Professor / Instructor Contact Information/Bio
Dr. Chris Myers, Associate Professor
Office BA 205
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Office hours - Tuesday and Thursday 11 am – 1 pm or by appointment;
virtual office is checked Mon-Fri
Chris_Myers@tamu-commerce.edu

Chris A. Myers, Ph.D. is a Tenured, Associate Professor of Marketing at the College of Business and Technology of Texas A & M University – Commerce. His undergraduate degree is a B.S. in Electrical Engineering from the United States Air Force Academy (USAF) 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. Additionally, in the sociology and medical area, his research investigates the impact of acculturation and related factors upon the quality of care received by cardiovascular and diabetes patients. Myers received his degree from the University of Texas at Dallas under the direction of Dr. Frank Bass. Professor Frank M. Bass (1926-2006) was a leading academic in the field of marketing research, and is considered to be among the founders of Marketing Science. He became famous as the creator of the Bass diffusion model that describes the adoption of new products and technologies by first-time buyers. Additionally, Dr. Myers has 28 years in the USAF Reserves flying B-52s as a Master Navigator and 4.5 years as a team leader and project manager for Kimberly Clark making Huggies Pull-Ups.

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.

Materials – Text

This text (approx. 5 page chapters) has to be ordered from the Marketing and Management office. It is $20 and it is only available from the Marketing and Management office. Please mail your check and shipping information to:
c/o Tammie Bellotte  
Marketing and Management Dept.  
Texas A & M Univ - Commerce  
Dept. of Marketing and Management  
P.O. box 3011,  
Commerce, TX 75428

You may contact her by email. ([Tammie_Bellotte@tamu-commerce.edu](mailto:Tammie_Bellotte@tamu-commerce.edu)) or phone (903.886.5703). Please contact Tammie as soon as possible for the Marketing Plan Companion text and give her your shipping information.


**Course Description and Objectives**
A comprehensive study of the effective application of marketing strategies in international and domestic organizations. A case analysis approach and current professional literature are utilized.

**Objectives**

- The role of micro and macro marketing in an organization and the development/planning of a marketing strategy;  
- The elements that influence buyer behavior;  
- The essentials of the 4P’s: Product, Place, Price, Promotion;  
- What defines an effective implementation of the marketing strategy;  
- Development of student communication skills and critical thinking.

*YOU ARE HIGHLY RECOMMENDED TO VIEW THE STUDENT ORIENTATION TUTORIAL FOR eCOLLEGE.*

*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 REQUIREMENTS**

**Activities / Assessments**

**Course Grading:** This course is made up of a series of assignments and assessments to assist you in achieving the course learning objectives/outcomes. Each week you will work on various combinations of assignments, activities, discussions, readings, research, etc. which will be made available to you no later than (NLT) 2 days before each assignment is due. Final grades are
based upon the Official University policy. There will be no curve. A 90 or above average equals an “A,” an 80-89.9 average equals a “B,” a 70-79.9 average equals a “C” and so on. Your final course grade will be determined by dividing your total points earned by the course’s total points.

Student Bio (10 pts)
Class Attendance and Participation (10pts each @ 15 for 150 pts)
Group Members Posted (10 pts)
3 Exams (150 points each for a total of 450 points)
Group Case Paper (200 pts)
Team Peer Evaluation (10 pts of case paper)
**Total (820 points)**

**Bio**
Complete a bio of yourself in the virtual office by the appointed time in the class schedule.

**Group Member Posted**
If you are going to perform the case (Mercan) as a group, please sign up in the virtual office by Tue of Week 3 Group member sign up for marketing plan topic in the virtual office by the appointed time in the class schedule.

**Team Peer Evaluation**
To insure that group members cooperate and equally contribute to the team’s efforts, each student is asked to evaluate his/her teammates as needed. A standard form will be provided on or prior the days of the presentations. Comments should be provided to support your evaluation.
To keep the evaluation confidential, you must submit your comments and evaluation through the dropbox. Complete a team peer evaluation sheet located in the last week of the course and it is due the Tue of the last week of the class.

**Class Participation**
Class participation at the graduate level is very important to enable synthesis of many experiences along with the material being covered. You are awarded points weekly for attending (7pts) and offering verbal input (3pts).

**EXAMS:** There are 3 exams that cover approximately 6 chapters each. Each exam has approximately 50-100 multiple choice questions (MC) and 2-4 short answer (SA) questions that will be used to test your knowledge of all materials associated with the course, such as the text, lectures, videos, and possible outside guests’ discussions. There is no make-up exam. Each exam is weighted equally. The exam time limit is approximately 3-4 hours. **You will not be able to print exams. Exams are not reset-able. Access to the exams will be restricted after the due date. Should you have problems, please contact tech support immediately and then email Dr. Myers with the ticket number.** Be advised there is a PRACTICE EXAM that is not graded that you may review to assist you with each exam in the course.

