

The first chat is planned for the first *Wednesday (6:15pm)* of the semester. Please see the announcements as soon as the course is open. More emails or announcements will be coming to orient you as much as possible. Please stay safe throughout the term.

Fall 2025



MKT 521.01W 01E: Marketing Management and Analytics

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 Office BA 315E

Office phone: 903-886-5700; Fax: 903-886-5702

Office hours: Tue 9am-2pm or by appt

Preferred Email: Chris.Myers@tamuc.edu (preferred interaction)

Response Time: Less than 12 hours, NLT 48 hours on weekend.

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

Bio

Chris A. Myers, Ph.D. is a Professor of Marketing at the College of Business of East Texas A & M University. His undergraduate degree is a B.S. in Electrical Engineering from the United States Air Force Academy (USAFA) and his Masters and Ph.D. are from the University of Texas at Dallas. His marketing research focuses on the antecedents of branding, emotion in advertising, cross-cultural determinates of the effectiveness of brands, and technology mediated learning. He has published in *Journal of Promotion Management*, *Services Marketing Quarterly*, *Journal of Product and Brand Management*, *International Journal of Business Research* and *Baylor University Medical Center Proceedings*. Dr. Myers has been associated with the Quality Texas Foundation for over 22 years. He assisted with the development of quality improvement programs and led the operational quality programs for Karlee, Corporation in the late 1990s. He was instrumental in the developing and tracking of performance and quality reviews for Texas Award for Performance Excellence (TAPE) (1998) and the Malcolm Baldrige National Quality Award (1999). He has also been a Quality Examiner as well. Additionally, Dr. Myers has 28 years in the USAF Reserves flying B-52s as a Master Navigator (EWO) and 10 years as a team leader and project manager for Kimberly Clark making Huggies Pull-Ups and Karlee Corp.

Materials – Textbooks, Readings, Supplementary Readings

REQUIRED TEXTBOOK:

MARKETING MANAGEMENT

The syllabus/schedule are subject to change.

Author: MARSHALL
Edition: 4th
Published Date: 2023
ISBN: 9781260381917
Publisher: MCG

MARKETING MANAGEMENT (LOOSELEAF)

Author: MARSHALL
Edition: 4th
Published Date: 2023
ISBN: 9781264155385
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. Other submission formats will have points deducted.

Course Description

A study of the marketing environment of business with emphasis on major aspects of sociocultural, demographic, technological, global, legal, political, and ethical issues. The study of marketing emphasizes the functional areas of marketing including product and service selection and development, marketing channels, promotion, and pricing. Marketing research, consumer behavior, industrial buying and international implications are also considered.

Course Objectives: This course hopes to keep our students on the cutting edge of today's marketing practices. The course has four primary objectives. These include:

1. To understand the basic principles of Marketing.
2. To demonstrate the uses of marketing mix in corporate strategy.
3. To familiarize students with the basics of creating a marketing plan.
4. To provide students with an opportunity to learn about excellent examples of marketing-driven companies throughout the world.

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

The course will use a combination of lecture ppts, videos, online sessions (recorded also), and online assignments. The D2L environment will be used for class related material and document posting.

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.

Deadlines are absolute:

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All discussions, assignments, and exams must be completed on the due date. Late work will not be accepted without prior notification, and will be graded as zero.

Email Policy:

When you send me email, **be sure to include the course title (MKT521)** and section number in the subject line. I receive up to 50 emails a day. To ensure that your email reaches my inbox and reduce confusions, do include your course title and section number in your email subject line.

Academic Honesty Policy

Students are required to sign and return the academic honesty policy document during the first week of the class. Any form of cheating is not allowed or tolerated in this class and will be reported to the college and graduate school. The cheating includes but is not limited to: copying, lying, copying from another's assignment or test, changing the answers on an exam or assignment for re-grade, assisting another student in doing dishonest behavior.

Instructional Methods

This section describes how the learning process will be conducted (delivery modalities, course structure, Getting Started and types of learning activities and assessments).

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. Participation is rewarded for speaking and writing in the chat box. The roll will be taken during the first 5 minutes of the class. You must be visually be present to receive attendance credit. If you are not in class when the roll is taken you will be marked as absent (please attend for some credit). 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 most 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.

