MKT 306.02B MARKETING

COURSE SYLLABUS: Spring 2024

INSTRUCTOR INFORMATION

Instructor:	Yazan Kakish, Director of Marketing and Communications / Adjunct Professor of Marketing
Office Location:	Dallas, 20th Floor, Room 2054
Office Hours:	By Appointment
MKT Office Phone:	903-886-5692
Office Fax:	903-86-5693
University Email Address:	Yazan.Kakish@tamuc.edu
Communication:	For all inquiries (personal concerns, questions, etc.) please email me. You can expect an email response back within 24 hours (except on weekends). Please ensure you are using your myLeo email address and include the course name, section, and subject in the subject line (i.e. MKT 306.02B: Exam 1). You are expected to check your emails at least once a day and log into your d2l at least twice a week. If you don't respond to emails or log in over a prolonged period (5 days) then I will assume you intend to drop the course.

Welcome students to MKT 306 02B this Spring Semester. I am thrilled to have you embark on an exciting educational journey where we will delve into the exciting world of marketing. This course is designed to provide you with a comprehensive understanding of key marketing principles, strategies, and tactics that drive success in today's competitive business.

This semester (January 10 till May 10, 2024), the class will meet in Commerce at the BA Building in Room 257 on Mondays and Wednesdays from 11:00 PM to 12:15 PM.

In-class attendance will be expected and checked although all your assignments, quizzes, and exams will be through D2L (BrightSpace).

I look forward to being your instructor for this course and expect to have an amazing semester.

Thanks,
Yazan Kakish

COURSE INFORMATION

Materials – Textbooks, Readings, Supplementary Readings

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 (BrightSpace) course website. The price for the book and homework is around $98.85, 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.

IA - MARKETING 4TH CONNECT

Author: C. Shane Hunt, John E. Mello, George D. Deitz
Edition: 4TH
Published Date: NA
ISBN: 978-1-265-27108-4
Publisher: McGraw Hill

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 students' 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 in three units: Unit One is comprised of Chapters 1-5, Unit Two chapters 6-10, and Unit Three chapters 11-16. Each unit will be taught over several weeks and there are weekly assignments all of which are to be accessed and submitted through D2L (BrightSpace).

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	
Connect (weekly homework assignments)	15%
3 Exams (one exam for each unit)	45% (each worth 15%)
Personal Branding Assignment	10%
Team Marketing Plan	25%
Core Concept Quiz (end of semester)	5%
Total	100%

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 in D2L under the Week # tab **(to access them, click on Content at the top then click on the correct Unit and then the correct Week tab on the left).** These will close at midnight on Sunday of that week unless another date is specified. **There may be additional extra credit opportunities/assignments throughout the semester that will NOT be listed in the syllabus but will be posted in the Weekly list of things to be completed. Be sure to check for them weekly in D2L.**

Please do not use any form of Artificial Intelligence (AI) for any assignments in this course. I am only interested in reading your work, not that of a computer.

Exams & Core Concept Quiz: (50% 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.

To contact HelpDesk please email them at helpdesk@tamuc.edu and/or call them at 903-468-6000.

Exams: There are three exams, one for each unit, each worth 15% for a total of 45% of your grade. Each exam will consist of 50 multiple-choice questions. 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. But do not worry as the exams will not be timed but know that they are proctored. Exams are closed book and individual. That means using your book/notes, the internet, your phone, or working with another student is considered <u>cheating and is grounds for an F in the course</u>. Grading is objective, based on terms, concepts, and examples in the textbook.

Core Concept Quiz**:** This is at the end of the course and is worth 5% of the total class grade. It consists of multiple-choice questions about 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.

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.

Assignments (45% 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 and creating a LinkedIn account).

Connect Homework Assignments (15% of total course grade)

Connect Homework Assignments: For each chapter, there are interactive exercises that combine are worth 15% of the total class grade. The weekly assignments are designed to take students roughly 20 minutes and can be accessed through D2L. These assignments must be completed before the given deadline. 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.

Assessment Method: Connect assignments are objective-formatted questions. Your points are weighted to equal 15% of your final grade.

Personal Branding Assignment: This is worth 10% of the total grade of the class. In this assignment, you are expected to develop a resume, create a LinkedIn page, take a brief online assessment and then market yourself using the "4 P's".

Team Project: You will be paired in teams of two (depending on the students in the class) and will turn in a project that is worth 25% of your final grade. It will begin mid-semester after you have completed the Personal Branding Assignment. Teams will choose a brand and research the current competitive situation and marketing efforts. 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. The plan must be written sequentially so that the marketing mix fits the objectives and situation. One member will submit the group paper (in its entirety) to Dropbox with all names alphabetically. 5% of your team project grade will be a team member evaluation of yourself and your other team members' participation and quality of work on the project.

