter in the textbook. You will log into assignments through D2L under the section for Interactive. You will be allowed 2 attempts at the assignment, which must be completed before a deadline. Grades for the 16 assignments will be averaged (dropping the lowest score), 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 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. If you spend less than 30 minutes answering questions for a chapter, or if you only answer a very few questions in the time allotted, your points will be reduced.

Assessment Method: Both Interactive and LearnSmart will be objective-formatted questions. Your points are weighted to equal 10% of your total grade or 100 pts each. **I will enter the comprehensive grades for both Connect Interactive and LearnSmart assignments into the gradebook at the end of Spring semester, no individual grade for each chapter.**

Personal Brand Assignment (10% 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. SLO 2**

IMPORTANT: turnitin.com will be used to check the submitted personal brand papers. **No paper will be accepted for grading if the turnitin.com percentage is greater than 30%. For a grade "A" project, its turnitin must be less than 10%. Paper must be in a good writing (without major grammar errors), good transition, good structure, readable, and convincing. All works must be completed on time. Late works will not be acceptable.**

The **team project, worth 20%**, will begin mid-semester after you have completed the individual branding assignment. You need to find the best-match team members by yourselves. Each team can have 1-6 members. If you cannot find any team member, you need to work the team project by yourself. Your team will choose a brand from the

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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. **Required at least EIGHT pages' FULL content with double-spaced. Please follow the detailed marketing plan structure exactly (listed in the following table) to write your marketing plan paper.** One member will submit the group paper (in its entirety) to the Dropbox with all names alphabetically in the paper. **The due date for team project is May 6, 2020.**

IMPORTANT: turnitin.com will be used to check the submitted papers. **No paper will be accepted for grading if the turnitin.com percentage is greater than 30%. For a grade "A" project, its turnitin must be less than 10%. Paper must be in a good writing (without major grammar errors), good transition, good structure, readable, and convincing. All works must be completed on time. Late works will not be acceptable.**

Each team member should contribute to the team project equally. If half of your team members complain about your contribution, your grade will be deducted at least 30 points. If you satisfy with your team member performance, no any evaluation is needed.

Marketing Plan Structure

<ul style="list-style-type: none"> 1) Introduction 2) Brand overview 3) Market opportunity overview 	30 Points
<ul style="list-style-type: none"> Marketing Mix <ul style="list-style-type: none"> 4) Product Strategy (Product Mix) 5) Pricing strategy 6) Promotion & advertising plan 7) Place/distribution strategy Competitive Analysis <ul style="list-style-type: none"> 8) 4Ps' comparisons with competitors 9) Strengths' comparisons with competitors 10) Weaknesses' comparison with competitors 	70 Points

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 on April 22-24. **SLO 5**

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COURSE CALENDAR

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

Week 2 (1/20-26) CH 2: Strategic Planning, Connect CH 2.

Week 3 (1/27-2/2) CH 3: The Global Environment, and CH 4: Consumer Behavior, Connect CH 3 and 4.

Week 4 (2/3-9) CH 5: Marketing Research, Connect CH 5. Complete at least ½ hour on LearnSmart for each Chapter (1-5) before exam.

Week 5 (2/10-16) **Exam I (CH 1-5) online from February 10-12.** CH 6: Product Development, Connect CH 6

Week 6 (2/17-23) Begin CH 7: Segmentation, Targeting and Positioning, Connect CH 7. Personal Brand Assignment, due Thursday October 17.

Week 7 (2/24-3/1) CH 8: Promotional Strategies, Connect CH 8.

Week 8 (3/2-8) CH 9: Supply Chain and Logistics Management, Connect CH 9. **Personal Brand Assignment due on March 8.**

Spring Break from 3/9-15

Week 9 (3/16-22) Chapter 10: Pricing, Connect CH 10; Complete at least ½ hour on LearnSmart for each Chapter (6-10) before Friday's exam. **Exam 2 (CH 6-10) online from March 16-18.**

Week 10 (3/23-29) CH 11: Retailing, Connect CH 11. Teams assigned and select topic for team project.

Week 11 (3/30-4/5) CH 12: Personal Selling, and CH 13: Digital and Social Media Marketing; Connect CH 12 and 13.

Week 12 (4/6-12) CH 14: Customer Relationship Management, CH 14.

Week 13 (4/13-19). CH 15: Branding, Connect CH 15. Work on Team Projects. Use study guide to prepare for next week's Core Concept Quiz.

Week 14 (4/20-26). CH 16: Social Responsibility and Sustainability, Connect CH 16. **Core concept quiz** is open from April 22-24.

Week 15 (4/27-5/3). All Connect homework (CH 11-16) must be completed before exam 3. **Exam 3 (CH 11-16) online from April 27-29.**

Week 16 (5/4-8). **All team projects (i.e. marketing plan papers) due on May 6, 2020.**

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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.

TECHNOLOGY REQUIREMENTS

LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

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LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

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

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.

<https://community.brightspace.com/support/s/contactsupport>

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.**

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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:

<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>

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

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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.

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