



Texas A&M University-Commerce
MKT 306.81E: Marketing

MARKETING COURSE SYLLABUS

COURSE INFORMATION

MKT 306.81E: Marketing
Spring 2012
3 Credit Hours
Location: Room TBD, UCD
Time: Tuesdays, 6:15 PM – 8:55 PM

Instructor Contact Information/Bio

Kevin Wortley, Adjunct
Office: UCD by appointment
Office phone: 972-870-1212; Fax : 972-870-1675
Office hours: Tuesdays before class 5:15PM – 6:15 PM, at UCD by appointment
E-Mail: Kevin.Wortley@GoNavis.com

Kevin Wortley owns and operates four Navis Pack & Ship franchise businesses in Dallas, TX (www.GoNavis.com/tx1062), Fort Worth, TX (www.GoNavis.com/tx1060), Kansas City, KS (www.GoNavis.com/ks1052), and Houston, TX (www.GoNavis.com/tx1033). Mr. Wortley purchased the Dallas Navis in January 2005, for which he is the majority owner, along with his business partner, Marc Oxford. They started the business from scratch, officially opening doors for business in June 2005. Since then, they have grown gross annual revenue in the Dallas operation to over \$1M, and combined revenue in their four locations to over \$2M annually.

On December 1, 2009, Mr. Wortley and Mr. Oxford purchased another struggling Navis franchise in Kansas City, KS. In 2010, their first year in Kansas City, they achieved approximately \$375,000.00 in gross revenue. That number represents an increase of approximately 38 percent, or \$140,000.00 in revenue growth over the previous owner's best year.

Then, on December 1, 2010, Mr. Wortley and Mr. Oxford purchased a third struggling Navis location in Houston, TX, eager to replicate their Kansas City success in a much larger market. And on September 1, 2011, they purchased the Fort Worth Navis location. To date, they are running the Fort Worth remotely out of the Dallas warehouse, and have not yet set up a physical location in Fort Worth.

Mr. Oxford general manages the largest operation in Dallas, while three other general managers run the Houston, Fort Worth, and Kansas City operations. All four locations are run remotely out of "headquarters" in the Dallas office. Mr. Wortley acts as CEO to the locations, managing and coaching the general managers, and overseeing the financials, marketing, and general management.

Prior to opening Navis, Mr. Wortley worked as a Manager of Proposal Development in the Sales & Marketing Department at AT&T in Dallas (SBC Communications at the time). He also worked as an Assistant Cruise Director & Publicity Director on board ships for Seabourn Cruise Lines.

Mr. Wortley has taught as an adjunct instructor in the Department of Marketing and Management, College of Business and Technology, at Texas A&M University-Commerce, since 2009. Courses include MKT-306 Marketing, MGT-305 Management & Organizational Behavior, and MGT-308 Entrepreneurial Strategy. Mr. Wortley is currently working on his Ed.D. in Higher Education Leadership at Texas A&M University-Commerce. He has an MBA with a Marketing Concentration and an MA in Arts Administration from Southern Methodist University, as well as a Bachelor of Journalism in Advertising from the University of Missouri.

Materials – Text

MKTG 6, 2013 Edition, by Lamb, Hair and McDaniel, South-Western Publishing 2013. ISBN-13: 978-1-133-19011-0. Earlier editions are not substitutable. The text is absolutely essential to succeeding in this course. The list price is around \$68, but you may also find slightly used copies at a reduced price online.

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.

Goals / Rationale of the course:

- Students will be able to use this course to understand the marketing function within organizations and apply marketing tools at the brand/product level.
- The course will require you to learn the vocabulary and concepts that are used to analyze and develop appropriate marketing plans, and then to apply these concepts to a real brand or company in the team project.
- The course is organized with weekly assignments. Exams and discussion will be grouped in three modules: CH 1-9; CH 10-15; and CH 16-22.

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 marketing, the marketing concept, and the integrative role of marketing in business organizations.
2. Understand the importance of marketing research in understanding buyers (consumers and organizations) and developing strategic marketing plans.
3. Explain the concepts of the marketing mix in the development of marketing strategy and tactics.
4. Identify various segmentation criteria that impact market targeting.

5. Identify environmental factors that affect both global and domestic marketing decisions.
6. Analyze the importance of social responsibility and ethics on marketing.
7. Apply essential marketing concepts to research and write a strategic marketing plan.
8. Work cooperatively on a team project.

