



East Texas A&M University
MKT 521.01W: Marketing Management

Online classroom

Instructor: Dr. Ruiliang Yan

Office Location: Dallas

Office Hours: M 9:00-11:00am and online W 2:00-3:00pm

Office Phone: 903-886-5692

Office Fax: 903-886-5693

University Email Address: Email: Ruiliang.Yan@tamuc.edu (the best way to contact me)

Preferred Form of Communication: **Email is the preferred communication in this class, emails will be sent to students Texas A&M-Commerce account ONLY. Students must routinely check email.**

Communication Response Time: **Email should be sent through your Leo account. Email subject should begin with “MKT 521.01W”. Email with the right format can expect response within 24 hours, otherwise it is more likely to be missed due to overwhelming emails*****

Scholarly Expectations

All works submitted for credit **must be original works created by the scholar uniquely for the class.** It is considered inappropriate and unethical, particularly at the graduate level, to make duplicate submissions of a single work for credit in multiple classes, unless specifically requested by the instructor. Work submitted at the graduate level is expected to demonstrate higher-order thinking skills and be of significantly higher quality than work produced at the undergraduate level.

WELCOME TO MARKETING 521 INCLUSIVE ACCESS COURSE!

You are enrolled in Marketing 521, which incorporates the required eBook and assignments and exams package into the D2L course website. This gives you access to the required materials on the first day of class, and at a substantial discount over normal prices. The cost is approximately \$91 (compared with up to \$220 when purchased through other means).

Textbook(s) Information:

Marketing Management

Discipline: Marketing

Authors: Greg Marshall

Published: 2022

ISBN: 1264155379

Edition: 4th

Course Description and Objectives

This course is a comprehensive study of the effective application of marketing strategies in international and domestic organizations. It will help prepare students for an interconnected world through a focus on improved global competence. As a result, students will be able to view themselves as engaged citizens within an interconnected and diverse world. This course is designed to provide MBA students with the KNOWLEDGE, UNDERSTANDING and/or APPRECIATION of:

- 1) The role marketing in an organization and how it contributes to the success of an organization;
- 2) The differences between micro and macro-marketing;
- 3) The process involved in the development and planning of a marketing strategy;
- 4) The importance and impact of the external marketing environment on the marketing strategy;
- 5) The elements that influence buyer behavior;
- 6) The elements that define a “good” product;
- 7) The strategic importance of pricing;
- 8) How marketers make channel systems effective;
- 9) The role of integrated marketing communication and the elements that comprise a promotional mix;
- 10) Why effective implementation of the marketing strategy is critical to customer satisfaction and profits,
- 11) Develop skills in expressing oneself orally (FACE TO FACE CLASSES ONLY) and in writing,
- 12) Learn to analyze and critically evaluate ideas, arguments, and points of view,
- 13) Learn how to find and use resources for answering questions or solving problems,
- 14) Acquire an interest in learning more by asking questions and seeking answers

***OUR SCHEDULE WILL RUN ON CENTRAL STANDARD TIME.**

Requests from students with disabilities for reasonable accommodations must go through the Academic Support Committee. For more information, please contact the Office of Advisement Services, Business Administration Building, Room 314, (903)886-5133.

COURSE GRADING: Final grades are based upon the Official University policy.

Grade Distribution: The following scale will be used to grade the student:

A = 90%-100%

B = 80%-89.9%

C = 70%-79.9%

D = 60%-69.9%

F = 59.9% or Below

Assignments and exams

Three individual cases (300 points)
SB CH Assignments (140 points)
4 Individual Exams (400 points)
Total (840 points)

PLEASE NOTE: All assigned works must be completed on the due date. Any late exam, case, and paper will be graded to zero. No extensions or make-ups will be allowed unless the absence is cleared by the instructor prior to the day the assignment is due. All work is to be neat and typed with proper attention to grammar, punctuation, and spelling.

All case articles are located in Doc Sharing in D2L.

Case 1: Business Environment Goal: ETHICS & SUSTAINABILITY

- **Ferrell & Gresham (1985)**, “A Contingency Framework for Understanding Ethical Decision Making in Marketing,” *Journal of Marketing*, Vol. 49 (Summer), pp. 87-96.
- **“Just Try and Social Distance This,”** *Bloomberg BusinessWeek*, April 20, 2020, p.40-45.