Several criteria will be considered when evaluating your class participation:

- Quality of the class participation is most important. Sheer quantity is neither sufficient nor necessarily desirable.
- High quality class participation is thoughtful and includes comments that add to our understanding of a situation and help move class discussion forward. It goes beyond mere repetition of case facts or simple truisms.
- High quality class participation is supported with qualitative and/or quantitative analyses.
- Your comments should take into account and build on the comments and analyses of your classmates and be relevant to the topic under discussion.

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- You need to be present in class in order to receive a strong class participation score. Tardiness is a hindrance to class discussion and a distraction for your colleagues. Please be on time.
- Students are able to write **2 or more meaningful sentences per PowerPoint slide** for their attendance points. Participation can only be made up through the participation activities per meeting.

The attendance policy does apply to the students of the 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	Points	Total Points
Live Chat		
Attend (16)	10	160
Homework		
Smartbook Questions (14)	20	280
Quizzes (14)	20	280
Bio	5	5
ADP	5	5
Final Exam	200	200
LT (group paper) Presentation	200	200

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

ADP – Academic Dishonesty Policy

Wk	Start	Chapter	Subject	SB Chaps.	Due Date	Quiz/Exam	Due Date
1	25-Aug	1	Marketing in Today				
2	1-Sep	2	NO MTG, Global, Ethical, Sustainable	1,2	31-Aug	1,2	7-Sep
3	8-Sep	3	Marketing Strategy	3	7-Sep	3	14-Sep
4	15-Sep	4	Marketing Research	4	14-Sep	4	21-Sep
5	22-Sep	5	CRM, Big Data	5	21-Sep	5	28-Sep
6	29-Sep	6	Consumer/Business Markets	6	28-Sep	6	5-Oct
7	6-Oct	7	Segments, Targeting, Positioning	7	5-Oct	7	12-Oct
8	13-Oct	8	Product Strategy	8	12-Oct	8	19-Oct
9	20-Oct	9	Build a Brand	9	19-Oct	9	26-Oct
10	27-Oct	10	Service as Core Offering	10	26-Oct	10	2-Nov
11	3-Nov	11	Pricing Decisions	11	2-Nov	11	9-Nov
12	10-Nov	12	Channels, Logistics, Supply Chain	12	9-Nov	12	23-Nov
13	17-Nov	13	Digital and Social Media	13	16-Nov	13	30-Nov
14	24-Nov	14	Legacy Promotions Approach	14	23-Nov	14	7-Dec
15	1-Dec		Review/Presentations			Team Project	7-Dec
16	8-Dec		Final Exam/Presentations				10-Dec

SB - Smartbook Quizzes are Homework

TECHNOLOGY REQUIREMENTS LMS

All course sections offered by East Texas A&M University have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

The syllabus/schedule are subject to change.

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

Zoom Video Conferencing Tool

https://inside.tamuc.edu/campuslife/CampusServices/CITESupportCenter/Zoom_Account.aspx?source=universalmenu

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. Other support options can be found here:

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

Interaction with Instructor Statement

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Specific Procedures/Policies

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

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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 [Procedures 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 East Texas A&M Univ 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](#)

[Undergraduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/documents/13.99.99.R0.03UndergraduateStudentAcademicDishonestyForm.pdf>

[Graduate Student Academic Dishonesty Form](#)

<http://www.tamuc.edu/academics/graduateschool/faculty/GraduateStudentAcademicDishonestyFormold.pdf>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.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

East Texas A&M Univ Velma K. Waters

Library Rm 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

East Texas A&M Univ 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.

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Campus Concealed Carry Statement

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in East Texas A&M Univ 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 East Texas A&M University 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 East Texas A&M Univ. campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

East Texas A&M Univ. Supports Students' Mental Health

The Counseling Center at East Texas A&M Univ., located in the Halladay Building, Room 203, offers counseling services, educational programming, and connection to community resources for students. Students have 24/7 access to the Counseling Center's crisis assessment services by calling 903-886-5145. For more information regarding Counseling Center events and confidential services, please visit www.tamuc.edu/counsel

AI use policy

STATEMENT ON AI USE IN COURSES:

East Texas A&M University 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

Department or Accrediting Agency Required Content AACSB