



# Marketing and Business Analytics

A&M-COMMERCE

## MKT 306.01B, 01W & 02W MARKETING

COURSE SYLLABUS: Spring 2024

### INSTRUCTOR INFORMATION

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

**Office Location:** BA 303

**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 24 hours (except for weekends). 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 306.01E: 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...daily is recommended.** 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 306.01B, 01W & 02W (Marketing) Spring 2024.

This semester, I will be combining the Face-to-Face section (01B) with a couple of Online sections (01W & 02W) inside the D2L (BrightSpace) Platform.

The Face-to-Face section of this course (01B), is scheduled to meet in the McDowell Administration Building in Rm 346 from Jan. 10 – May. 10, 2024 on Tuesdays and Thursdays from 11:00 am – 12:15 pm. For those required to attend face-to-face (due to international, academic, athletic, etc. requirements), in-class attendance will be expected and checked.

For the Online sections of this course (01W & 02W), all assignments and exams will be online, and no in-class participation is required. I will also be recording the Face-to Face live sessions and they will be made available for everyone's use.

At this point, I expect a normal week will include some combination of live lectures, pre-recorded lectures, and/or an outside of class activity or assignment.

Thanks,  
Dr. Scott Sewell

## 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 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.

### INCLUSIVE ACCESS

## IA - MARKETING 4TH CONNECT

**Author:** HUNT  
**Edition:** 4TH  
**Published Date:** NA  
**ISBN:** 000000000000  
**Publisher:** MCG  
**Book Notes:**

This title is not available for purchase. It will be provided when you opt into the Inclusive Access program for this course.

## Purchase

**\$98.85** New

This title is not available for purchase. It will be provided when you opt into the Inclusive Access program for this course.

## **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**

| <b>Weights for Assessment</b>                                     |      |
|---|------|
| Core Concept Quiz   | 5%   |
| 3 Exams   | 45%  |
| Connect Chapter Homework  | 15%  |
| Personal Branding Assignment                                      | 10%  |
| Team Marketing Plan (including Individual Team Member Evaluation. | 25%  |
| 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 & 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.

3 Chapter Exams (45% of total course grade) (SLO 1) 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.

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

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).

### **Connect Homework Assignments (15% 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. 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.

The **Personal Branding assignment** is worth **10% of your final grade** and includes a **current resume. SLO 2**

The **Team Project is worth 25% of your final grade.** It will begin mid-semester after you have completed the Personal Branding Assignment. I will assign teams of 4 or 5 students; your team will choose a brand from the assignment list and research the current competitive situation and marketing efforts of your brand. 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 the 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**

### Tentative COURSE OUTLINE / CALENDAR

**Week 1 (January 10 – 14, 2024)** Introduction, CH 1: Why Marketing Matters to You, Connect CH 1.

**Week 2 (January 15 – 21, 2024)** CH 2: Strategic Planning, Connect CH 2

**Week 3 (January 22 – 28, 2024)** CH 3: The Global Environment, and CH 4: Consumer Behavior, Connect CH 3 and 4.

**Week 4 (January 29 – February 4, 2024)** CH 5: Marketing Research, Connect CH 5.

**Week 5 (February 5 – 11, 2024)** **Exam I (CH 1-5) online.** CH 6: Product Development, Connect CH 6.

**Week 6 (February 12 – 18, 2024)** Begin CH 7: Segmentation, Targeting and Positioning, Connect CH 7.

**Week 7 (February 19 – 25, 2024)** CH 8: Promotional Strategies, Connect CH 8.

**Week 8 (February 26 – March 3, 2024)** CH 9: Persona Selling, Connect CH 9. **Personal Brand Assignment due.**

**Week 9 (March 4 – 10, 2024)** Chapter 10: Supply Chain and Logistics Management, Connect CH 10; **Exam 2 (CH 6-10) online.** **Teams assigned and to select topic for team project.**

**SPRING BREAK (No New Material) March 11 – 17.**

**Week 10 (March 18 – 24, 2024)** CH 11: Pricing, Connect CH 11.

**Week 11 (March 25 – 31, 2024)** CH 12: Retailing, Connect CH 12.

**Week 12 (April 1 – 7, 2024)** CH 13: Digital and Social Media Marketing; Connect CH 13.

**Week 13 (April 8 – 14, 2024).** CH 14: Branding, Connect CH 14. Work on Team Projects.

**Week 14 (April 15 – 21, 2024).** CH 15: Customer Relationship Management, Connect CH 15. **Team Leader ONLY turn in Team Project, but ALLTEAM MEMBERS must submit the Team Member Evaluation Form for themselves and all other members of their team.**

**Week 15 (April 22 – 28, 2024).** CH 16: Social Responsibility and Sustainability, Connect CH 16.

**Week 16 (April 29 – May 5, 2024).** **Take Exam 3 (CH 11-16) before midnight Sunday. Review for the Core Concept Quiz next week. Use study guide to prepare for next week's Core Concept Quiz.**

**Week 17 (May 6 – May 10, 2024).** **Take the Core concept quiz before midnight FRIDAY...the last day of the semester.**

## 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. **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.



**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.**

**Thank you,  
Dr. Sewell**

### **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/>

## **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.

## **STATEMENT ON AI USE IN COURSES [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.

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.

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

| <b>Criteria</b>                                  | <b>1<br/>Needs Improvement</b>  | <b>2<br/>Meets Expectations</b>  | <b>3<br/>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 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.                           |
| <b>Incorporates marketing terms and concepts</b> | Rarely or never enlightens with demonstrations of course concepts; Just "answers the question"  | Applies course concepts and terminology correctly, where appropriate.  | Applies marketing concepts with a balance of description and analysis; Examples are |

|                      |   |   |  |
|----------------------|---|---|--|
|                      | without tying the answer back to marketing theory.  |   | 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. |