Case Questions:

- 1) Identify and discuss the ethical dilemma faced by CEO of Carnival Arnold Donald. Apply and discuss Donald’s situation following Ferrell & Gresham’s Contingency Framework focusing on the 3 variables impacting ethical decision making.
- 2) Identify the sustainability dilemma and discuss the sustainability implications faced by Donald.
- 3) Stakeholders are directly or indirectly affected by an organization's actions. Provide 3 specific stakeholders affected by the situation and briefly explain the effect(s).
- 4) Discuss the challenges in addressing the ethical dilemma faced by Donald by identifying at least 2 key issues and their subsequent implications/ramifications.
- 5) If you were Donald, how would you have responded to the ethical dilemma?
- 6) If you were part of Carnival’s top management, how would you implement a solution to respond to the ethical dilemma?

Required: Two page minimum with double-spaced, 15% or less turnitin for grade “A”, if turnitin is larger than 25%, then this case is not acceptable.

Completed case must be submitted to Dropbox in D2L; No email submission is accepted.

Case 2: Business Environment Goal: GLOBAL

Outline India: Enabling the Jump from Data to Decisions (Textbook, p. 136).

Case Questions:

- 1) Identify & discuss at least 3 external market environmental factors that impact Outline India's ability to collect data? Refer to Chap. 3 on macro level external and competitive factors.
- 2) Discuss the global strategy of Outline India. What are their expectations regarding reliability, quality & range of services.
- 3) Provide at least two viable courses of action to ensure that Outline India's is able to collect large amounts of complete and reliable data.

Case 3: Please read the article below and address the following questions: 1) how does the manufacturer's direct channel impact the retailer's retail service? 2) If the no retail service is improved, how to fight the manufacturer's direct channel? 3) What benefits can the retailer receive from the manufacturer's opening for a direct channel?

Yan, R., and Pei, Z. (2009). Retail services and firm profit in a dual-channel market. **Journal of Retailing and Service**, 16, 306-314.

Required for cases 2 and 3: One page minimum with double-spaced, 15% or less turnitin for grade "A", if turnitin is larger than 25%, then this case is not acceptable.

Completed case must be submitted to Dropbox in D2L; No email submission is accepted.

EXAMS: There are 4 exams that cover approximately 4 chapters each. Each exam has approximately 50 multiple choice questions (MC) that will be used to test your knowledge of all materials associated with the course, such as the text, lectures, videos, and possible discussions. Each exam is weighted equally. The exam time limit is 100 minutes. You will not be able to print exams. Exams are not reset-able. Access to the exams will be restricted after the due date. **Please see specific exam schedule in the course schedule below**

Exams will be open from Monday to Sunday midnight of exam week. Instructors also will remind you of the exam dates through emails. Please check your email frequently. These will be INDIVIDUAL exams and are not intended for any type of group work. **You have two opportunities for each exam. I will pick up the highest grade.**

COURSE SCHEDULE

Week 1

- Please read chapters 1-4

Week 2

- Please complete SB assignments

Week 3

- **Exam I (CH 1-4); Deadline is Sunday at 11:30pm**

Week 4

- Please read chapters 5-8

Week 5

- Please complete SB assignments

Week 6

- Please complete Case 1; **Deadline is Sunday at 11:30pm**

Week 7

- Please read chapters 9-10
- Please complete SB assignments

Week 8

- **Exam II (CH 5-8); Deadline is Sunday at 11:30pm**

Week 9

- Please read chapter 11
- Please complete SB assignments

Week 10

- **Please complete Case 2, which is due on Sunday at 11:30pm.**

Week 11

- Please complete SB assignments

Week 12

- Please read chapters 12-13
- **Exam III (CH 9-11); Deadline is Sunday at 11:30pm**

Week 13

- **Please complete Case 3, which is due on Sunday at 11:30pm.**

Week 14

- Please read chapters 12-14 again
- Please complete SB assignments

Week 15

- **Exam IV (CH 12-14); Deadline is Sunday at 11:30pm**

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.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

Attendance/Lateness, Late Work, Missed Exams and Quizzes and Extra Credit

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>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.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.

Academic Honesty

Academic honesty is highly valued at the Texas A & M University – Commerce. You must always submit work that represents your original words or ideas. If any words or ideas used in a class assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether

copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Please see the Texas A & M University – Commerce Graduate Catalog for more information about academic honesty, including consequences of academic dishonesty.

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.

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

