



MKT 521: Marketing Management

Spring 2014

WEB ONLY COURSE SYLLABUS

Professor / Instructor Contact Information/Bio

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Chris A. Myers, Ph.D. is an 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 (USAFA) 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. An introductory text entitled, *The Marketing Plan Companion: Analysis and Cases* is being published by Kendall Hunt, Inc. 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

You will need both texts

Textbook: Myers, Chris A., *The Marketing Plan Companion: Analysis and Cases*, Kendall Hunt Publishing 2013) [978-1-4652-4057-6]

Textbook: Perreault, William D., Jr., Joseph P. Cannon, and E. Jerome McCarthy, *Basic Marketing Custom Pkg: A Marketing Strategy Planning Approach*, (18th Edition customized version), Irwin McGraw-Hill, 2011. [978-0-07-757798-8] **Please note, this customized version is only available through the bookstore (for purchase or rental) and is cheaper than the non-customized version.**

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.

COURSE PLAN AND EXPECTATIONS

Marketing is one of the most difficult areas of analysis and decision-making for firms. Why? Because marketing requires you to master an array of ‘hard’ and ‘soft’ skills. Although many marketing problems lend themselves well to quantitative analysis, the human element plays a much larger role than in other business functions. So, insure you get an understanding of the quantitative skills in this class.

A successful course requires expectations to be satisfied on both sides. You can expect that I have selected relevant materials and have prepared them for your review. You are expected to accomplish the course objectives using the items below. **You are highly recommended to view the student orientation tutorial, especially if you are unfamiliar with this online system.**

1. Study by means of textbook reading.
2. View and take notes on material provided in online lectures and powerpoint slides
3. Preparation of a course project.
5. Contact with students through online discussions.
6. Examinations or cases over the textbook and lectures.

COURSE REQUIREMENTS

Activities / Assessments

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 by dividing your total points earned by the course’s total points.

ALL ITEMS ARE INDIVIDUAL WORK UNLESS SPECIFIED.

Student Bio (5 pts)

Academic Honesty Policy (5pts)

Group Members Posted (5 pts, BONUS only for those on teams)

Team Peer Evaluation (5 pts)

Discussion (4) (20 pts each for a total of 80 pts)

3 Exams (150 points each for a total of 450 points)

Concept Analysis (100pts)

Case Analysis (100pts) BEN OHAU LODGE in Basic Marketing Text
Group Project (300pts) Group Case from Companion Text

Course Requirements:

Student Bio

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

Academic Honesty Policy

Complete the Academic Honesty Policy, by signing it or typing your name with your student ID number. It must be loaded in the dropbox.

Chats

The chats dates are in virtual office. The chats are needed to insure you receive specific instructions on elements of the text and the assignments. Chat attendance is crucial. You may also listen to the chats in order to receive the material covered.

Group Members

The final case or project may be done as an individual or as a group. Please post the group members and some information by the appropriate date in virtual office under the group member topic. This is bonus for submitting the names and other information early. Please also annotate the sections you will be completing. The maximum number of students in a group is 4.

Team Evaluation Form

Complete this one form on all team members with details on each team members' total performance in completing the group assignment.

Discussion Boards

Students critique and discuss articles a credible source both non-peer reviewed and peer reviewed as directed. Only use Peer Review when mentioned in the discussion board. **YOU ARE NOT REQUIRED TO PURCHASE A SUBSCRIPTION TO A PERIODICAL OF ANY TYPE.** Dr. Myers will post the topic for the aforementioned articles at the beginning of each discussion. Thoughtful responses (i.e., "replies") to critiques posted by others in the class are also encouraged. This is the class participation component of the grade. If you were attending class, you would be expected to contribute to each week's class session, so you should treat the Discussion board as you would treat class participation. As a general guideline, your grade on this portion will be a function of the **quality, (covering the topic and utilizing the text and the article) (at least 10 lines for postings and 5 lines for replies)**, quantity, and consistency on the Discussion board. *Please note the deadline for Discussion board participation is a specific day of **specific weeks**.*