TECHNOLOGY REQUIREMENTS

The following technology is recommended to be successful in this online course: Internet connection – high speed recommended (not dial-up) and Word Processor.

COURSE REQUIREMENTS

Activities / 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.

Exams: (50% of total course grade)

Closed book exams will cover the required textbook reading and the content of the lectures. Considerations regarding exam issues will be made by the instructor on an individual basis based on the documentation. Exams generally consist of 75 multiple-choice questions (worth 150 points each), and some short answer, but I reserve the right to alter that as I see fit throughout the semester.

Participation (10% of total course grade)

Your participation in this course will count for 10% of your overall grade. I will allow for up to 2 absences per semester (excused or unexcused) without it affecting your grade. After 2 absences, you will lose points from your participation grade. Participation will also include your contributions to class discussions (both quality and quantity), and feedback from your group for the class group work.

Assignments (25% of total course grade)

An important part of this course is applying what you have learned to real examples. You will complete two individual assignments worth 50 points each.

The team project will begin mid-semester after you have completed the first individual assignment. Teams of 4 or 5 students 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. Be sure all names are on the first page, in alphabetical order.

In the last day of class, all groups will present their plans, using PowerPoint and any other presentation materials necessary.

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. Presentations will be graded on the same basis, as well as quality of presentation, including quality of communication, visual aids, and ability to summarize topics appropriately.

Quiz: (5% of total class grade)

There is one quiz that will count toward your grade in this class. The quiz is over key terms that will be covered in the textbook. I will give you a list of terms to study about 2 weeks before the quiz.

Grading

Total Points Possible for Semester = 1000

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|--------------|
| 900-1000 = A |
| 800-899 = B |
| 700-799 = C |
| 600-699 = D |
| 0-599 = F |

| Weights for Assessment | |
|---------------------------------|-----|
| 1 Quiz | 5% |
| 3 Exams | 50% |
| Discussion | 10% |
| Individual assignments | 10% |
| Group Marketing Plan Assignment | 25% |

How to Fail This Class

1. Don't buy the book, or if you buy it, don't bother reading it until the night before the exam.
2. Don't attend class and/or participate in class discussions when you do attend.
4. Forget about deadlines – if you miss an exam, quiz or assignment, maybe it will disappear. It won't. Very few excuses will be adequate for an extension.
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.
6. 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 discussion, good attendance, etc. Emergencies can happen, but if you aren't prepared, you won't have a chance of catching up.

COMMUNICATION AND SUPPORT

Interaction with Instructor Statement

For personal concerns or questions, email is the best way to contact me. I work full-time, so I am on e-mail all the time during regular business hours. On nights and weekends, it will be hit or miss, but you will definitely have an answer by the next day (or Monday if it is the weekend).

I expect students will check their email daily. If you don't respond to emails over a prolonged period (10 days) then I will assume you intend to drop the course.

COURSE AND UNIVERSITY POLICIES

Academic Honesty Policy

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment.

Texas A&M University-Commerce does not tolerate **plagiarism** and other forms of academic **dishonesty**. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material. THE PENALTY FOR CHEATING AND PLAGIARISM IS AN F IN THE COURSE.

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.

Incompletes

Incompletes are only given when a student has completed all work up to the last 3 weeks of the term, and has an extenuating circumstance.

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](#)

MKT 306 OBJECTIVES:

| Criteria | 1(Unsatisfactory) | 2(Emerging) | 3(Proficient) | 4(Exemplary) |
|--|--|--|---|--|
| Students will demonstrate an understanding of essential marketing terminology and concepts, including the marketing concept, market analysis and planning and the marketing mix. | Student does not achieve a passing average on exams over essential terminology and concepts. | Student achieves a passing average on 2 of 3 exams over essential terminology and concepts. | Student achieves a passing average on all 3 exams over essential terminology and concepts, and scores 80% or higher on at least one exam. | Student achieves a passing average on all 3 exams over essential terminology and concepts, and scores 80% or higher on at least 2 exams. |
| Students will apply essential marketing terminology and concepts to an individual branding assignment. | Student fails to follow basic directions on the individual branding assignment. | Student demonstrates understanding by correctly applying some of the concepts on the individual branding assignment. | Student demonstrates understanding by correctly applying most of the concepts on the individual branding assignment. | Student demonstrates understanding by correctly applying all of the concepts on the individual branding assignment. |
| Students will apply the market planning process to write a strategic marketing plan. | Team is not able to use the student's contribution due to lack of appropriate content. | Student's contribution to the team assignment applies market planning concepts. | Student's contribution to the team assignment uses appropriate sources and correctly applies market planning concepts. | Student's contribution to the team assignment meets all criteria in (3) and explicitly incorporates the textbook terminology. |
| Students will demonstrate how to use the campus library (either online or in person) by completing a library research assignment. | Student does not complete the assignment. | Student find minimum number of articles but does not use recommended sources for citations. | Student finds a sufficient number of articles from recommended sources and cites them. | Student exceeds the expected number of recommended sources and cites them correctly using APA format. |
| Students will work cooperatively on a team project. | Student fails to make a minimal contribution and is dropped from the team. | Student makes minimal contributions but misses deadlines and contributes work that requires significant editing. | Student meets deadlines and contributes appropriate quality and quantity work. | Student takes a leadership role and facilitates production of team project while contributing his/her own work in a timely manner. |

