



**Marketing and  
Business Analytics**

A&M-COMMERCE

## **MKT 306.02E MARKETING COURSE SYLLABUS: FALL 2024**

### **INSTRUCTOR INFORMATION**

**Instructor:** Yazan Kakish, Director of Marketing and Communications / Adjunct Professor of Marketing

**Office Location:** Commerce, BA Building

**Office Hours:** MW 2:00 - 5:00 (Email for a specific appointment)

**Office Phone:** 903-886-5692

**Office Fax:** 903-886-5693

**University Email Address:** Yazan.Kakish@tamuc.edu

### **Communication:**

For all inquiries (personal concerns, questions, etc.), please email me. You can expect an email response within 24 hours (allow for flexibility on weekends). Use your myLeo email address and include the course name, section, and subject in the subject line (*e.g., MKT 306.02E: Exam 1*). You are expected to check your emails at least once a day and log into D2L at least twice a week. If you do not respond to emails or log in over a prolonged period (5 days), I will assume you intend to drop the course.

### **Welcome:**

Welcome to MKT 306.02E this Spring Semester. I am thrilled to embark on an educational journey with you, exploring the dynamic world of marketing. This course will provide a comprehensive understanding of key marketing principles, strategies, and tactics that drive success in today's competitive business environment.

This semester (August 26 to December 13, 2024), classes will meet in Commerce at the BA Building, Room 257, on Mondays and Wednesdays from 12:30 PM to 1:45 PM. In-class attendance will be expected and checked, though all assignments, quizzes, and exams will be conducted through D2L (BrightSpace).

Looking forward to an amazing semester with you all.

Thanks,  
Yazan Kakish

## COURSE INFORMATION

### Materials – Textbooks and Supplementary Readings:

All sections of MKT 306 are Inclusive Access. This means the eBook and homework package are already incorporated into the course website and 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 approximately \$98.85, which is substantially less than other sources and saves over \$100 compared to the previous package cost before IA.

### **Textbook: MARKETING 4TH CONNECT**

**Authors:** C. Shane Hunt, John E. Mello, George D. Deitz

**Edition:** 4th

**ISBN:** 978-1-265-27108-4

**Publisher:** McGraw Hill

### Course Description:

This course introduces the concepts, principles, problems, and applications of marketing. We will emphasize all functional areas and institutions of marketing, including target marketing and positioning, consumer and organizational markets, product management, pricing, distribution channels, marketing ethics, promotions, services, and international marketing.

### Student Learning Outcomes:

1. SLO 1: Demonstrate understanding of essential marketing terminology and concepts, including the marketing concept, market analysis and planning, and the marketing mix.
2. SLO 2: Apply essential marketing terminology and concepts to a personal branding assignment.
3. SLO 3: Apply the market planning process to develop a strategic marketing plan.
4. SLO 4: 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 into three units: Unit One (Chapters 1-5), Unit Two (Chapters 6-10), and Unit Three (Chapters 11-16). Each unit will be taught over several weeks with weekly assignments accessible and submitted through D2L.

### Grading:

Final Grades:

A = 90%-100%

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or below

Weights for Assessment:	
Connect (weekly homework assignments):	15%
Strategic Planning Homework Assignment	5%
3 Exams (one exam per unit):	45% (each worth 15%)
Personal Branding Assignment:	10%
Team Marketing Plan:	20%
Final Comprehensive Exam (Core Concept Quiz)	5%
Total:	100%

### Assessments:

This course comprises a series of assignments and assessments to help you achieve the course and module learning objectives/outcomes. Each week, you will work on various combinations of assignments, activities, readings, research, etc., available each Monday in D2L under the Week # tab. These will close at midnight on Sunday of that week unless specified otherwise. Additional extra credit opportunities/assignments may be posted in the Weekly list of things to be completed. Check D2L weekly for updates.

#### Exams & Core Concept Quiz (50% of total course grade):

Closed-book exams will cover required textbook readings and online lecture content. Complete the exams online via the D2L quiz tool. Exams are timed, and grades will be available following submission. If you lose internet connectivity during the exam, log back in immediately and continue. Save your answers often. Contact the Helpdesk immediately if you experience issues during the exam to document the issue with a helpdesk ticket number. Exam issues will be considered by the instructor individually based on documentation.

