



MKT 306.02W/03W
Marketing
Fall 2012 Online Course Syllabus

Course Instructor

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Welcome to MKT 306 Marketing!

The best way to contact me is by e-mail. This is an online course; therefore, expect communication to be online as well. Please **ONLY** send e-mails to Bonnie_Smith@tamu-commerce.edu. Because of all the spam, you may only send emails from your MyLeo e-mail account. If you need assistance with “how to use” your MyLeo e-mail account, please call 903-468-6000. I will respond to emails within a 48 hour time period.

COURSE INFORMATION

Course Required Textbook

MKTG 6, by Lamb, Hair, and McDaniel, South-Western Cengage Learning, ISBN-13: 978-1-133-19011-0 (2012-2013 Edition)

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.

Course Outcomes/Objectives

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. Demonstrate an understanding of essential marketing terminology and concepts, including the marketing concept, market analysis and planning, and the marketing mix.
2. Apply essential marketing terminology and concepts to an individual branding assignment.
3. Apply the market planning process to write a strategic marketing plan.
4. Work cooperatively on a team project.

The best way to approach the class is to (1) read the assigned chapters, (2) view the chapter PowerPoint presentations provided under each Week placeholder, (3) prepare for and review each chapter quiz, and then (4) review material for the exams. Also, it will be very helpful if you are proactive with your fellow group members in completing both parts of the Marketing Plan Assignment. Additionally, if you purchased a new textbook, it should contain information for accessing the publisher’s website. At this site, you will find lots of useful study tools that can help you master the material presented in the text.

How to Fail This Class

Taking an online class is like joining a health club. If you stop working out, you won’t see any improvement in your physical condition, even though you are still paying dues. It takes consistent effort to run faster, jump higher, build muscle, or lose weight. “Cramming” the day

before the exams will have the same result as one really intense session at the gym (which is NOT MUCH). No pain, no gain. So here are some common behaviors that lead to failing the class:

1. Don't buy the book, or if you buy it, don't bother reading it until the night before the exam. *The text doesn't come with any magical qualities – holding it or carrying it in your backpack won't transfer the information into your brain unless you read and study it.*
2. Don't log in frequently. *I can see which days you login to the course and for how long.*
3. Wait until the last day to participate in online discussion. Shows how much you care about the class. *This is like coming to class the day before the exam and asking a lot of questions that have already been answered.*
4. Forget about deadlines – if you miss an exam, quiz or assignment, maybe it will disappear. *I don't change dates once the syllabus has been distributed, so you can use ink when you put them on your calendar and planner.*
5. Be dead weight for group projects. *Even though your team members can fire you, or complain about your lack of performance, there is always the chance they will give you a free ride on the assignment. If you need help understanding the assignment, ask for clarification.*
6. Ignore emails from the instructor advising you to drop the class if you are failing. She probably doesn't mean it. *Want to know how many Fs I gave last semester because people don't want to deal with bad grades? And I hate doing it.*
7. Don't get familiar with the grade book and syllabus. *Prioritizing the assignments that count the most, or understanding what your grade means will only make you worry more. There is a big difference between 75/150 (50%) and 75/100. Know how much things are weighted so you can put your effort where it will do the most good.*
8. Put off the easy things to improve your grade, like quizzes, good attendance, and group communication. *Emergencies can happen, but if you aren't prepared, you won't have a chance of catching up.*

COURSE REQUIREMENTS

Weekly Content

Each chapter's content will be open during the week it is scheduled and will be closed after the exam (not quiz) that covers it is completed. For example, the content for Chapters 1 through 5 will be closed after Exam 1 is completed. Please keep up with the scheduled readings for the week. Once a chapter has been closed, it will not be re-opened.

Exams

Exam dates are marked on the syllabus. EXAMS ARE NOT MEANT TO BE OPEN BOOK OR GROUP WORK. All exams are multiple choice and set up using question pools. This means there is an extremely low likelihood of any two students getting the same batch of questions.

If you try to extend your exam time by claiming your computer was timed out before you could submit the exam, be aware that I can see how many questions you have answered and how long you were online.

