

MKT 501- 01W: MARKETING ENVIRONMENT
Spring Semester: January 14th – March 8th, 2013

NOTE ABOUT TIMES: All times and deadlines for this course are listed as Central Standard Time (CST) Zone (Commerce, TX) times.

Instructor: Dr. Scott Sewell
Office: BA Building, Room 207
Phone: 903-886-5697
Fax: 903-886-5703
E-Mail: use eCollege MyLeo to contact me directly
Office Hours: Wednesday 10 – 11 AM and 1 – 2 pm and in Virtual Office

REQUIRED TEXTBOOK: Marketing Management, 13th Edition (2009), by Kotler & Keller, Pearson/Prentice Hall. ISBN 978-0-13-600998-6
OR
Marketing Management, 14th Edition (2012), by Kotler & Keller, Pearson/Prentice Hall. ISBN 978-0-13-210292-6
(If you cannot find 13th edition can get 14th edition)

COURSE OVERVIEW AND OBJECTIVES: 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 in 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.

COURSE FORMAT:

This course is gives us an opportunity to study and apply marketing concepts in an online format. 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. PowerPoint slides and notes will be available for each of the assigned book chapters, under the Doc Sharing tab. General instructions and MARKETING PLAN instructions, will also be posted on eCollege, under the Doc Sharing tab. Students should submit your work in a format that is compatible with **Microsoft Office 2003/2007** and post it in the appropriate Dropbox when it's due, which is at 11:59 pm on Sunday night each week unless another date is specified.

I prefer to communicate through Virtual Office on any issue relating to the complete class and through eCollege email on personal issues. I would try to respond to your e-mails within **48 hours**.

ALL EMAILS MUST BE PREFACED WITH THE COURSE NUMBER FOLLOWED BY THE SUBJECT (EXAMPLE: MKT501-01E Assignment 1).

ACADEMIC INTEGRITY:

All students are expected to act with civility and personal integrity; respect other students' dignity, rights, and property; and help create and maintain an environment in which all can succeed through the fruits of their own efforts. An environment of academic integrity is requisite to respect for self and others and a civil community.

Academic integrity includes a commitment to **NOT** engage in or tolerate acts of falsification, misrepresentation, or deception. Such acts of dishonesty include cheating or copying, plagiarizing, submitting another persons' work as one's own, using reference sources (including Internet sources) without citation, fabricating field data or citations, "ghosting" (taking or having another student take an exam), stealing examinations, tampering with the academic work of another student, facilitating other students' acts of academic dishonesty, etc. All assignments are individual assignments and must be completed personally by each student.

Academic dishonesty violates the fundamental ethical principles of the University community and compromises the worth of work completed by others. A student should avoid academic dishonesty when preparing work for any class. If charged with academic dishonesty, students will receive written or oral notice of the charge by the professor. Depending on the severity and circumstances of the academic dishonesty, a student's actions could lead to receiving zero credit for the assignment in question or failing the course.

An academic honesty policy has been posted under the Doc Sharing tab. You should read this document, initial it, and submit it to me via its corresponding Dropbox.

COURSE POLICIES AND INSTRUCTOR EXPECTATIONS:

Students are required to meet the expectations listed below.

- **Professional Behavior:** It is important that students maintain a professional demeanor at all times, including during electronic communication. Texas A&M-Commerce expects this from students, as do current and future employers. Since so much communication in the workplace is —electronic nowadays, this course will be a good place to practice interacting in a manner appropriate to a professional setting. In particular, take special care when posting and responding to discussion board questions.

- **Assignments:**

1. Submitted assignments must be correctly formatted and free of grammatical and stylistic errors. Students in MKT 501 should have at least some skill with software for word processing, excel and presentations, and with web browsers and search engines. Spelling and grammatical errors will detract from your grade!

2. Assignments must be turned in on time. All assignments and exams are due by 11:59 pm on Sunday each week unless specified otherwise.

3. Assignments must be complete. You must complete and submit all components at the specified due date and time to receive credit for the assignment. Please don't turn in work that is only half-finished.

4. Please submit assignments in a format that is compatible with Microsoft Office 2003/2007. I have to reformat docx files before I am able to open them, so please save all documents as doc files.

- **Back-ups are required:** You are required to back up all your assignments on a disk that can be submitted to me upon my request. If work is lost due to insufficient back-up, you will not have the opportunity to recreate and submit at a later time.

- **E-mail:** Students must routinely check e-mail sent to his or her **Texas A&M-Commerce account**. This is my primary mechanism for communicating to the class. I check my e-mail several times a day, so this is the best way to reach me.

- **Make-up Exams or Late Assignments Will Only Be Accepted If You Obtain University Approved Documentation for Your Excuse.**

COURSE GRADING: Final grades are based upon the Official University policy. There will be no curve. A 79.9 average equals a "C." Your final course grade will be determined the average of the percentages below.

- Weekly Assignments (40% of final grade)
- Semester Project Part 1 (10% of final grade)
- Semester Project Part 2 (20% of final grade)
- Mid-Term Exam (15% of final grade)
- Final Exam (15% of final grade)

COURSE REQUIREMENTS:

Weekly Assignments:

Semester Project Part 1 & Semester Project Part 1: (see Doc Sharing for details). Students must submit the company they plan to profile NO later than **January 20st** for approval by the professor.

