



## Texas A&M University-Commerce

MKT 306: Marketing

### ONLINE COURSE SYLLABUS

#### Online classroom

##### Professor / Instructor Contact Information

Dr. Ruiliang Yan

Office phone: 903.886.5692; fax: 903-886-5702

Email: [Ruiliang.Yan@tamuc.edu](mailto:Ruiliang.Yan@tamuc.edu)

- **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 every day, so this is the best way to reach me.

#### Academic Honesty

Academic honesty is highly valued at the Texas A & M University – Commerce. You must always submit work that represents your original words or ideas. If any words or ideas used in a class assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Please see the Texas A & M University – Commerce Graduate Catalog for more information about academic honesty, including consequences of academic dishonesty.

#### 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.

#### Scholarly Expectations

All works submitted for credit ***must be original works created by the scholar uniquely for the class.*** It is considered inappropriate and unethical, particularly at the graduate level, to make

duplicate submissions of a single work for credit in multiple classes, unless specifically requested by the instructor. Work submitted at the graduate level is expected to demonstrate higher-order thinking skills and be of significantly higher quality than work produced at the undergraduate level.

## 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 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.

**Grading Policy**

90%-100% = A
80%-89.9% = B
70%-79.9% = C
60%-69.9% = D
0-59.9% = F

Weights for Assessment	
D2L Live Chats	50 pts
3 Exams@ 150 pts each	450 pts
Group paper	200 pts
Total	700 pts

**COURSE REQUIREMENTS**

**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.

**PLEASE NOTE: All assignments must be completed on the due date. Any late work 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.

**D2L Live Chats:**

We have required live chats through D2L virtual classroom. Specific live chat times will be emailed to whole class at the beginning of Summer I.

**Exams (150 points each, 3 exams total):**

Closed book exams will cover the required textbook reading and the content of the online lectures. Complete the exams online by accessing the eCollege exam 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 on with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the eCollege 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.

- There are 3 exams total. **Exam I (CH 1-5) is under week 2; Exam II (CH 6-10) is under week 3. The final exam (CH 11-16) is under week 5.** See the detailed schedule in Page 9- Course Calendar.
- Exams consist of 75 multiple-choice questions (worth 150 points each), with 120 minutes allowed to complete each exam.
- Under the assigned the exam week, you are given a whole week to access the exam. Once you open the exam, complete it within 120 minutes. One attempt only.
- Exams are closed book and individual. That means using your book or notes, or working with another student is considered cheating and grounds for an F in the course. Grading is objective, based on terms, concepts and examples in the textbook.
- **All exams must be completed on the due date. No extensions or make-ups will be allowed unless the absence is cleared by Dr. Yan prior to the day the assignment is due.**

### Connect Homework Assignments (not included in the gradebook)

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. The questions will adjust to the level of difficulty needed, and if you purchased Connect Plus, will tell you specifically what concepts require further study in your eBook.

**Assessment Method:** Connect assignments are objective-formatted questions. It's required and strongly recommended to work on these assignments as the supplement of your textbook. **Working on these can significantly boost your exam grades.** So take it as your textbook supplement especially if your expectation grade is at least a B.

### Team project (200 points)

Choose a brand from the list (**Brands - Dr. Pepper soft drinks; Fage Greek Yogurt; Iams Pet Food products; Microsoft Xbox One; Nissan Leaf electric cars; Nook Tablet**) to research and develop a marketing plan. You should be able to find information from business media, such as *The Wall Street Journal*, *Business Week*, *Fortune*, *Advertising Age*, or *Forbes*. **Start with the recommended publications above.** Other information may be obtained from the company's website, and from the business section of daily newspapers. You may also look for the product in stores, or visit the business for additional information. This is particularly helpful for

understanding the competition, the pricing, and distribution strategies. **Use multiple sources because some may be biased (for example, the company website probably avoids any negative information about the brand).**

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 research the current competitive situation and marketing efforts of your selected 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 title page. **The due date for team project is July 1, 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"> <li>1) Introduction</li> <li>2) Brand overview</li> <li>3) Market opportunity overview</li> </ul>	60 Points
<p>Marketing Mix</p> <ul style="list-style-type: none"> <li>4) Product Strategy (Product Mix)</li> <li>5) Pricing strategy</li> <li>6) Promotion &amp; advertising plan</li> <li>7) Place/distribution strategy</li> </ul> <p>Competitive Analysis</p> <ul style="list-style-type: none"> <li>8) 4Ps' comparisons with competitors</li> <li>9) Strengths' comparisons with competitors</li> <li>10) Weaknesses' comparison with competitors</li> </ul>	140 Points