Four exams will be given throughout the semester (including the final). Each exam is worth 10% of your total course grade. Exams will be available at 8:00am on Monday of the week they are scheduled through Sunday of that week until 10:00pm. That will give you a total of 7 days in which to complete each exam. Please see the following schedule. The exams will be timed and can only be accessed once. Therefore, once you begin, you may not stop and come back to it later. You will have 1 hour and 40 minutes to 1 hour and 55 minutes to complete each exam depending on the number of chapters being covered.

No make-up exams will be given online. If you miss a scheduled exam, you will be given a closed book comprehensive make-up exam at the end of the semester. No exceptions.

Chapter Quizzes

The chapter quizzes are worth 15% of your total course grade. Each week you are required to take a quiz over the chapter(s) being covered. They will be made available at 8:00am on Monday of the week they are scheduled through Sunday of that week until 10:00pm. (Please see tentative schedule below.) That will give you a total of 7 days in which to complete each chapter quiz. Plan accordingly. Quizzes will NOT be reopened.

The quizzes will count as the class participation component of your grade. If you were attending a live section of this class, you would be expected to contribute to each week's class session(s). That is why these quizzes are weighted rather heavily in your final term grade. Always allow yourself plenty of time to work on these since you can improve your grade simply by doing well in this area. Also, keep in mind that these quizzes may not always be multiple choice or true/false.

Specific Quizzes

There will be an initial quiz over the syllabus available at 8:00am Monday, 8/27/12 through Sunday, 9/2/12 until 10:00pm. This will be a multiple choice quiz **worth 5% of your total grade**. Be sure you have read the syllabus thoroughly, as the quiz is timed. There is no make up for this quiz. The **Core Competency Quiz is also worth 5% of your grade**. It will be available at 8:00am Monday, 11/19/12 through Sunday, 11/25/12 until 10:00pm. There is no make up for this quiz.

Individual Branding Assignment

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). The **Individual Branding Assignment is worth 10% of your grade** and is **due Wednesday, 10/10/12**. You will use the campus Career Development Office as a resource.

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 toward the end of the syllabus for specific grading criteria.

Group Marketing Plan Assignment

Students will be assigned into groups to write a marketing plan for an assigned product or company. You will research the current marketing plan for a product or service on the assignment list. Based on your research, you will report on the current strategic marketing plan for that product/service. The plan must be written sequentially, or the marketing mix elements will not make sense. Special attention must be given to the marketing objectives and target market analysis. Once your initial analysis has been completed, you will develop an appropriate marketing mix for your product or service that will achieve your objectives. Expand the product or service to a new target segment, or create a new variation of the product or service, and develop objectives and a new marketing mix that will achieve these objectives. The mix must be specifically developed for your target market. An "A" paper will incorporate the concepts and terminology from the text and be thorough in covering all areas in the marketing template. The **Group Marketing Plan Assignment is worth 25% of your grade** and is **due Wednesday, 12/5/12**.

More detailed instructions for this assignment will be posted under "Course Home." It is very important that you read these instructions since alternative means of completing and/or submitting the Group Marketing Plan Assignment files (i.e., e-mailing attached files to me, faxes, hard copies, etc.) will not be accepted. Please do not send an attached file (via e-mail) in

addition to uploading the file to the appropriate dropbox on our class site. Group Marketing Plans submitted after the due date will drop one letter grade for each day they are late!!!

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 toward the end of the syllabus for specific grading criteria.

Global Class Participation Extra Credit

A goal of this class is for students to develop a deeper understanding of globalization and how the interconnected world affects each of us. Students in this class have the opportunity to participate in a global research project. To receive the extra credit, you will complete two online surveys (one at the beginning of the semester and a second survey at the end of the semester). Each survey should take less than 30 minutes to complete. I will email you the link to the survey at the beginning and at the end of the semester with dates/times of the deadlines to complete each survey.

If you do not complete both surveys you will not receive the extra credit. Thus, if you do not complete the first survey, you will not have the opportunity to complete the second survey and you will not receive any extra credit.

