MKT 501: MARKETING ENVIRONMENT


CLASSROOM: Web Class

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

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Office: Commerce: BA 203
Office Hours: Office Hours: Thursday 1 pm - 5pm
Commerce: Dept Office Phone: 903-886-5703


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:
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. We will also utilize the Discussion Board feature of eCollege. You will be expected to post discussion comments based on your readings for each of the book chapter/case. You are encouraged to respond to your classmates’ postings and comments. I will also facilitate a chat session at the beginning of the course in order to answer any questions or concerns about the course and discuss the marketing plan.

I will always upload new announcements to the home page of this course when I want to announce something to the entire class and would discuss in class as well. So, if any student misses any class it is student’s responsibility to be aware of any changes or course work discussed in the class. I don’t use Virtual office for in class students. I would try to respond to your e-mails within 24 hours. If your correspondence falls over the weekend it may be 24-48 hours. ALL EMAILS MUST BE PREFACED WITH THE COURSE NUMBER FOLLOWED BY THE SUBJECT (EXAMPLE: MKT501-01E Assignment 1).

COURSE SCHEDULE:
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’ve outlined in this syllabus, but I may make adjustments based on what actually happens in class. I may also change the basis for the course grade (if I need to eliminate an assignment or something of that nature). If I do so, I will so inform you in writing. Remaining in the course after reading this syllabus will signal that you accept the possibility of changes and responsibility for being aware of them.

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.

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**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. Assignments are due at the date and time listed. All work and assignments for the entire course will be available on the first day of class. While the syllabus designates specific dates for which work is assigned, students do not have to wait until the assigned date to start working on it. Start working on each assignment as soon as student possibly can and make sure that student have the marketing plan assignments submitted by the specified due dates. The chapter readings and discussion boards can be completed at any pace you wish (all in week one, all at the last minute except discussion board). Discussion forum is an ongoing continuous activity. Discussion boards are due on Sunday of each week by 11:59 PM. I have outlined a suggested schedule that I think would help student maintain a good pace. However, student MUST turn assignments ON TIME. Work Due column of the course schedule provided at the end of this syllabus.
  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 2007/2010. 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.

All examinations, case studies and assignments must be completed on the due date. Any late exam, project and assignment will be graded to zero. No extensions or make-ups will be allowed unless the absence is cleared by the instructor prior to the day the assignment/exam/project is due.

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**COURSE GRADING:** Final grades are based upon the Official University policy. There is NO curve.
Grading Components:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussions</td>
<td>4%</td>
</tr>
<tr>
<td>Four Exams</td>
<td>56%</td>
</tr>
<tr>
<td>Team Member Evaluation</td>
<td>6%</td>
</tr>
<tr>
<td>Group Case Studies</td>
<td>16%</td>
</tr>
<tr>
<td>Group Marketing Paper</td>
<td>18%</td>
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<tr>
<td><strong>Total:</strong></td>
<td><strong>100%</strong></td>
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</table>

**Distribution:**
The following scale will be used to grade the student:

- 90% = A
- 80-89.9% = B
- 70-79.9% = C
- 60-69.9% = D
- F (60% below) = Failure

**COURSE REQUIREMENTS:**

Form teams for the Group paper/cases ASAP (must be completed by the last day of the first week).

**Group Cases 1 and 2** and their detailed guidelines were posted in Doc Sharing of eCollege. The case analysis 1 (only PowerPoint slides are needed (at least 32 slides), no WORD report is needed) is due at the end of week 4; and the case analysis 2 (only PowerPoint slides are needed (at least 36 slides), no WORD report is needed) is due at the end of week 8. Please turn in your team case analysis (PowerPoint slides) to Dropbox in eCollege.

**Group Marketing Paper (MP):** The marketing paper addresses how to solve the real business problems from a marketing strategy perspective based on the marketing mix (product, promotion, place and price). The topic is: “How to alleviate the channel conflict between the online channel and the traditional channel”. This is a group project. Please follow such a format: Introduction – Literature review – Marketing strategies (which will be used to solve the channel conflict) – Conclusion and your recommendation. Paper (as a Word attachment) is to be submitted directly to the DROPBOX. Late submission will be graded to zero. The maximum pages for the paper should be no more than 12 content pages, using Times New Roman, 12 point font, and APA. However, I prefer single space, but it is your option on which to use. (Please note that a maximum of 12 content pages of content that this means I do not want papers longer than that (quantity NEVER equals quality). In addition, you should cite at least 10 credible sources in the paper (no more than 3 websites may be used). You will need to include a title page with your name, table of contents, 12 pages of content, a reference list, and an appendix (if necessary)

Please Note: Each group member is expected to contribute equally to your group work. If half of your group members complain about your contribution to group work, then your grade will be deducted at least 30 points.
All projects should be done in groups of 5-6 students. You are free to choose your own groups. Projects are designed to have you explore specific current topics in greater detail and to share your insights. Plan your projects ahead so that they can be researched, prepared and presented in a thorough and professional manner.

