



Course Syllabus  
MKTG 306

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*Mrs. Rogers is a Dallas based Adjunct Marketing Instructor at Texas A&M University-Commerce and Southern New Hampshire University. She is currently working on her PhD in Business with an emphasis on Marketing; her dissertation research is focused on Social Media. Jessica teaches both undergraduate and graduate level courses in Marketing, including Social Media, and has 16 years of field experience in business and marketing before starting her teaching career in 2009. Jessica holds a BS in Business Administration and an MS in Marketing, and also contributes content to a leading Social Media website and a MBA advice site.*

“I am very big on communication. I strive to make this course as interactive as an "on campus" course. Do not hesitate to contact me for anything - that is what I am here for. Always include your name and course in all correspondence. Email is the best way to contact me, not telephone. Let me know if something on the syllabus is unclear, needs elaboration, or if you find broken links within the course”.

Textbook: MKTG 7 Lamb, Hair and McDaniel, ISBN 9781285091860



### Course Goals and 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. Students will demonstrate an understanding of essential marketing terminology and concepts, including the marketing concept, market analysis and planning, and the marketing mix.
2. Students will apply essential marketing terminology and concepts to a personal branding assignment.
3. Students will apply the market planning process to write a strategic marketing plan.
4. Students will demonstrate how to use the campus library (either online or in person) by completing a library research assignment.
5. Students will work cooperatively on a team project.

### II. Grading Policy

- |   |   |           |
|---|---|-----------|
| • 20% Discussion Board                            | A | 90-100%   |
| • 20% Quizzes                                     | B | 80-89%    |
| • 20% Final Exam                                  | C | 70-79%    |
| • 20% Branding and Library Assignments (10% each) | D | 60-69%    |
| • 20% Team Project                                | F | Below 60% |

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

### III. Attendance Policy- Online Learning

Failure to participate will negatively effect your grade. Participation is defined as posting activity within a discussion board in eCollege, and/or an assignment submission. While Online Education classes are asynchronous, they are not correspondence or self paced. Although only a portion of students grades are tied to discussion, participation is MANDATORY. Students are expected to log in and participate at least 3 times per week, on separate days throughout the term. Online courses are very similar to on campus courses, except students can learn anytime, anywhere they have an Internet connection! Participation/attendance should not be an issue. Some people need a traditional classroom environment with face-to-face communication, immediate feedback, and a set schedule for learning. Please budget your time.

Extended absences, defined as failure to post for more than five days, must be coordinated with the instructor. Students who fail to coordinate any such absence

with the instructor, or who fail to withdraw from the course in accordance with official TAMU-C's drop and withdrawal policy will be graded appropriately.

IV. Final Exam- comprehensive

Your final exam IS NOT MEANT TO BE OPEN BOOK OR GROUP WORK. Exams are *timed* to prevent cheating. If you miss an exam, there will not be a makeup, so schedule your other obligations around these dates. **Be sure to disable your pop-up blocker before the exam, plan ahead, and be sure of a reliable internet connection.**

V. Threaded Discussion

The Threaded Discussions are *worth 20% of your grade*. As a general guideline, your grade on this portion will be a function of the quality, quantity, and consistency (i.e., a somewhat even distribution of activity throughout the term) of your posts and replies throughout the semester. Once the week has ended, it will be too late to participate in that section. Be sure to address the initial post/question first, and then comment to your peers. You may also give your perspective, questions, comments, interesting links you care to share etc. Just try to stay on topic .A good rule of thumb is at least 5 GOOD posts, not just “I agree”. *Discussion board responses will be evaluated based on five criteria:*

1. The initial post and the quality of that post.
2. The post(s) to classmates and the quality of said post(s)
3. The posts are made by the due date.
4. The posts further the discussion/show understanding of core Marketing concepts.
5. The spelling and grammar errors in the posts.