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**

RUBRIC FOR MKT 306 PROJECTS			
Criteria	**1** **Needs Improvement**	**2** **Meets Expectations**	**3** **Exceeds Expectations**
Comprehensiveness	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.
Research	Does not meet 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.
Incorporates marketing terms and concepts	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.
Writing style	Many grammatical or spelling errors in the paper. Distinct differences	Generally well-written and edited so that the document "speaks with	Extremely well-written and edited. Team projects are written in

	exist between sections written by different students. Research sources are not cited or are incorrectly cited.	one voice"; few errors in spelling or grammar. Most research sources are cited correctly.	one voice. Uses APA style correctly. Grammar and spelling are correct. All research sources are cited correctly.

TENTATIVE COURSE OUTLINE / SCHEDULE			
Week	**Date**	**Chapters**	**Assignments**
Week 1	Jan. 10 – Jan. 14, 2024	Introduction, Syllabus, Academic Honesty Policy	
Week 2	Jan. 15 – Jan. 21, 2024	CH 1: Why Marketing Matters to You	**-Connect CH 1 Homework**
Week 3	Jan. 22 – Jan. 28, 2024	CH 2: Strategic Planning	**-Connect CH 2 Homework**
Week 4	Jan. 29 – Feb. 04, 2024	CH 3: The Global Environment CH 4: Consumer Behavior	**-Connect CH 3 Homework** **-Connect CH 4 Homework** **-Begin Personal Branding Assignment**
Week 5	Feb. 05 – Feb. 11, 2024	CH 5: Marketing Research	**-Connect CH 5 Homework**
Week 6	Feb. 12 – Feb. 18, 2024	CH 6: Product Development	**-Exam unit one (CH 1-5)** **-Connect CH 6 Homework**
Week 7	Feb. 19 – Feb. 25, 2024	CH 7: Segmentation, Targeting and Positioning	**-Connect CH 7 Homework**
Week 8	Feb. 26 – Mar. 03, 2024	CH 8: Promotional Strategies	**-Connect CH 8 Homework**
Week 9	Mar. 04 – Mar. 10, 2024	CH 9: Personal Selling	**-Connect CH 9 Homework** **-Personal Branding Assignment is due**
Week 10	Mar. 11 – Mar. 17, 2024	SPRING BREAK NO CLASSES	**SPRING BREAK NO CLASSES**
Week 11	Mar. 18 – Mar. 24, 2024	CH 10: Supply Chain and Logistics Management	**-Connect CH 10 Homework** **-Exam unit two (CH 6-10)** **-Teams assigned, and topics selected**
Week 12	Mar. 25 – Mar. 31, 2024	CH 11: Pricing	**-Connect CH 11 Homework**
Week 13	Apr. 01 – Apr. 07, 2024	CH 12: Retailing	**-Connect CH 12 Homework**
Week 14	Apr. 08 – Apr. 14, 2024	CH 13: Digital and Social Media Marketing	**-Connect CH 13 Homework**
Week 15	Apr. 15 – Apr. 21, 2024	CH 14: Branding	**-Connect CH 14 Homework**
Week 16	Apr. 22 – Apr. 28, 2024	CH 15: Customer Relationship Management	**-Connect CH 15 Homework** **-Team Project is due (Team leaders submit project only and everyone submits Team Member Evaluation Forms)**

Week 17	Apr. 29 – May 05, 2024	CH 16: Social Responsibility and Sustainability	**-Connect CH 16 Homework** **-Exam unit three (CH 11-16)**
Week 18	May 06 – May 10, 2024	Finals Week	**-Core Concept Quiz is due before midnight on Friday, May 10, 2024**

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 the 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. **Be a contributing team member. Do your fair share and don't keep team members wondering if you're going to come through. Communicate.**
3. **Login at least every other day during the semester. Check emails daily.**

Artificial Intelligence

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text or suggest replacements for text beyond individual words, as determined by the instructor of the course. Any use of such software must be documented. Any undocumented use of such software constitutes an instance of academic dishonesty (plagiarism).

Individual instructors may disallow entirely the use of such software for individual assignments or for the entire course. Students should be aware of such requirements and follow their instructors' guidelines. If no instructions are provided the student should assume that the use of such software is disallowed. In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

13.99.99.R0.03 Undergraduate Academic Dishonesty
13.99.99.R0.10 Graduate Student Academic Dishonesty

NOTE: Please do not use any form of Artificial Intelligence (AI) for any assignments in this course. I am only interested in reading your work, not that of a computer.

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

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.

AI use policy [May 2023]

Texas A&M University-Commerce acknowledges that there are legitimate uses of Artificial Intelligence, ChatBots, or other software that has the capacity to generate text, or suggest replacements for text beyond individual words, as determined by the instructor of the course.

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In any case, students are fully responsible for the content of any assignment they submit, regardless of whether they used an AI, in any way. This specifically includes cases in which the AI plagiarized another text or misrepresented sources.

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