Semester Project Part 2 Requirements: Due Papers are to be submitted directly to the **DROPBOX** as a **Word attachment**. ***Late projects will be heavily penalized.*** The maximum pages for the paper should be no more than 8 pages, using Arial, 12 point font, double-spaced. (Please note that when I say a maximum of 8 pages that this means I do not want papers larger than that size (quantity does not equal quality). However, please do not use this as an excuse to write a very short paper because you will be graded accordingly. I expect you to submit at least 6 pages. In addition, you should cite at least 8 credible sources in the paper. You will need to include a title page with your name, 5-7 pages of content, a reference list, and an appendix (if necessary). **You are required to use APA format for the entire paper** (*refer to the research tutorial on the course home page*). You may choose to purchase the most recent APA style manual or there are resources available at the library or online that will indicate the correct formatting procedures. If you have any questions, there is a Writing Center on campus that assists with these issues.

Note: Please review the grading rubric for the assignment below for more clarity.

Mid-Term and Final EXAMS: There is 2 exams that you will be responsible for completing. The Mid-Term Exam will be located under week 5 and the final exam will be located under Week 7. Exams will be Multiple-Choice and/or True/False. Each exam will have 50 questions in 75 minutes and you must answer each exam prior to moving to the next question because there is no going back once an answer is submitted so time management is essential. **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 me with the ticket number.**

Special Needs/ Reasonable Accommodations:

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
StudentDisabilityServices@tamuc.edu

Semester Project Part 1 Grading Rubric

| Semester Project Part 1 | | | |
|---|--|----------------------|-----------------|
| Task ↓ | Points Possible | Points Earned | Comments |
| Organization Description Company history Vision statement Mission statement Measurable goals/objectives Financial overview Organization Product Mix | 10 Points | | |
| Marketing Plan Objective (Developing a rationale for Marketing plan) Identify key product (s) Describe how product meets customers' needs Feature/benefit analysis Value proposition Purpose of study | 10 Points | | |
| Competitor Analysis Discuss competition in detail. | 10 Points | | |
| Consistently uses correct mechanics and APA format in writing professionally. Use at least 3 credible sources to support your comments. | It is a part of the overall grade. (1-3 points off for any errors). | | |

❖ Maximum grade for assignment is 30 points.

❖ Please refrain from online references especially blogs, encyclopedias, Wikipedia, Investopedia....
Please refer to corporate websites, Business Week, Forbes, WSJ, and Scholarly journals.

Semester Project Part 2 Grading Rubric

Organization Name: _____

Total Points Earned: _____

| Marketing Plan Elements | Points Possible | Points Earned | Comments |
|--|------------------------|----------------------|-----------------|
| Marketing Plan Format Guidelines Arial Font 12, Double Spaced, 1" margins all over the paper. Follow APA throughout the paper which includes citations and references. Properly validate the information discussed in the paper. Table of contents: organized, pages numbered, accurate. Language Arts Skills Spelling, grammar, punctuation, sentence Structure. Follow proper transitions. | 5 Points | | |
| Executive Summary Introduction | 5 Points | | |

| | | | |
|---|-----------|--|--|
| <p>Company overview Management team summary Market opportunity overview Basic financial findings Conclusion</p> | | | |
| <p>Marketing Plan Objective (Developing a rationale for Marketing plan) Objectives are observed during the entire marketing plan.</p> | 5 Points | | |
| <p>Situation Analysis (Study internal and external environment of the organization) Industry sector description SWOT Analysis Target Market Analysis Demographic characteristics of market Psychographic characteristics of market Behaviors of target market Strategies appealing to market</p> | 30 Points | | |
| <p>Marketing Mix Product Strategy (Product Mix) Pricing strategy Distribution plan Promotional message Media plan Promotion & advertising plan Personal selling strategy Positioning strategy Competitive Analysis (Comparing organization with Competitors' Discuss the 4P's of marketing mix with competitors') Competitors' strengths Competitors' weaknesses Organization's competitive advantage</p> | 25 Points | | |
| <p>Financial Analysis (Analyze the basic finance structure of the organization) Starting capital Budget/cash flow for purchases & vendor list Break-even analysis Projected income & profit Overall financial concerns/implications</p> | 10 Points | | |
| <p>Challenges/ Contingency Plan (Analyses of internal environment and external environment) Internal risks External risks How risks will be avoided Actions when risks occur</p> | 10 Points | | |
| <p>Recommendations/ Growth Plan Description of growth plan Strategies for market penetration Strategies for product development Strategies for market development</p> | 10 Points | | |

| | | | |
|--|--|--|--|
| Strategies for diversification Conclusion Main findings of the marketing plan | | | |
| Consistently uses correct mechanics and APA format in writing professionally. Use at least 8 credible sources to support your comments. | It is a part of the overall grade. (8-10 points off for any errors). | | |
| Total Points | 100 Points | | |

Note: Please review the doc sharing for instructions.

| Weekly Assignment Answer Rubric | | | |
|---|--|--|---|
| Task | Accomplished | Proficient | Needs Improvement |
| ↓ | | | |
| Short Answer | Clearly identifies key or important information "mostly" in your own words, on topic, demonstrate knowledge of the concept, and utilizing the text and citations as needed. (18-20 points) | Identifies some but not all key or important information "mostly" in your own words, on topic, demonstrate some but not all knowledge of the concept, and utilizing the text and citations as needed. (16-17 points) | Does not clearly identify key or important information in your own words, not on topic, does not demonstrate knowledge of the concept. (< 14points) |
| 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) |