



Texas A&M University-Commerce

MKT 521.01E: Marketing Management

Professor / Instructor Contact Information

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Any question, let's have a virtual meet at any time.

- **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.

- **The Counseling Center at A&M-Commerce, located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel**

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.

Materials – Required Textbook

MARKETING MANAGEMENT

Author: MARSHALL

Edition: 3RD 19

Published Date: 2019

ISBN: 9781259637155

Publisher: MCG

OR

MARKETING MANAGEMENT (LOOSELEAF)

Author: MARSHALL

Edition: 3RD 19
Published Date: 2019
ISBN: 9781260157833
Publisher: MCG

Course Description and Objectives

This course is a comprehensive study of the effective application of marketing strategies in international and domestic organizations. It 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. This course is designed to provide MBA students with the KNOWLEDGE, UNDERSTANDING and/or APPRECIATION of:

- 1) The role marketing in an organization and how it contributes to the success of an organization;
- 2) The differences between micro and macro-marketing;
- 3) The process involved in the development and planning of a marketing strategy;
- 4) The importance and impact of the external marketing environment on the marketing strategy;
- 5) The elements that influence buyer behavior;
- 6) The elements that define a “good” product;
- 7) The strategic importance of pricing;
- 8) How marketers make channel systems effective;
- 9) The role of integrated marketing communication and the elements that comprise a promotional mix;
- 10) Why effective implementation of the marketing strategy is critical to customer satisfaction and profits,
- 11) Develop skills in expressing oneself orally (FACE TO FACE CLASSES ONLY) and in writing,
- 12) Learn to analyze and critically evaluate ideas, arguments, and points of view,
- 13) Learn how to find and use resources for answering questions or solving problems,
- 14) Acquire an interest in learning more by asking questions and seeking answers

***OUR SCHEDULE WILL RUN ON CENTRAL STANDARD TIME.**

Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. For more information, please contact the Office of Advisement Services, Business Administration Building, Room 314, (903)886-5133.

COURSE GRADING: Final grades are based upon the Official University policy.

Grade Distribution: The following scale will be used to grade the student:

A = 90%-100%

B = 80%-89.9%

C = 70%-79.9%

D = 60%-69.9%

F = 59.9% or Below

Discussions (54 points).
 Two individual cases (200 points)
 4 Individual Exams (400 points)
 Total (654 points)

PLEASE NOTE: All assigned works must be completed on the due date. Any late exam, case, and paper 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.

Discussions (each week's discussion must be due on that week). All discussion topics were posted under the different weeks in D2L. Please see the Discussion Rubric for details about discussion.

Discussion Rubric			
Task			
<input type="checkbox"/>	Accomplished	Proficient	Needs Improvement
Posting	Clearly identifies key or important information "mostly" in your own words, on topic, and utilizing the text and the article, appropriate citations. PROPER MINIMUM LENGTH, (3 points)	Identifies some important information in your own words, on topic, and utilizing the text and the article, however, information missing and or appropriate citations missing, not appropriate length. (2 points)	Does not clearly identify key information, not on topic, does not utilize text and or article, and or, not properly cited. Not appropriate length. (1 point)
Reply including asking a question	Clearly responds to another student's posting in your own words, then ask a question you are interested in knowing. YOU MUST POST YOUR QUESTION, PROPER MINIMUM LENGTH, (3 points)	Responds to another student's posting but you didn't clearly ask a question, didn't clearly utilize the text and the article in your response and not the proper length. Did not post a question. (2 points)	Does not clearly respond to another student's posting, did not ask a question, incomplete in utilizing the text, or the article in your response and not the proper length. (1 point)
Reply answering a question	Clearly state and responds to another student's question in your own words, on topic, and utilizing the text and the article. YOU MUST POST YOUR QUESTION YOU ARE ANSWERING, PROPER MINIMUM LENGTH, (3 points)	State and responds to another student's posting but you didn't clearly answer a question that is posted, didn't clearly utilize the text and the article in your response and not the proper length. Did not post a question. (2 points)	Does not clearly state or respond to another student's posting, incomplete in utilizing the text, and the article in your response and not the proper length. No answer to posted question. (1 points)

Use correct grammar, punctuation, and American Psychological Association (APA) format.	Consistently uses correct mechanics and APA format in writing professionally (0-2 errors). (0 points off)	Uses correct mechanics and APA format in writing professional papers (3-5 errors). (-1 points)	Does not use correct mechanics and/or APA format in writing papers (more than 5 errors). (-2 points)
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Individual cases (All articles are posted in Doc Sharing of D2L): Please read the case articles and type your case analysis (through addressing the case questions) in a Word document with the requirement of at least **one and half full page content with single-spaced but no more than 2 pages**, and then upload your Word document to **Dropbox**. Please note that **No project will be accepted for grading if the turnitin percentage is greater than 25%. For a grade “A” project, its turnitin must be less than 8%.**

Case 1: Business Environment Goal: ETHICS & SUSTAINABILITY

- **Ferrell & Gresham (1985)**, “A Contingency Framework for Understanding Ethical Decision Making in Marketing,” *Journal of Marketing*, Vol. 49 (Summer), pp. 87-96.
- **“Just Try and Social Distance This,”** *Bloomberg BusinessWeek*, April 20, 2020, p.40-45.