0 points			Maximum Points
<ul style="list-style-type: none"> <li>• Student makes no posts</li> </ul>	<ul style="list-style-type: none"> <li>• Student makes initial post &amp; responds to at least one classmate.</li> <li>• Response to the initial question does not further the discussion.</li> <li>• Posts are interesting but lack depth.</li> <li>• Posts are made by the due dates.</li> <li>• Posts have numerous grammar and spelling errors</li> </ul>	<ul style="list-style-type: none"> <li>• Student makes initial post and responds to at least one classmate.</li> <li>• Response to the initial question furthers discussion &amp; provokes deeper thought.</li> <li>• Posts are made by the due dates.</li> <li>• Posts have minimal grammar &amp; spelling errors.</li> <li>• Posts show adequate understanding of the readings &amp; tie in theories from the text</li> </ul>	<ul style="list-style-type: none"> <li>• Student makes initial post &amp; responds to at least one classmate.</li> <li>• Response to the initial question furthers discussion.</li> <li>• Response to classmate is thought provoking &amp; representative of material at hand.</li> <li>• Posts are made by the due dates.</li> <li>• Posts have no grammar &amp; spelling errors.</li> <li>• Posts show deep understanding of readings &amp; are supported by quotes from the text</li> </ul>

## VI. Quizzes

There will be an initial quiz over the syllabus the first week of class. This will be followed by a series of quizzes. Be sure you have read the syllabus thoroughly, as the quizzes are timed. There are no make up quizzes.

## VII. Individual Branding Assignment and Library Assignment

Each assignment will be worth 10% of your grade. 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). You will use the campus Career Development Office as a resource. The library assignment will better prepare you for your group papers and further work at TAMU-C. Use these two assignments to better your writing skills in preparation for the group project.

## VIII. Group Project

This project is worth 20% of your grade. 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. You will submit one part of the paper (will be graded) for feedback and the final paper at a later date. One member will submit the group paper (in its entirety) to the Dropbox. Be sure all names are on the first page, in alphabetical order. Please utilize feedback from your instructor on writing, APA, and concepts given on previous work submitted. Your paper will be submitted to the drop box and assessed by Turnitin.com – Try to keep your originality score at 25% or below.

## IX. Resources

Each week I will provide a resource section. Please view these videos, articles, and power point presentations as they contain material that will appear on quizzes, exams, and in discussion. These items are provided for your success.

## X. APA Style Writing

All work is to be submitted using APA style, I have places some tutorials and videos on the website as well as my YouTube Channel. Start getting accustomed to using APA as it is a requirement through your academic career.

<http://www.youtube.com/playlist?list=PLA61A6D99F9E4540C&feature=plcp>

**Projects and Assignment grading is as follows:**

*0 points*

*-Nothing Turned in or not turned in on time*

*Poor*

- Content is incomplete.*
- Major points are not clear and /or persuasive.*
- Questions were not adequately answered*
- Content is inconsistent with regard to purpose and clarity of thought.*
- Points are disjointed and lack transition of thoughts.*
- Conclusion is missing, or if provided, does not flow from the rest of the assignment.*
- Assignment is inadequate in length/depth of thought.*
- Assignment contains numerous grammatical, punctuation, and spelling errors.*

*Good*

- Content is accurate and persuasive.*
- Major points are stated.*
- Responses are adequate and address assignment.*
- Content and purpose of assignment are clearly articulated.*
- Structure is mostly clear and easy to follow.*
- Transitions are present.*
- Conclusion is logical.*
- Assignment contains few grammatical, punctuation and spelling errors. Rules of grammar, usage, and punctuation are followed with minor .*

*Perfect Score*

- Content is comprehensive, accurate, and persuasive.*
- Major points are stated clearly and are well supported.*
- Responses are excellent, timely and address assignment including course concept.*
- Structure of the assignment is clear and easy to follow.*
- Transitions are logical and maintain flow of thought throughout the assignment.*
- Conclusion is logical and flows from the rest of assignment.*
- Assignment follows all designated guidelines.*
- Assignment is the appropriate length/depth of thought.*
- Format enhances readability of work.*
- Rules of grammar, usage, and punctuation are followed; spelling is correct.*
- Language is clear and precise; sentences display consistently strong, varied structure.*

**X. Academic Honesty**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. There are two problems that seem to come up in online classes. The first is students who attempt to

cheat on exams. Exam questions are randomized in order, and a time limit is set. If you try to extend the time by claiming your computer was timed out before you can submit the exam, be aware that I can see how many questions you have answered and how long you were online. Any students who require additional time on the exams or other accommodations due to a learning disability must go through the Academic Support Committee. For more information, please contact the Director of Disability Resources & Services, Halladay Student Services Bldg., Room 303D, (903) 886-5835. The second problem is that some students don't see that copying answers in the discussion board or group projects is a form of plagiarism. The "cut and paste" option also makes it quite tempting. However, information must be properly cited just as you would any "hard copy" periodicals. All group projects, if assigned, will be turned in through "Turnitin.com" to screen for cheating and plagiarism. **THE PENALTY FOR CHEATING AND PLAGIARISM IS AN F IN THE COURSE.**

*Week 1: Read, Print, Sign the Academic Honesty Policy!*

## XII. 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 click on the ?Help button at the top right-hand side of your browser screen. If you can't find the answer to your question in these Help pages, you may click on the HelpDesk button in the left-hand navigation bar of the Help pages and email the HelpDesk through the form provided.

