

MKT	306	Marketing Hours: 3		
01E	81861		40	37

Inclusive Access Fee: \$138.02

Meets 8/25/2025 through 12/12/2025

Mon, Wed, Fri 11:00a-11:50a Campus: Main Building: BA Room: 245

[Vita](#) [Books/Materials](#) [Campus Map](#) [Directions to Campus](#)



MKT 306.01E: 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: **Wednesdays 12-2pm F2F and Online 12-2pm**

Email: Chris.Myers@tamuc.edu (preferred communication)

Response Time: Less than 24 hours, no later than 48 hours weekend.

MKT Office Phone: 903-886-5692

Office Fax: 903-86-5693

University Email Address: Scott.Sewell@tamuc.edu

Office Hours: Tuesday and Thursday 8:00 am – 10:30 am and by appointment or zoom as needed.

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 (Marketing) Spring 2025.

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

Weights for Assessment	
Core Concept Quiz	5%
3 Exams	40%
Connect Chapter Homework	15%

Personal Branding Assignment Team Marketing Plan (including 5% Individual Team Member Evaluation).	15% 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: (45% 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 (40% 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 (55% 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 **15% 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. **25% 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**

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** course. All course materials and video recordings of the lectures will be available through D2L.

COVID-19 Related (if Covid resurfaces)

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 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

Learners are introduced to the purpose and structure of the course.

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. Please note that APA is required by the COB, College of Business.

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. Please note that APA is required by the COB, College of Business.

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

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.
4. Please note that APA is required by the COB, College of Business.

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 roll 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, Hybrid 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.

COURSE GRADING

Activity	Number	Total Points
Reflection Paper (RP)	1	20
Bio	1	5
ADP (Policy)	1	5
Learning Task 1 (LT1)	1	50
Learning Task 2 (LT2)	1	100
Learning Task 3 (LT3)	1	100
Bonus (limited)		10

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

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