COURSE OUTLINE

| DATE | CHAPTERS TO READ THIS WEEK | ASSIGNMENTS DUE THIS WEEK |
|---|---|---|
| January 15 (Tuesday) Class Meets at UCD | Part 1: An Overview of Marketing (Ch. 1) | Read the Syllabus |
| January 22 (Tuesday) | Part 1: Strategic Planning for Comp Advantage (Ch. 2) Part 1: Ethics and Social Responsibility (Ch. 3) | |
| January 29 (Tuesday) | Part 1: The Marketing Environment (Ch. 4) Part 1: Developing a Global Vision (Ch. 5) | |
| February 5 (Tuesday) | Part 2: Consumer Decision Making (Ch. 6) Part 2: Business Marketing (Ch. 7) | |
| February 12 (Tuesday) | Part 2: Segmenting & Targeting Markets (Ch. 8) Part 2: Dec Support Syst & Mktng Research (Ch. 9) EXAM 1 REVIEW | MKT 306 Library Assignment #1; Due in Class |
| February 19 (Tuesday) | EXAM 1 on e-College (Ch 1 – 9); Available all day Tuesday, 2/19 | EXAM 1 (Available on Tuesday, 2/19, only) |
| February 26 (Tuesday) | Part 3: Product Concepts (Ch. 10) Part 3: Developing & Managing Products (Ch. 11) | Form Marketing Plan Groups |
| March 5 (Tuesday) | Part 3: Services & Nonprofit Org Marketing (Ch. 12) Part 4: Marketing Channels (Ch. 13) RESUME DUE VIA E-MAIL BY 3/5 | RESUME DUE ON 3/5; (MUST BE EMAILED) |
| March 12 (Tuesday) No Class | SPRING BREAK! | SPRING BREAK! |
| March 19 (Tuesday) Class Meets at UCD | Part 4: Supply Chain Management (Ch. 14) Part 4: Retailing (Ch. 15) EXAM 2 REVIEW | Turn in Marketing Plan Topics |
| March 26 (Tuesday) | EXAM 2 on e-College (Ch 10 – 15); Available all day Tuesday, 3/26 | EXAM 2 (Available on Tuesday, 3/26, only) |
| April 2 (Tuesday) | Part 5: Promotional Plan for Comp Advantage (Ch. 16) Part 5: Advertising & Public Relations (Ch. 17) Part 5: Sales Promotion & Personal Selling (Ch. 18) | Personal Branding Assignment #2 Due in Class |
| April 9 (Tuesday) | Part 6: Pricing Concepts (Ch. 19) Part 6: Setting the Right Price (Ch. 20) Core Competency Quiz (e-College on Tuesday, 4/9) | Core Competency Quiz (Available on 4/9 only) |
| April 16 (Tuesday) | GUEST SPEAKER(S) TBD: Social Media & Personal Selling; EXAM 3 REVIEW | GUEST SPEAKER(S) TBD |
| April 23 (Tuesday) | Part 7: Customer Relationship Mgmt (CRM) (Ch. 21) Part 7: Social Media and Marketing (Ch. 22) | |
| April 30 (Tuesday) | FINAL MARKETING PLAN DUE IN CLASS; GROUP PRESENTATIONS | MARKETING PLAN DUE; PRESENTATION |
| May 7 (Tuesday) | EXAM 3 on e-College (Ch 16 – 22); Available all day Tuesday, 5/7 | EXAM 3 (Available on Tuesday, 5/7, only) |
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