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, seven days a week. The HelpDesk can be reached by clicking on the HelpDesk link in the Help pages as described above, or by sending an email directly to [helpdesk@online.tamuc.org](mailto:helpdesk@online.tamuc.org). You may also reach the HelpDesk by calling (toll-free) 1-866-656-5511.

## XIII. Miscellaneous:

- I created a FaceBook page for my courses I teach at both Universities This is not mandatory to join. I wanted you all to be able to network and for me to have a place to post jobs etc unrelated to class.  
[http://www.facebook.com/?sk=lf#!/home.php?sk=group\\_147244638668939&ap=1](http://www.facebook.com/?sk=lf#!/home.php?sk=group_147244638668939&ap=1)
- I am also on Twitter <https://twitter.com/#!/DrJRogers> Most of my tweets are related to Social Media Marketing. I have various videos related to each of my courses (including this one ) on my YouTube Channel  
<http://www.youtube.com/user/drjessicarogers>
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- *Welcome to My Classroom*, By Rob Jenkins [Welcome to My Classroom](#) Rob Jenkins is an associate professor of English and director of the Writers Institute at Georgia Perimeter College. I hope you will enjoy this article as much as I did. "...the root word of "excellent" is "excel," which means to surpass all others or to stand out. By definition, not everyone can surpass all others... while only a few of you will legitimately excel, most of you can be good if you want to be..."
- Do not forget about deadlines. 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. Every semester I have at least one person who 'forgets' about an assignment. Good rule of thumb, when Friday rolls around, you might have something to turn in (most due dates are Fridays)...when Sunday rolls around, you better have already started the discussion forum, because I am about to grade them.
- Do not be dead weight for any group projects, if assigned. Your team members can **fire you**, complain about your lack of performance, and affect your grade. In the working world you will have projects to do and deadlines to meet. Many times you will need to cooperate with "all types" of people. Make it work! This does not mean you have to meet in person weekly. Email, class chat room, or a phone call can work just fine. If you need help understanding the assignment, ask for clarification.
- If you have questions pertaining to the content of this course (e.g., questions about an exam, about course due dates, etc.), please contact me through the Virtual Office within the course. This will ensure that the same questions are not asked repeatedly. If your question is personal in nature, you may email me directly. Email will reach me before a post in my virtual office.
- E-mail in eCollege is sent via your **LEO account**. Please check it daily! I send out reminders etc. frequently.
- Being a Successful Online Student
  - [What Makes a Successful Online Student?](#)
  - [Self-Evaluation for Potential Online Students](#)
  - [Readiness for Education at a Distance Indicator \(READI\)](#)
    - *Login Information: Login = **tamuc**; password = **online***

Course Schedule

Week	Topics	Readings/Assignments/Exams/Due Dates
1 - 8/26	Introductions Ch 1,	Student Lounge Introductions / Syllabus Quiz / Academic Policy signed / Discussion
2- 9/2	Ch 2, 3	Discussion
3- 9/9	Ch 4, 5	Discussion/ Quiz
4- 9/16	Ch 6,7	Discussion/ Library Assignment due
5- 9/23	Ch 8,9	Discussion/ Quiz
6-9/30	Ch 10	Discussion/ Submit Resume
7- 10/7	Ch 11, 12	Discussion/ Quiz
8- 10/14	Ch 13, 14	Discussion/ Part one of Group Project due
9- 10/21	Ch 15,	Discussion/Quiz
10-10/28	Ch 16, 17	Discussion
11-11/4	Ch 18	Discussion/ Quiz
12- 11/11	Ch 19,	Discussion/Quiz/ Branding Assignment Due
13- 11/18	Ch 20, 21	Discussion/Quiz
14- 11/25	Thanksgiving	
15- 12/2	Ch 22	Discussion/ Group Project Due
16- 12/9	Final	Exam open Monday-Thursday at 11:59pm

*\* Weeks Start Monday and end Sunday.*

*\* Chapter Objectives can be found in Doc sharing along with other study material for exams.*

*\* You may submit assignments early, but NOT late.*

**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**

[StudentDisabilityServices@tamuc.edu](mailto:StudentDisabilityServices@tamuc.edu)