To contact the HelpDesk, email or call at: [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu) | 903-468-6000

Exams: Three exams, each worth 15%, for a total of 45% of your grade. Each exam will have 50 multiple-choice questions. You must answer each question before proceeding to the next. No going backward. Exams are proctored closed book and individual. Using external resources or collaborating is considered cheating and grounds for an F in the course. Grading is objective, based on terms, concepts, and examples from the textbook. Each exam is 90 minutes long.

Core Concept Quiz: At the end of the course, worth 5% of the total grade. Multiple-choice questions about key terms covered in the textbook.

#### Assignments (45% of total course grade):

Applying marketing concepts to real examples is a crucial part of this course. You will create a marketing plan for your personal brand, including a resume and LinkedIn account.

Connect Homework Assignments (15% of total grade): For each chapter (except for CH 2 as it has a separate assignment), there are interactive exercises worth 15% of the total class grade. These

assignments are designed to take roughly 20 minutes and must be completed before the deadline. Read the chapter first, then review the PowerPoint presentation before attempting the assignment. Homework deadlines are non-negotiable. For Chapter Two's homework, which is due on September 15, 2024, you must answer all six discussion questions, which are found on Page 54 of your textbook and submit it via D2L.

Personal Branding Assignment (10% of total grade): Develop a resume, create a LinkedIn page, take a brief online assessment, and market yourself using the "4 P's"

Team Project (20% of total grade): Paired in teams of two (or more, depending on class size), you will complete a project beginning mid-semester after the Personal Branding Assignment. Teams will choose a brand, research the competitive situation, and develop a new market segment or variation of the product/service. The project will include objectives and a marketing mix. One member will submit the group paper, and everyone submits a Team Member Evaluation Form. 5% of your team project grade will be based on a team member's evaluation of participation and quality of work.

### RUBRIC FOR MKT 306 PROJECTS

Criteria	1 Needs Improvement	2 Meets Expectations	3 Exceeds Expectations
<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" 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.
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### TENTATIVE COURSE OUTLINE / SCHEDULE

Week	Date	Outline / Chapters	Assignments
Week 1	Aug. 26 – Sept. 01, 2024	Introduction, Syllabus, Academic Honesty Policy, CH 1: Why Marketing Matters to You	Connect CH 1 Homework <b>(09/08)</b>
Week 2	Sept. 02 – Sept. 08, 2024	CH 2: Strategic Planning	Discussion Questions CH 2 in textbook Pg 54 <b>(09/15)</b>
Week 3	Sept. 09 – Sept. 15, 2024	CH 3: The Global Environment CH 4: Consumer Behavior	Connect CH 3 Homework, <b>(09/22)</b> Connect CH 4 Homework, <b>(09/22)</b> Begin Personal Branding Assignment
Week 4	Sept. 16 – Sept. 22, 2024	CH 5: Marketing Research, UNIT ONE EXAM REVISION	Connect CH 5 Homework <b>(09/29)</b> Exam unit one (CH 1-5) <b>(09/22)</b>
Week 5	Sept. 23 – Sept. 29, 2024	CH 6: Product Development	Connect CH 6 Homework <b>(10/06)</b>
Week 6	Sept. 30 – Oct. 06, 2024	CH 7: Segmentation, Targeting, and Positioning	Connect CH 7 Homework <b>(10/13)</b>
Week 7	Oct. 07 – Oct. 13, 2024	CH 8: Promotional Strategies	Connect CH 8 Homework <b>(10/20)</b>
Week 8	Oct. 14 – Oct. 20, 2024	CH 9: Personal Selling	Connect CH 9 Homework <b>(10/27)</b> Personal Branding Assignment due
Week 9	Oct. 21 – Oct. 27, 2024	CH 10: Supply Chain and Logistics Management UNIT TWO EXAM REVISION	Connect CH 10 Homework <b>(11/03)</b> Exam unit two (CH 6-10) <b>(10/27)</b>
Week 10	Oct. 28 – Nov. 03, 2024	CH 11: Pricing	Connect CH 11 Homework <b>(11/10)</b>
Week 11	Nov. 04 – Nov. 10, 2024	CH 12: Retailing	Connect CH 12 Homework <b>(11/17)</b>
Week 12	Nov. 11 – Nov. 17, 2024	CH 13: Digital and Social Media Marketing	Connect CH 13 Homework <b>(11/24)</b>
Week 13	Nov. 18 – Nov. 24, 2024	CH 14: Branding	Connect CH 14 Homework <b>(12/01)</b>
Week 14	Nov. 25 – Dec. 01, 2024	CH 15: Customer Relationship Management	Connect CH 15 Homework <b>(12/08)</b> Team Project <b>due by midnight on Sunday, Dec. 01, 2024</b> (Team leaders submit project, everyone submits Team Member

