



MKT 306.02B MARKETING

COURSE SYLLABUS: Fall 2021

INSTRUCTOR INFORMATION

Instructor: Mary Anne Doty, Marketing Instructor

Office Location: BA 314 E (using Zoom or telephone for Fall 2021)

Office Hours: Online 10-11 am Monday/Wednesday or by appointment

Office Phone: 903-886-5692

Office Fax: 903-886-5693

University Email Address: MaryAnne.Doty@tamuc.edu

Preferred Form of Communication: email

Communication Response Time: Generally within 24 hours M-F

YouSeeU Broadcasts: Mondays at 11 am Central time (live and recorded for later use)

Mary Anne Doty has been a faculty member in the Department of Marketing and Business Analytics, College of Business, at Texas A&M University-Commerce since 2003. Over the past 30 years she has taught undergraduate business courses at the Universities of Arizona, Kentucky and Maryland, as well as at Eastern Kentucky University and Southern Methodist University. A generalist, Professor Doty has taught courses in Business Policy, Marketing, Retail Management, Advertising and Promotions, Sales, International Marketing, Product Management, Entrepreneurship, Channels of Distribution, and Global Consumer Behavior. Mrs. Doty received her MBA and was all but dissertation (ABD) for a Doctorate in Business Administration from the University of Kentucky. She was named a Global Fellow at TAMUC in 2016 and Distinguished Global Fellow in 2019.

In addition to her teaching experience, she has been a marketing consultant and has worked in event planning and political marketing. Professor Doty performs market research, develops strategic plans for new product launches, and does competitive analysis in her consulting work. Previous clients included Texas Instruments, Raytheon Corporation, Analog Devices, Inc, and Nortel Networks. Mrs. Doty continues to work with industry as a consultant and a provider of executive education programs.

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

Textbook(s) Required: *Marketing, 3rd Edition by Shane Hunt, John Mello, and George Deitz (McGraw Hill 2021). Homework package is required.*

All sections of MKT 306 are Inclusive Access. 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 around **\$93**, which is substantially less than the cost of the homework access code from other sources, and saves over \$100 than the previous cost of the package before IA.

The syllabus/schedule are subject to change.

You may opt out of the inclusive access but your cost will likely be higher than the savings provided by Inclusive Access. **ISBN 978-12605825805**
(Connect + ebook text) 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 \$25) 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.

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

SPECIAL NOTE REGARDING TAMUC PANDEMIC RESPONSE

“A&M-Commerce has not updated the COVID policy regarding on-campus classes for Fall 2021. This syllabus will be updated when a new policy is announced. Check for a revised syllabus before the first day of class.

This is a blended class, so there shouldn't be any inconvenience with schedule changes due to the Pandemic. Students will access recorded lectures in D2L and participate in discussion and other activities via YouSeeU or Zoom at times announced.

COURSE REQUIREMENTS AND GRADING

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

A = 90%-100% 900 points +
 B = 80%-89% 800 – 899 points
 C = 70%-79% 700 – 799 points
 D = 60%-69% 600 – 699 points
 F = 59% 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%

The syllabus/schedule are subject to change.

Assessments

Exams: (45% of total course grade)

Closed book exams cover the required textbook reading and the content of the online lectures. Complete the exams online by accessing the D2L quiz tool.

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 Monday, September 27; Exam II (CH 6-10) is on Monday, November 1. The final exam (CH 11-16) is on Wednesday, December 15. Grading is objective, based on terms, concepts and examples in the textbook. **Course Objective 1**

This course employs Proctorio, a proctoring service to ensure exam security. Proctorio relies upon an algorithm to flag suspicious behavior. Your instructor can review recorded testing sessions to determine if cheating has taken place. An exam should be a measure of a student's learning. Academic dishonesty diminishes a student's learning, and also devalues the learning of other students. It is unacceptable in an academic community. Proctorio software may be used during one or more exams. If you do not have a camera on your computer, the instructor will send you a link to purchase an external camera for approximately \$10, which must be ordered in advance of the exams.

Connect Homework 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. 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. **Time management and meeting deadlines are important in the business world. Homework deadlines are not negotiable, so plan to set up reminders to avoid a zero. Course Objective 5. Also addresses COB Student Learning Objective 5: Students will be analytical problem solvers in business environments.**

SmartBook Adaptive Learning System (10% of total course grade)

For every chapter in the textbook, you are required to answer at least half the questions per chapter using SmartBook, (formerly known as LearnSmart) to get the full points on the assignment. 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 answer fewer than half the questions, your score will be reduced.

Both Connect and SmartBook will be objective-formatted questions. Your points will be weighted to equal 10% of your total grade or 100 pts each.

Assignments (30% of total course grade)

An important part of this course is applying what you have learned to real examples. The **Personal Branding assignment** (due October 20) is **worth 100 points or 10% of your grade**. **Course Objective 2**

The **team project is worth 20% of your grade and is due on December 6. Course Objectives 3 and 4. Also addresses COB Student Learning Objective 2: Students will demonstrate proficiency in written communications by creating clear and well-structured business documents.**

Core Concept Quiz: (5% of total class grade)

The syllabus/schedule are subject to change.

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 Tuesday, November 23 - Wednesday, November 24. **Course Objective 5**

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>

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.**

The syllabus/schedule are subject to change.

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: <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 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](#)

The syllabus/schedule are subject to change.

<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 OUTLINE / CALENDAR

Week	Assignment	Assessment
Week 1 – 8/30 to 9/5	CH 1: Why Marketing Matters	Connect homework CH 1
Week 2 – 9/6 to 9/12 Labor Day is on Sept 6	CH 2: Strategic Planning	Connect homework CH 2
Week 3 – 9/13 to 9/19	CH 3: Global Environment CH 4: Consumer Behavior	Connect homework CH 3 and 4
Week 4 – 9/20 to 9/26	CH 5: Marketing Research	Connect homework for CH 5
Week 5 – 9/27 to 10/3	CH 6: Product Development Speaker on Career Develop.	Exam 1 on Monday, Sept 27 Connect homework CH 6
Week 6 – 10/4 to 10/10	CH 7: Segmentation, Targeting and Positioning Begin Personal Brand Assign.	Connect homework CH 7
Week 7 – 10/11 to 10/17	CH 8: Promotional Strategies	Connect homework CH 8

The syllabus/schedule are subject to change.

Week 8 – 10/18 to 10/24	CH 9: Personal Selling	Personal Brand assignment due Wednesday, Oct 20 Connect homework CH 9
Week 9 – 10/25 to 10/31	CH 10: Supply Chain and Logistics Management	Connect homework CH 10
Week 10 – 11/1 to 11/7	CH 11: Pricing / Teams Assigned	Exam 2 on Monday, October 1 Connect Homework CH 11
Week 11 – 11/8 to 11/14	CH 12: Retailing CH 13: Digital and Social Media Marketing	Connect Homework CH 12 and 13
Week 12 – 11/15 to 11/21	CH 14: Branding	Connect Homework CH 14
Week 13 – 11/22 to 11/28	CH 15: Customer Relationship Management	Core Concept quiz on Tuesday/ Wednesday 11/23-24 Connect Homework CH 15
Week 14 – 11/29 to 12/5	CH 16: Social Responsibility and Sustainability	Connect homework CH 16 Finish and edit team marketing plans
Week 15 – 12/6 to 12/12	Team projects	Team projects due Monday, December 6; Complete Peer Evaluations
Week 16 – 12/15		Exam 3 on Wednesday, December 15

The syllabus/schedule are subject to change.