



## MKT 521.01E: Marketing Management

**NOTE ABOUT TIMES:** All times and deadlines for this course are listed as Central Standard Time (CST) Zone or Commerce, TX times.

### Professor / Instructor Contact Information/Bio

Dr. Chris Myers  
Professor of Marketing and Business Analytics  
Office BA 315E  
Office phone: 214.202.9256  
Office hours: Wed 9am-2pm or by appt  
Email: Chris.Myers@tamuc.edu (preferred communication)  
Response Time: Less than 24 hours, no later than 48 hours weekend.

**To protect your academic privacy, please always send me emails from your tamuc.edu email. Please use emails to ask me questions. This is the fastest way to reach me.**

### Course Modality

- This course is designated as an **F2F class**. All course materials and video recordings of the lectures will be available through D2L.

### COVID-19 Related

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.

## COURSE INFORMATION

**REQUIRED TEXTBOOK:**  
**MARKETING MANAGEMENT**  
**Author:** MARSHALL  
**Edition:** 4TH  
**Published Date:** 2023  
**Bound ISBN** 978-1260-38191-7  
**Loose Leaf ISBN:** 978-1264-15538-5  
**Publisher:** MCG

**REQUIRED SOFTWARE: Please submit ALL assignments in a format that is compatible with Microsoft Office. It is required to be in the .doc or .docx format.**

### **Course Description**

This course provides students an opportunity to understand the underlying framework of business analytics, the role of big data in today's dynamic organizational environment and using analytical models in business operations and decision making. Through a combination of lectures and business case studies, graduate students will learn how big data can support manager's decision making and how business analytics can be leveraged by organizations to gain a competitive advantage. The case studies explored will illustrate how companies take advantage of different sources of data with different analytical techniques to improve performance, gain an understanding of optimizing results for better decisions, and employing analytical methods to translate data into key insights.

Objectives:

1. Learn how big data can support manager's decision making.
2. Learn how business analytics can be leveraged by organizations to gain a competitive advantage.
3. Learn how companies take advantage of different sources of data with different analytical techniques to improve performance and understand deeper concepts of business analytics.

### **Minimal Technical Skills Needed**

The course requires the use of the learning management system (D2L), and the use of Microsoft Word, Excel and PowerPoint to conduct assignments and presentations.

### **Instructional Methods**

This course is a live (F2F) course using powerpoint slides, videos, and class discussion. Attendance is graded for those that attend. If you do not attend, you are not penalized.

### **Student Responsibilities or Tips for Success in the Course**

Regularly logging into the course website is required. Students are required to check their email at least once a day to avoid missing notifications and updates of course processes. Although the professor will send reminder emails when an assignment is due, it is students' responsibility to meet all deadlines. It is the responsibility of the student to ensure that all notifications and materials sent to the professor are received by the professor. You should plan your time carefully.

### **Instructional Methods**

This is a live, F2F class.

### **Student Responsibilities or Tips for Success in the Course**

**Please use these tips to be successful.**

1. Get the textbook. The textbook will be part of all assignments and you will have to reference specific page numbers.
2. Review all the announcements. Check email daily for any feedback I will provide. However, the email will direct you to further information.
3. Please note due dates are generally Sundays but **NOT** during the final week.

### **Attendance and Class (Chat) Participation**

Attendance and participation are vital to the success of your learning experience. The roll will be taken during the first 5-10 minutes of the class. If you are not in class when the role is taken you will

be marked as absent (but you are not required to attend). Students who leave early without advance notice to the instructor and sleeping during the class session will be marked as absent.

Please note you will not be allowed to make up missed work or exams (arrangements must be made with me **prior** to the due date of the assignment or day of the exam). It is the student's responsibility to find out from their classmates what materials were covered, distributed, or assigned during any missed classes.