TECHNICAL REQUIREMENTS & SUPPORT

Technical Requirements

As the course is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. You will find the majority of the information and materials that you will need to complete the course in this syllabus and on the eCollege course management website. Be sure to log onto eCollege and check your university e-mail regularly to see what work you are required to do.

To take advantage of the latest technology incorporated in this course, and to minimize the need for additional plug-in downloads, it is recommended that you use the following:

- Microsoft Internet Explorer 6.0 or higher on a PC
- Safari 2.0 or higher for Mac OS X.
- Adobe Reader 8.1.2 or higher
(<http://www.adobe.com/products/acrobat/readstep2.html>)
- Microsoft Word 97-2003 or higher
- Microsoft PowerPoint 97-2003 or higher
- Quick Time Player 7 or higher (<http://www.apple.com/quicktime/download/>)

It is strongly recommended that you perform a "Browser Test" prior to the start of your course. To launch a browser test, login in to eCollege, click on the 'myCourses' tab, and then select the "Browser Test" link under Support Services.

First Time eCollege Users

eCollege is generally very user friendly; however, should you have any questions or concerns about it, you may want to complete an eCollege tutorial. A link to this tutorial should appear on the home page for this course.

Technical Support

This course is being delivered to you by Texas A&M-Commerce through the eCollege course management system. After taking the Student Orientation Tutorial, if you have questions about how the eCollege course management software works, please contact eCollege as listed below.

If at any time you experience technical problems (e.g., you can't log in to the course, you can't see certain material, etc.), please contact the eCollege HelpDesk, available 24 hours a day, 7 days a week.

- **Help:** Click on the *'Help'* button on the toolbar for information regarding working with eCollege (i.e. How to submit to dropbox, How to post to discussions etc...)
- **Chat Support:** Click on *'Live Support'* on the tool bar within your course to chat with an eCollege Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with eCollege Technical Support Representative.
- **Email:** helpdesk@online.tamuc.org to initiate a support request with eCollege Technical Support Representative.

If you have questions pertaining to the content of this course (e.g., questions about an exam, about course due dates, etc.), please contact the instructor via e-mail.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Schedule

This course is 100% online including exams. Assignments are due weekly. A course schedule is included at the end of this syllabus.

Syllabus Subject to Change Statement

I anticipate that we will follow the schedule I have outlined in this syllabus, but I may make adjustments based on what actually happens in class, technical problems, etc. Be sure to check the posted Announcements and email in the event of an absence to see if assignments have changed.

Academic Honesty

There seems to be a belief among many that anything found on the Internet is free to use as one wishes. The "cut and paste" option also makes it quite tempting. However, information on the web must be properly cited just as you would any "hard copy" periodicals. Keep the following in mind:

1. It is generally not advisable to quote anything verbatim in a paper unless there is an overriding reason to do so, such as the use of a particular phrase or sentence that illustrates a point well and should not be changed. When you do so, you must provide place the statement in quotes in addition to a footnote at the end of the quote. Not placing the statement in quotes implies that the wording is your own.
2. Changing a few words in a sentence (for example, "large" to "big") may alleviate the need for quotes (depending on how much you change), but it is not the best way to go. If you are not going to provide a direct quote, then the material should be stated in your own terms. Changing a couple of words implies laziness.
3. Every idea you get from another source must be cited. Placing 100 citations in a paper does not imply that the work is not original, but that you did a proper job of giving credit where it was due.
4. The real danger in a "cut and paste" approach to report writing is that you end up including a lot of information that is related to the topic about which you are writing, but does not really address what you are trying to say. Putting things in your own words allows you to focus your comments more effectively.

Any deviation from the guidelines concerning quotes and citations constitutes plagiarism, as it suggests that you are trying to submit someone else's work and creativity as your own. The penalty for plagiarism is a zero on the assignment.

ADA Statement

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
Texas A&M University-Commerce
Gee Library Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148 ~ e-mail: StudentDisabilityServices@tamu-commerce.edu
[Student Disability Resources & Services](#)

COURSE GRADING POLICY

Grading Component

Exams (4 exams including final)	10% each
Chapter Quizzes	15%
Quiz over syllabus	5%
Core Competency Quiz	5%
Individual Branding Assignment	10%
Group Project	25%
Total	100%

Grading Scale

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	Below 60%

Grades will be awarded based upon a point system. Your total number of points will be divided by the total number of points available to determine your grade percentage.