Peer Evaluation

Peer evaluations will be conducted to ensure each group member carries her/his own weight in completing the project. The instructor reserves the right to adjust grades based on input from the peer evaluations. If half of your group members complain about your contribution to group work, then your grade will be deducted at least 30 points (each project has 100 points).

Exams:
There will be 4 exams for this course. These will be INDIVIDUAL exams and are not intended for any type of group work. Instructors will inform you the exam data and format through e-mails.

Assignments: Various assignments will be given through the semester. Please check your email through tamuc account at least once per day.

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@tamu-commerce.edu

Marketing 501 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 the date listed.

<table>
<thead>
<tr>
<th>WEEK/DATES</th>
<th>TOPICS</th>
<th>CHAPTERS</th>
<th>Cases, Paper, and DISCUSSIONS BOARD Due on Sunday, 11:59PM of</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Weeks</th>
<th>Topic</th>
<th>Chapters</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 and 2</td>
<td>Introduction to Marketing</td>
<td>1 &amp; 2</td>
<td>Discussion Board</td>
</tr>
<tr>
<td>3 and 4</td>
<td>Marketing Insights</td>
<td>3, 4, &amp; 5</td>
<td>Discussion Board&lt;br&gt;Exam 1 covers chapters 1-5&lt;br&gt;Case 1 is due at the end of week 4</td>
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<tr>
<td>5 and 6</td>
<td>Branding</td>
<td>6 &amp; 7</td>
<td>Discussion Board</td>
</tr>
<tr>
<td>7 and 8</td>
<td>The Marketing Mix: Product</td>
<td>8, 9 &amp; 10</td>
<td>Discussion Board&lt;br&gt;Exam 2 covers chapters 6-10&lt;br&gt;Case 2 is due at the end of week 8</td>
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<tr>
<td>9 and 10</td>
<td>The Marketing Mix: Price</td>
<td>11, 12, &amp; 13</td>
<td>Discussion Board</td>
</tr>
<tr>
<td>11 and 12</td>
<td>The Marketing Mix: Place</td>
<td>14 &amp; 15</td>
<td>Discussion Board</td>
</tr>
<tr>
<td>13 and 14</td>
<td>The Marketing Mix: Promotion</td>
<td>16, 17 &amp; 18</td>
<td>Discussion Board</td>
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<tr>
<td>15 and 16</td>
<td>Global Marketing</td>
<td>19, 20, &amp; 21</td>
<td>Discussion Board&lt;br&gt;Exam 4 covers chapters 16-21&lt;br&gt;Group Marketing Paper is due on May 10, 2013.</td>
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- **THIS WEEKLY SCHEDULE IS TENTATIVE.**

Note: Please review the doc sharing for instructions/guidelines

Grading Rubric for case analysis
<table>
<thead>
<tr>
<th>Marketing Strategy Elements</th>
<th>Points Possible</th>
<th>Points Earned</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Strategy Format Guidelines&lt;br&gt;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.</td>
<td>5 Points</td>
<td></td>
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<tr>
<td>Language Arts Skills&lt;br&gt;Spelling, grammar, punctuation, sentence structure. Follow proper transitions.</td>
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<td>Executive Summary&lt;br&gt;Introduction&lt;br&gt;Company overview&lt;br&gt;Management team summary&lt;br&gt;Market opportunity overview&lt;br&gt;Basic financial findings&lt;br&gt;Conclusion</td>
<td>5 Points</td>
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<tr>
<td>Marketing Plan Objective (Developing a rationale for Marketing plan)&lt;br&gt;Objectives are observed during the entire marketing plan.</td>
<td>5 Points</td>
<td></td>
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<tr>
<td>Situation Analysis (Study internal and external environment of the organization)&lt;br&gt;Industry sector description&lt;br&gt;SWOT Analysis&lt;br&gt;Target Market Analysis&lt;br&gt;Demographic characteristics of market&lt;br&gt;Psychographic characteristics of market&lt;br&gt;Behaviors of target market&lt;br&gt;Strategies appealing to market</td>
<td>30 Points</td>
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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)
- Competitors’ Discuss the 4P’s of marketing mix with competitors’
- Competitors’ strengths
- Competitors’ weaknesses
- Organization’s competitive advantage

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

Challenges/ Contingency Plan (Analyses of internal environment and external environment)
- Internal risks
- External risks
- How risks will be avoided
- Actions when risks occur

Recommendations/ Growth Plan
- Description of growth plan
- Strategies for market penetration
- Strategies for product development
- Strategies for market development
- Strategies for diversification

Conclusion
- Main findings of the marketing plan

| Total Points | 100 Points |