



**Marketing and
Business Analytics**

A&M-COMMERCE

MKT 306.01W MARKETING

COURSE SYLLABUS: Su 2 2024

INSTRUCTOR INFORMATION

Instructor: Dr. Scott M. Sewell, Senior Lecturer

Office Location: BA 303

Office Hours: By Appointment

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Office Fax: 903-86-5693

University Email Address: 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 SHOULD 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 2, 2024.

COURSE INFORMATION

Course Description

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: 0000000000000
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 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.

- 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	30%
Other Written Assignments	20%
Personal Branding Assignment	20%
Marketing Plan	25%

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.

Chapter Exams: (30% of the final course grade)

Closed book exams will cover the required textbook reading and the content of the online lectures. No working with others or sharing information or use of other sources during the exam. 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.

The Chapter exams consist 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 a good working knowledge of the material and some level of 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 (65% 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 25% 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.** **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.**

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 20% 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. **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.**

.COURSE OUTLINE / CALENDAR

Week 1 (July 8 - 14, 2024) 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 (July 15 - 21, 2024) 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 (July 22 - 28, 2024) 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 (July 29 – August 4, 2024). **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 (August 5 - 8, 2024). **Take Core concept quiz.**

NOTICE>>>>The semester and this course end at midnight **WEDNESDAY (July 3)**. 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

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. Login at least every other day during the semester. Check emails daily.
3. 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.
4. 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.

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.

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. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

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.

STATEMENT ON AI USE IN COURSES [MAY 2023]:

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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

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 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.