*** If you fall behind, it is your responsibility to drop the class before the deadline. Do NOT ask me for additional extra credit work. I do not give I or X grades.

Drop a Course

A student may drop a course by logging into their myLEO account and clicking on the hyperlink labeled 'Drop a class' from among the choices found under the myLEO section of the Web page. Monday, September 24, is the last day to drop with partial refund. Thursday, November 1 is the last day to drop with no refund and a grade of Q, while remaining enrolled in other classes.

Administrative Withdrawal

Students who do not login during the first 12 days of the semester may be administratively dropped from the class. Students who stop participating for over 10 days, and do not answer emails from the instructor may also be administratively dropped.

Grading Rubric

Criteria	1	2	3
Comprehensiveness	All elements are covered thoroughly and are well elaborated	Most elements are covered thoroughly; some are mentioned briefly	Significant portions of the paper are ignored or simply mentioned; Paper is more of an outline than a fully developed strategy.
Research	Exceeds expectations for quantity and quality of sources.	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).	Meets 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).

Incorporates marketing terms and concepts	Applies marketing concepts with a balance of description and analysis; Examples are original and correctly applied.	Applies course concepts and terminology correctly, where appropriate.	Rarely or never enlightens with demonstrations of course concepts; Just “answers the question” without tying the answer back to marketing theory.
Writing style	Extremely well-written and edited. Team projects are written in one voice. Uses APA or MLA style correctly. Grammar and spelling are correct. All research sources are cited correctly.	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.	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.

Course Outline/Schedule

Week Of	Week	Chapter	Assignment
8/27-9/2	1	Course Introduction & Syllabus	Syllabus quiz – 8/27/12-9/2/12
		1 An Overview of Marketing	Ch. 1 quiz
9/3-9/9	2	2 Strategic Planning for Competitive Advantage	Ch. 2 quiz
		3 Ethics and Social Responsibility	Ch. 3 quiz
9/10-9/16	3	4 The Marketing Environment	Ch. 4 quiz
		5 Developing a Global Vision	Ch. 5 quiz
9/17-9/23	4	6 Consumer Decision Making	Exam 1 (Ch. 1-6) – 9/17/12-9/23/12
9/24-9/30	5	7 Business Marketing	Ch. 7 quiz
		8 Segmenting & Targeting Markets	Ch. 8 quiz
10/1-10/7	6	9 Decision Support Systems & Marketing Research	Ch. 9 quiz
		10 Product Concepts	Ch. 10 quiz
10/8-10/14	7	Individual Branding Assignment due Wednesday 10/10/12	
10/15-10/21	8	11 Developing & Managing Products	Exam 2 (Ch. 7-11) – 10/15/12-10/21/12
10/22-10/28	9	12 Services & Nonprofit Organization Marketing	Ch. 12 quiz
		13 Marketing Channels	Ch. 13 quiz
10/29-11/4	10	14 Supply Chain Management	Ch. 14 quiz
		15 Retailing	Ch. 15 quiz
11/5-11/11	11	16 Integrated Marketing Communications	Exam 3 (Ch. 12-16) – 11/5/12-11/11/12
11/12-11/18	12	17 Advertising & Public Relations	Ch. 17 quiz
		18 Sales Promotion & Personal Selling	Ch. 18 quiz
11/19-11/25	13	19 Pricing Concepts	Ch. 19 quiz Core Competency Quiz – 11/19/12-11/25/12
11/26-12/2	14	20 Setting the Price Right	Ch. 20 quiz
		21 Customer Relationship Management (CRM)	Ch. 21 quiz
12/3-12/9	15	22 Social Media and Marketing	Group Project due Wednesday 12/5/12
12/10-12/14	16	Finals Week	Final Exam (Ch. 17-22) – 12/10/12-12/14/12

***Please Note:** The instructor reserves the right to change this schedule as circumstances may dictate. All changes will be announced.