**Short Answer Rubric**
### Task

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<th>Accomplished</th>
<th>Proficient</th>
<th>Needs Improvement</th>
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<td>Clearly identifies key or important information &quot;mostly&quot; in your own words, on topic, demonstrate knowledge of the concept, and utilizing the text and citations as needed. (23-25 points)</td>
<td>Identifies some but not all key or important information &quot;mostly&quot; in your own words, on topic, demonstrate some but not all knowledge of the concept, and utilizing the text and citations as needed. (19-22 points)</td>
<td>Does not clearly identify key or important information in your own words, not on topic, does not demonstrate knowledge of the concept. (0-18 points)</td>
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### Use correct grammar, punctuation, and American Psychological Association (APA) format.

| Consistently uses correct mechanics and APA format in writing professionally (0-2 errors). (0 points off) | Uses correct mechanics and APA format in writing professional papers (3-5 errors). (-2 points) | Does not use correct mechanics and/or APA format in writing papers (more than 5 errors). (-4 points) |

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**Case preparation**

I chose cases for their ability to improve your marketing decision-making skills on a specific set of issues (e.g., pricing), not to provide general “world knowledge” about marketing practices in a certain industry. As a result, some of the cases may appear removed from the specific problems pertinent to your particular industry experience and interests. However, the lessons to be learned from the cases selected in this course are universally relevant and transcend the particular companies, countries, or industries in which they are set.

Some of you may not be familiar with the case teaching method. To benefit from the case method, you must be intimately familiar with the facts of each case. I also recommend you follow these simple steps:

- When reading the case, you should try to identify the underlying marketing problems (not just the symptoms described in the case). While doing this, you should think about how these problems apply to your industry and company. Do not attempt to find out what happened to the company. This greatly reduces what you will learn from the case.
- You should then generate alternative marketing actions (including their pros and cons) and make a decision about what should be done before you come to class. As is often the situation in actual practice, cases may not have all the data you would like. Nevertheless, it is critical that you develop a reasoned plan of attack on the basis of the data available.
The arguments behind your recommendations are more important than your decision itself.

- Finally, you should be prepared to discuss your analysis and decisions with other course participants in a constructive manner. Repeating case facts or personal experience is not enough. Building on other peoples comments is as important as coming with answers.

A typical question at the end of a case discussion is: “so what is the answer?” In case studies, as in the real world, there is no unique answer (although some answers are better than others). What is important is that you know what you would have done in that specific marketing situation, and why., and that you begin to construct your own framework for approaching more general marketing problems.

**Case Analysis**

You will have to prepare four written case analysis. These write-ups are consistent with the amount of material you would have covered by the due dates. You will have to submit them to the dropbox and turnitin.com by the due dates in the syllabus. The best write-ups will be posted on the course website, so that you can review your work and compare it with other different participants in the class (grades will not be disclosed).

Case analysis must be typewritten and please use APA format (I prefer single spacing as the only exception). You may include exhibits or appendices in your write-ups. Exhibits and appendices do not count toward the page limit. The format for the written case analyses is as follows:

1. Executive summary (20%). This should define the problem, identify and expound on the key facts and analysis, and finally provide an outline with details of your recommendations.
2. Problem Statement (10%). The case analysis should begin with a very brief description of the background and key players in the scenario. This description provides a context for the problem. Insure you state the problem at hand.
3. Analysis and evaluation (50%). Identification of ALL important issues, use information presented in the case and concepts, theories, and/or past empirical research reported in the text to understand why the problems and issues have developed and why they are important. The analysis of each issue should be developed to provide the necessary background to lead to defining one or more reasonable alternative solutions to the problem.
4. Recommendations (20%). Recommended actions will evolve out of your analysis of the issues. Decide what should be done (or what should have been done). Be very clear on WHY you have chosen this action. Justify your decision with facts from the case and concepts FROM TEXT. Use sound analyses and reasoning.

**TURNITIN.COM**: The project should be submitted in 2 places. It should be submitted to the Dropbox (as a word file attachment) AND www.turnitin.com NO LATER THAN MIDNIGHT. Please use the following info to submit your project to turnitin.com. YOU MUST CREATE AN ACCOUNT IN TURNITIN.COM first, then you will be able to access this class. Both papers should be submitted to this website. The key information is below. **No paper will be accepted for grading if the turnitin.com percentage is greater than 30%**.
ACCESS AND NAVIGATION
Access and Log in Information
This course was developed and will be facilitated utilizing eCollege, the Learning Management System used by Texas A&M University-Commerce. To get started with the course, go to:

You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or helpdesk@tamu-commerce.edu.

COMMUNICATION AND SUPPORT
Interaction with Instructor Statement
For personal concerns or questions, email is the best way to contact us. We generally check email several times each day and you can expect a response within 48 hours. Most questions will be answered within 24 hours. Replies will be sent to your myLeo email address.

If you have a question that affects the entire class, the Virtual Office is a better way to clarify the answer. That way we can explain once instead of answering the same question multiple times. Always check your home page for Announcements when you login. I expect students will check their email daily and login at least 4 times per week during a summer session.

Student Support
Texas A&M University-Commerce provides students technical support in the use of eCollege. The student help desk may be reached by the following means 24 hours a day, seven 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.

COURSE AND UNIVERSITY POLICIES
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. Please note, in the end, or on the last day to drop, with no refund and your grade will be a Q.

Incompletes
Incompletes are only given when a student has completed all work up to the last 2 weeks of the term, and has an extenuating circumstance. Students only have access to the eCollege course for two weeks following the final day of the term. Therefore, incompletes are rarely given.

**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 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamu-commerce.edu
Student Disability Resources & Services

**Marketing 521 Class Schedule:** The nature of this course requires that much be done in a short period of time. You are advised to plan your personal schedules accordingly. All dates listed are due dates for assignments and readings. You must turn in the required items by midnight of the date listed.

C=Marketing Plan Companion (approx. 5 page chapters)
B=Basic Marketing

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