Note: Extra credit points (1pt each) up to 5 bonus points per week can be earned under the Discussion Board for students that submit more than the required 2 replies per week. The same guidelines apply to extra credit in terms of the aforementioned quality. The first postings receives 10 points maximum and the first two (required) replies receive a maximum of 5 points each. IF YOU ARE NOT ASKED A QUESTION, PLEASE TAKE ANOTHER STUDENTS QUESTION AND APPLY TO YOUR RESPONSE.....ALWAYS INCLUDE THE QUESTION YOU ARE ANSWERING.

Discussion Rubric			
Task	Accomplished	Proficient	Needs Improvement
Posting	Clearly identifies key or important information "mostly" in your own words, on topic, and utilizing the text and the article, appropriate citations. PROPER MINIMUM LENGTH, (10 points)	Identifies some important information in your own words, on topic, and utilizing the text and the article, however, information missing and or appropriate citations missing, not appropriate length. (6-8 points)	Does not clearly identify key information, not on topic, does not utilize text and or article, and or, not properly cited. Not appropriate length. (0-5 points)
Reply including asking a question	Clearly responds to another student's posting in your own words, then ask a question you are interested in knowing. YOU MUST POST YOUR QUESTION, PROPER MINIMUM LENGTH, (5 points)	Responds to another student's posting but you didn't clearly ask a question, didn't clearly utilize the text and the article in your response and not the proper length. Did not post a question. (3-4 points)	Does not clearly respond to another student's posting, did not ask a question, incomplete in utilizing the text, or the article in your response and not the proper length. (0-2 points)
Reply answering a question	Clearly state and responds to another student's question in your own words, on topic, and utilizing the text and the article. YOU MUST POST YOUR QUESTION YOU ARE ANSWERING, PROPER MINIMUM LENGTH, (5 points)	State and responds to another student's posting but you didn't clearly answer a question that is posted, didn't clearly utilize the text and the article in your response and not the proper length. Did not post a question. (3-4 points)	Does not clearly state or respond to another student's posting, incomplete in utilizing the text, and the article in your response and not the proper length. No answer to posted question. (0-2 points)
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)

EXAMS: There are 3 exams that cover approximately 6-8 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 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 ↓	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. (23-25 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. (19-22 points)	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)
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)

CONCEPT ANALYSIS

Students (Individually) will be required to analyze their choice of a concept as it may apply to an entrepreneurial venture.

Each student will be required to submit a 1-page type written single-space analysis of the concept as it would apply to an entrepreneurial venture. Do the Walk, Jog, Run concept where you walk through an explanation of the concept with some reference to the text (but in your own words). Jog through by writing about some elementary applications or details in the use of the term. Then finally, run through an application with as many details as possible. References can be utilized and should be attached as

part of the second page. Page restrictions will be closely followed. You will need to sign up in virtual office and get approval for the concept you will utilize.

CASE ANALYSIS

Students (Individually) will be required to analyze and submit the case entitled BEN OHAU LODGE (Basic Marketing, 18th edition, p. 653).

Each student will be required to submit a 1-page type written single-space analysis answering the questions located on p. 654. References can be utilized and should be attached as part of the second page. Page restrictions will be closely followed. The BEN OHAU LODGE case deals with all the core elements of marketing (4 Ps) as well as global and ethical issues. NOTE: While each MKT 521 course will use this case and each instructor will assess each student's analysis – this does not have to be included as part of the student's grade.

GROUP PROJECT

Student Groups will be required to analyze and submit the case entitled TEXAS WEDDING CASE (Companion Text Appendix).

Student Groups will be required to submit an 8-page (not including coversheet, table of contents, and appendices) type written single-space analysis answering the questions located in the companion text. The TEXAS SOCCER ACADEMY case deals with all the core elements of marketing (4 Ps) and requires a deeper analysis of the marketing concepts utilized.

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

Room 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

StudentDisabilityServices@tamuc.edu

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 text