

# **MKT 306.01W MARKETING**

COURSE SYLLABUS: **Su1 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 36 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 306.01W: 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 Su 1 2022.**

## **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: 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 Chapter Exams	45%
Other Written Assignments	10%
Personal Branding Assignment	20%
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: (50% of the final course grade)

**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.

**CHAPTER EXAMS: (45% of the final course grade)** consists of 3 Multi-Chapter Material Exams of **75** questions, mainly multiple-choice 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. [Student Learning Objective 1.](#)

### **Core Concept Quiz: (5% of the final course 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 1 week before the quiz. [Student Learning Objective 4.](#)

### **Assignments (50% of the final 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 **20% of the final course grade**. [Student Learning Objective 2.](#)

**Company Marketing Plan (Worth 20% of the final course grade).** You will choose an existing company and research the current competitive situation and marketing efforts of 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. You will submit the Company Marketing Plan (in its entirety) to the Dropbox by the designated deadline. [Course Objectives 3.](#) Also addresses COB Student Learning Objective 1b: Students will demonstrate proficiency in **written communications** by creating clear and well-structured business documents.

**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.

**Other Written Assignments: (Worth 10% of the final course grade)** They will be assigned throughout the course in an effort to foster recognition and application of the marketing concepts being learned.

## COURSE OUTLINE / CALENDAR

**Week 1 (June 6 - 12, 2022)** Introduction, Read Chapters 1 – 5. CH 1: Why Marketing Matters to You, CH 2: Strategic Planning, CH 3: The Global Environment, CH 4: Consumer Behavior, CH 5: Marketing Research. Assignments: Doritos Pre-Super Bowl, Demographics Changes and You, Who Am I. **Exam I (CH 1-5) online.**

**Week 2 (June 13 – 19, 2022)** Read Chapters 6 – 10. CH 6: Product Development, CH 7: Segmentation, Targeting and Positioning, CH 8: Promotional Strategies, CH 9: Persona Selling, CH 10: Supply Chain and Logistics Management. Assignments: Analyzing TV Commercials, VALS Segmentation, **Personal Brand Assignment due. Exam 2 (CH 6-10) online.**

**Week 3 (June 20 - 26, 2022)** Read Chapters 11 – 16. CH 11: Pricing, CH 12: Retailing, CH 13: Digital and Social Media Marketing, CH 14: Branding, CH 15: Customer Relationship Management, CH 16: Social Responsibility and Sustainability. Assignments: Digital/Social Media Marketing, Under Armour Branding,

**Week 4 (June 27 – July 2, 2022).** **Take Exam 3 (CH 11-16.** Use study guide to prepare for next week's Core Concept Quiz. **Submit your Company Marketing plan.**

**Week 5 (July 3 - 7, 2022).** **Take Core concept quiz.**

NOTICE>>>>The semester and this course end at midnight **THURSDAY (June 7)**. Nothing can be submitted for a grade after that date.

## 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](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](mailto: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.**

### 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](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/)

<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.

### **Rubric for MKT 306 Projects**

<b>Criteria</b>	<b>1 Needs Improvement</b>	<b>2 Meets Expectations</b>	<b>3 Exceeds Expectations</b>
<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>	Does not meet the minimum requirements for number of sources; Source quality is insufficient (outdated, biased, lacking in expertise, or	Better than minimum number of sources; Most sources are recently published; a variety of viewpoints are represented (not merely taken from a	Exceeds expectations for quantity and quality of sources.



	inappropriate for a college paper, such as Wikipedia).	corporate website or blog).	
<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 style correctly. Grammar and spelling are correct. All research sources are cited correctly.