

# **MKT 306.01W MARKETING**

COURSE SYLLABUS: **Winter Mini 2022**

## **INSTRUCTOR INFORMATION**

**Instructor:** Dr. Scott M. Sewell, Senior Lecturer

**Office Location:** BA 314E

**Office Hours:** By Appointment

**MKT Office Phone:** 903-886-5692

**Office Fax:** 903-86-5693

**University Email Address:** [Scott.Sewell@tamuc.edu](mailto:Scott.Sewell@tamuc.edu)

**Preferred Form of Communication and Communication Response Time:**

For personal concerns or questions, email is the best way to contact me. I generally check my email each day and you can expect a response within 48 hours (except for weekends). Most questions will be answered within 24 hours. My replies will be sent to your MyLeo email address. **ALL EMAILS MUST BE PREFACED WITH THE COURSE AND SECTION NUMBER FOLLOWED BY THE SUBJECT (EXAMPLE: MKT 386.01W: Exam 2).**

Always check your home page for Announcements when you login. **I expect that students will check their email daily and log in at least 3 times per week.** If you don't respond to emails or login over a prolonged period (5 days) then I will assume you intend to drop the course.

Welcome to MKT **306.01W Winter Mini 2022.**

### **SPECIAL NOTE REGARDING TAMUC PANDEMIC RESPONSE**

**“A&M-Commerce requires the use of face-coverings in all instructional and research classrooms/laboratories. Exceptions may be made by faculty where warranted. Faculty have management over their classrooms. Students not using face-coverings can be required to leave class. Repetitive refusal to comply can be reported to the Office of Students' Rights and Responsibilities as a violation of the student Code of Conduct. “**

**“Students should not attend class when ill or after exposure to anyone with a communicable illness. Communicate such instances directly with your instructor. Faculty will work to support the student getting access to missed content or completing missed assignments.”**

**This is a fully online 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.**

## **COURSE INFORMATION**

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#### **Materials – Textbooks, Readings, Supplementary Readings**

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

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 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.

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.

## **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**

### **Instructional Methods**

The course is organized with weekly assignments. Exams and discussion will be grouped in three modules: CH 1-5; CH 6-10; and CH 11-16.

## **GRADING**

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

A = 90%-100%

**B = 80%-89%**

**C = 70%-79%**

**D = 60%-69%**

**F = 59% or Below**

Weights for Assessment	
Core Concept Quiz	5%
3 Exams	40%
LearnSmart and Connect	20%
Personal Branding Assignment + Other Out of Class Assignments	15%
Modified 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: (40% 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 **50** questions, mainly multiple-choice with some fill in the blanks, with **60** minutes allowed to complete each exam. You will only see one question at a time and you must answer it before proceeding to the next question. There is no going backward so once an answer is selected it cannot be changed. This does require good knowledge of the material and time management. 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. Grading is objective, based on terms, concepts and examples in the textbook.

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.

**Core Concept Quiz: (5% of total class grade)** This is a quiz over the material studied throughout the course. There will be a review sheet provided.

### **Connect Homework Assignments (10% of total course grade)**

There will be interactive homework assignments assigned 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 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.**

### **SmartBook 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 SmartBook, formerly known as 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 Connect and SmartBook will are objective-formatted questions. Your points are weighted to equal 20% of your final grade.

### **Assignments (35% 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 **15% of your grade. SLO 2**

The **MODIFIED Marketing Plan, worth 20%**. You will choose a company that you would like and then research their current competitive situation and marketing efforts for their brand. Based on what you have learned, you 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. The plan must be written sequentially so that the marketing mix fits the objectives and situation.

**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**

The Core Concept Quiz consists of multiple choice questions over key terms that will be covered in the textbook. There will be a review sheet provided. **SLO 5**

## **COURSE OUTLINE / CALENDAR**

### **Unit 1 (12/20/21 – 12/26/21)**

Read Chapters 1 – 5 and complete the McGraw-Hill Interactive homework for Chapters 1 – 5. CH 1: Why Marketing Matters to You, Connect CH 1. CH 2: Strategic Planning, Connect CH 2. CH 3: The Global Environment, Connect CH 3. CH 4: Consumer Behavior, Connect Chapter 4. CH 5: Marketing Research, Connect CH 5.

Complete the McGraw-Hill Interactive homework for Chapters 1 – 5.

Begin working on your Personal Branding Assignment with Resume (Due 12/31/21).

Before taking Exam 1, Complete at least ½ hour on SmartBook for each Chapter (1-5). **Complete Exam I (CH 1-5) online before midnight 12/26/21).**

### **Unit 2 (12/27/21 – 1/02/22)**

Read Chapters 6 – 10 and complete the McGraw-Hill Interactive homework for Chapters 6 - 10. CH 6: Product Development, Connect CH 6. CH 7: Segmentation, Targeting and Positioning, Connect CH 7. CH 8: Promotional Strategies, Connect CH 8. CH 9: Persona Selling, Connect CH 9. Chapter 10: Supply Chain and Logistics Management, Connect CH 10.

**Personal Brand Assignment due 12/31/21.**

Before taking Exam 2, complete at least ½ hour on SmartBook for each Chapter (6-10) before exam. **Complete Exam 2 (CH 6-10) online before midnight 1/2/22.**

### **Unit 3 (1/03/22 – 1/11/22)**

Read Chapters 11 – 16 and complete the McGraw-Hill Interactive homework for Chapters 11-16. CH 11: Pricing, Connect CH 11. CH 12: Retailing, CH 12 Connect. CH 13: Digital and Social Media Marketing; Connect CH 13. CH

14: Branding, CH 14. CH 15: Customer Relationship Management, Connect CH  
15. CH 16: Social Responsibility and Sustainability, Connect CH 16.

**Submit your Company Marketing plan by 1/7/22.**

Complete at least ½ hour on SmartBook for each Chapter (CH 11-16) before taking the exam. **Take Exam 3 by midnight 1/9/22 over (CH 11-16.** Use review sheet in Doc Sharing to prepare for the Core Concept Quiz.

**Take Core concept quiz by midnight 1/11/21.**