			Evaluation Forms)
Week 15	Dec. 02 – Dec. 08, 2024	CH 16: Social Responsibility and Sustainability, UNIT THREE EXAM REVISION	Connect CH 16 Homework <b>(12/08)</b> Exam unit three (CH 11-16) <b>(12/08)</b>
Week 16	Dec. 09 – Dec. 15, 2024	FINALS WEEK: COMPREHENSIVE EXAM REVISION	<b>Final Exam due by midnight on Wednesday, Dec. 11, 2024</b>

## TECHNOLOGY REQUIREMENTS

### LMS Requirements:

Brightspace Platform 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 coursework in a timely and satisfactory manner. Have a backup method to deal with these problems, such as a backup PC, access to a friend's computer, local library, office service companies, Starbucks, or a TAMUC campus open computer lab.

## COMMUNICATION AND SUPPORT

If you have any questions or difficulties with the course material, please contact me. Manage your time wisely and prepare for your assignments and exams. This will help you avoid late submissions and give you ample time to communicate any concerns.

### Technical Support:

If you have technical difficulty with any part of Brightspace, contact Brightspace Technical Support at 1-877-325-7778, use Live Chat, or submit an issue via email.

Brightspace Support: <https://community.brightspace.com/support/s/contactsupport>.

## **COURSE AND UNIVERSITY PROCEDURES/POLICIES**

### **Course Specific Procedures/Policies:**

Put all deadlines in your planner, calendar, or phone. Deadlines are crucial in business, and I expect you to keep up with them. Be a contributing team member. Do your fair share and communicate with your team. Log in at least every other day during the semester and check emails daily.

### **Artificial Intelligence:**

Texas A&M University-Commerce acknowledges legitimate uses of AI chatbots or software that generates or suggests text beyond individual words. Any use must be documented. Undocumented use constitutes academic dishonesty (plagiarism). Instructors may disallow AI use for assignments or the entire course. Follow your instructor's guidelines. If none are provided, assume AI use is disallowed. Students are fully responsible for their submissions, including AI-generated content.

### **Syllabus Change Policy:**

The syllabus is a guide. Circumstances and events such as student progress may necessitate changes during the semester. Any changes will be announced in advance.

### **University Specific Procedures:**

#### **Student Conduct:**

Follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. Detailed in the Student Guidebook: <https://www.tamuc.edu/student-code-of-conduct/>

#### **Netiquette:**

Guidelines on interacting in an online forum: Netiquette:  
<https://www.britannica.com/topic/netiquette>.

#### **Attendance:**

More information about the attendance policy: Attendance Policy:  
<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>.

#### **Academic Integrity:**

Maintain high standards of integrity and honesty in all scholastic work. More details:  
Undergraduate Academic Dishonesty:  
<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>.

#### **Students with Disabilities:**

If you need accommodation, 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 complies with all federal and state laws prohibiting discrimination and related retaliation. Further, an environment free from discrimination based on sexual orientation, gender identity, or gender expression will be maintained.

**Campus Concealed Carry Statement:**

Texas Senate Bill 11 authorizes carrying a concealed handgun in university buildings by persons with a Texas License to Carry. More details: Carrying Concealed Handguns On Campus:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>.

Open carrying of handguns is prohibited. Report violations to University Police at 903-886-5868 or 911.