Only one plan should be submitted per group. Papers must be submitted to dropbox under week 5 at least 1 day ahead of the due date, to screen for plagiarism or other originality problems. **ONLY SUBMIT THE ENTIRE PAPER, NOT ANY INDIVIDUAL SECTION.**

**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. Please see the detailed rubrics at the end of syllabus.

## COURSE OUTLINE

### Week 1 (6/1-7)

- CH 1: Reading; Connect Homework Assignment 1
- CH 2: Reading; Connect Homework Assignment 2
- CH 3: Reading; Connect Homework Assignment 3
- CH 4: Reading; Connect Assignment 4

### Week 2 (6/8-14)

- CH 5: Reading; Connect Assignment 5
- CH 6: Reading; Connect Assignment 6
- CH 7: Reading; Connect Assignment 7
- **Exam 1 (Chapter 1-5) is open from 6/8-12 11:30pm.**
- **Work on the team project**

### Week3 (6/15-21)

- CH 8: Reading; Connect Assignment 8
- CH 9: Reading; Connect Assignment 9
- CH10: Reading; Connect Assignment 10
- **Exam 2 (Chapter 6-10) is open from 6/15-19 11:30pm.**
- **Work on the team project**

### Week4 (6/22-6/28)

- CH 11: Reading; Connect Homework assignment 11
- CH 12: Reading; Connect Homework assignment 12
- CH 13: Reading; Connect Homework assignment 13
- CH 14: Social Responsibility and Sustainability, Connect Homework assignment 14
- **Work on the team project**

### Week5 (6/29-7/2)

- CH 15: Measuring Marketing Performance, Connect Homework Assignment 15
- CH 16: Reading; Connect Homework assignment 16
- **Team project is due on 7/1.**
- **Exam 3 (CH 11-16) is open from 6/28-7/2 11:30pm.**

### Rubric for MKT 306 Project

Criteria	1	2	3
<b>Comprehensiveness</b>	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
<b>Research</b>	Meets 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.
<b>Incorporates marketing terms and concepts</b>	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.
<b>Writing style</b>	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 or MLA style correctly. Grammar and spelling are correct. All research sources are cited correctly.

#### ACCESS AND NAVIGATION

##### Access and Log in Information

This course was developed and will be facilitated utilizing eCollege, the Learning Management System used by Texas A&M University-Commerce. To get started with the course, go to:

<https://leo.tamuc.edu/login.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-commerce.edu](mailto:helpdesk@tamuc-commerce.edu).

### Being a Successful Online Student

- [What Makes a Successful Online Student?](#)
- [Self-Evaluation for Potential Online Students](#)
- [Readiness for Education at a Distance Indicator \(READI\)](#)
  - o *Login Information: Login = **tamuc**; password = **online***

### Student Support

Texas A&M University-Commerce provides students technical support in the use of eCollege. The student help desk may be reached by the following means 24 hours a day, seven days a week.

- **Help:** Click on the '*Help*' button on the toolbar for information regarding working with eCollege (i.e. How to submit to dropbox, How to post to discussions etc...)
- **Chat Support:** Click on '*Live Support*' on the tool bar within your course to chat with an eCollege Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with eCollege Technical Support Representative.
- **Email:** [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org) to initiate a support request with eCollege Technical Support Representative.

### Campus Concealed Carry

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.

## COURSE AND UNIVERSITY POLICIES

### Academic Honesty Policy

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.

There are two problems that seem to come up in online classes. The first is students who attempt to cheat on exams. Exam questions are randomized in order, and a time limit is set. If you try to extend the time by claiming your computer was timed out before you can submit the exam, be aware that I can see how many questions you have answered and how long you were online.



The second problem is plagiarism. Texas A&M University-Commerce does not tolerate **plagiarism** and other forms of academic **dishonesty**. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material. All projects will be turned in through "Turnitin.com" to screen for plagiarism. THE PENALTY FOR CHEATING AND PLAGIARISM IS AN F IN THE COURSE.

### **Incompletes**

Incompletes are only given when a student has completed all work up to the last 3 weeks of the term, and has an extenuating circumstance. Students only have access to the eCollege course for two weeks following the final day of the term. Therefore, incompletes are rarely given.

### **Administrative Withdrawal**

Students who do not login during the first 12 days of the semester may be administratively dropped from the class. Students who stop participating for over 10 days, and do not answer emails from the instructor may also be administratively dropped.

### **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 132**  
**Phone (903) 886-5150 or (903) 886-5835**  
**Fax (903) 468-8148**  
[StudentDisabilityServices@tamuc.edu](mailto:StudentDisabilityServices@tamuc.edu)