***The attendance policy does apply to the students of the F2F and online (Zoom mtgs which are recorded) class. However, they are expected to be active participants of the class and will be evaluated for participation.***

### 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).

### COURSE GRADING

Activity	Number	Total Points
Live Class (LC)	5	50
Reflection Paper (RP)	2	40
Bio	5	5
ADP (Policy)	5	5
Learning Task 1 (LT1)	50	50
Learning Task 1 (LT2)	100	100
Learning Task 3 (LT3)	100	100
Learning Task 4 (LT4)	100	100

SCORE	>=90	80-89.9	70-79.9	60-69.9	<60
GRADE	A	B	C	D	F

### Weekly Breakdown:

#### *Week 1: Introduction to Marketing*

- Readings: Chapter 1 (Pages 1-10, 15-20)
- Activity:
  - Discussion: Introduce yourself and discuss your previous experience with marketing.
  - Case Study Analysis: Analyze a case study on a successful marketing campaign and discuss the key factors that contributed to its success.

#### *Week 2: Marketing Foundations: Global, Ethical, Sustainable*

- Readings: Chapter 2

*Week 3: Elements of Marketing Strategy, Planning, and Competition*

- Readings: Chapter 3

*Week 4: Market Research and Information Systems*

- Readings: Chapter 4

*Week 5: Consumer Behavior*

- Readings: Chapter 5

*Week 6: Segmentation, Targeting, and Positioning*

- Readings: Chapter 6

*Week 7: Product and Brand Strategy*

- Readings: Chapter 7

*Week 8: New Product Development and Product Life-Cycle Strategies*

- Readings: Chapter 8

*Week 9: Pricing Strategies*

- Readings: Chapter 9

*Week 10: Distribution Channels and Supply Chain Management*

- Readings: Chapter 10

*Week 11: Integrated Marketing Communications*

- Readings: Chapter 11

*Week 12: Advertising, Sales Promotion, and Public Relations*

- Readings: Chapter 12

*Week 13: Personal Selling and Sales Management*

- Readings: Chapter 13

*Week 14: Digital Marketing and Social Media*

- Readings: Chapter 14

*Week 15: Marketing Metrics and Analytics*

- Readings: Chapter 15
- Activity:
  - Final Project Presentations: Present final projects to the class.
  - Course Feedback: Provide feedback on the course and discuss key takeaways.

## *Week 16: Course Review and Final Project Presentations*

- Readings: Review all chapters

### **COURSE REQUIREMENTS**

The course is A F2F COURSE with Student Responsibilities or Tips for Success in the Course. You are responsible for reviewing all announcements within the course announcements pages, logging on at least 3 times a week, having and responding to all emails, and completing assignments on time, and attending or listening to recorded lectures early in the week. Failure to do these items will adversely affect your grade.

Examples include: Regularly logging into the course website, amount of weekly study and participation time expected, etc.

I anticipate that we will follow the schedule I've outlined in this syllabus, but I may make an adjustment based on what actually happens in the course. I may also change the basis for the course grade (if I need to eliminate an assignment or something of that nature). If I do so, I will so inform you in writing. Remaining in the course after reading this syllabus will signal that you accept the possibility of changes and responsibility for being aware of them.

### **TECHNOLOGY REQUIREMENTS**

You will need to use Microsoft office tools and Analytics Solver Add-In.

### **COMMUNICATION AND SUPPORT**

If you ask me questions by emails, I will reply within 48 hours. However, I usually answer them much faster. If you have questions about software operations, please make sure to include the screenshots of the issues in the emails. All assignment due dates, deadlines, and exam time are central time in the United States.

### **COURSE AND UNIVERSITY POLICIES**

#### **Students with Disabilities**

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**

Gee Library- Room 132  
Phone (903) 886-5150 or (903) 886-5835  
Fax (903) 468-8148  
StudentDisabilityServices@tamuc.edu

#### **Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See *Code of Student Conduct from Student*

*Guide Handbook).*

### **Campus Concealed Carry**

Report violations to the University Police Department at 903-886- 5868 or 9-1-1.  
((<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>)

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 and/or consult your event organizer). Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M- Commerce campuses