Case Questions:

- 1) Identify and discuss the ethical dilemma faced by CEO of Carnival Arnold Donald. Apply and discuss Donald’s situation following Ferrell & Gresham’s Contingency Framework focusing on the 3 variables impacting ethical decision making.
- 2) Identify and discuss the sustainability dilemma faced by Donald.
- 3) Stakeholders are directly or indirectly affected by an organization's actions. Provide 3 specific stakeholders affected by the situation and briefly explain the effect(s).
- 4) Discuss the challenges in addressing the ethical dilemma faced by Donald by identifying at least 2 key issues and their subsequent implications/ramifications.
- 5) If you were Donald, how would you have responded to the ethical dilemma?
- 6) If you were part of Carnival’s top management, how would you implement a solution to respond to the ethical dilemma?

Case 2: Business Environment Goal: GLOBAL

Outline India: Enabling the Jump from Data to Decisions (Textbook, p. 136).

Case Questions:

- 1) Identify & discuss at least 3 external market environmental factors that impact Outline India’s ability to collect data? Refer to Chap. 3 on macro level external and competitive factors.
- 2) Discuss the global strategy of Outline India. What are their expectations regarding reliability, quality & range of services.

- 3) Provide at least two viable courses of action to ensure that Outline India's is able to collect large amounts of complete and reliable data.

EXAMS: There are 4 exams that cover approximately 4 chapters each. Each exam has approximately 50 multiple choice questions (MC) that will be used to test your knowledge of all materials associated with the course, such as the text, lectures, videos, and possible discussions. Each exam is weighted equally. The exam time limit is 1 hour and 40 minutes. You will not be able to print exams. Exams are not reset-able. Access to the exams will be restricted after the due date. **Please see specific exam schedule in the course schedule below**

Exams will be open from Monday to Sunday midnight of exam week and are open book and any materials. Instructors also will remind you of the exam dates through emails. Please check your email frequently. These will be INDIVIDUAL exams and are not intended for any type of group work. **You have two opportunities for each exam. I will pick up the highest grade.**

COURSE SCHEDULE

Week 1 (8/23-29)

- Please read syllabus very carefully
- Read chapters 1-2

Week 2 (8/30-9/5)

- Please read chapters 3
- Please complete Discussion 1; **Deadline is 9/5 at 11:30pm**

Week 3 (9/6-12)

- Please read chapters 1-3 again

Week 4 (9/13-19)

- **Exam I (CH 1-3); Deadline is 9/19 at 11:30pm**

Week 5 (9/20-26)

- Please read chapters 4-5
- Please complete Discussion 2; **Deadline is 9/26 at 11:30pm**

Week 6 (9/27-10/3)

- Please read chapter 6
- Please complete Discussion 3; **Deadline is 10/4 at 11:30pm**

Week 7 (10/4-10)

- Please read chapters 4-6 again
- **Please complete Case 1; Deadline is 10/10 at 11:30pm**

Week 8 (10/11-17)

- **Exam II (CH 4-6); Deadline is 10/17 at 11:30pm**

Week 9 (10/18-24)

- Please read chapters 7-8
- Please complete Discussion 4; **Deadline is 10/24 at 11:30pm**

Week 10 (10/25-10/30)

- Please read chapter 9-10

Week 11 (11/1-7)

- Please read chapters 7-10
- Please complete Discussion 5; **Deadline is 11/7 at 11:30pm**

Week 12 (11/8-14)

- **Exam III (CH 7-10); Deadline is 11/15 at 11:30pm**

Week 13 (11/15-21)

- Please read chapters 11-12

Week 14 (11/22-28)

- Please read chapters 13-14
- Please complete Discussion 6; **Deadline is 11/28 at 11:30pm**

Week 15 (11/29-12/5)

- **Exam IV (CH 11-14); Deadline is 12/5 at 11:30pm**

Week 16 (12/6-10)

- Please complete Case 2; **Deadline is 12/10 at 11:30pm**

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.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Attendance/Lateness, Late Work, Missed Exams and Quizzes and Extra Credit

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 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

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.

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.

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.