

Course Instructor

Bonnie Smith

Email: Bonnie.Smith@tamuc.edu

Office Hours: MWF 8:00-9:00am or by appointment (made via e-mail)

Marketing and Business Analytics Department: Lola.Kanaman@tamuc.edu; BA 317; 903-886-5692

The best way to contact me is by e-mail. This is an online course; therefore, expect communication to be online as well. Please ONLY send e-mails to Bonnie.Smith@tamuc.edu. Because of all the spam, you may only send emails from your MyLeo e-mail account. If you need assistance with “how to use” your MyLeo e-mail account, please call 903-468-6000. I will respond to emails within a 48 hour time period.

COURSE INFORMATION

Course Required Textbook

Marketing (with Connect Plus Access) by Hunt and Mello, McGraw-Hill Education, ISBN-13: 978-1259197123

This book may be ordered from online retailers (e.g., University Campus Bookstore \$215.40 new; Amazon \$194.45 new). Visit www.cheapesttextbooks.com for a comprehensive list of sellers and prices (or Google it). Be sure to purchase a book with access to Connect as required weekly assignments will be done using it.

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.

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. 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 develop a strategic marketing plan.
4. Students will work cooperatively on a team project.

The best way to approach the class is to (1) read the assigned chapters, (2) view the chapter PowerPoint presentations provided under each Week placeholder, (3) prepare for and review each

chapter quiz, and then (4) review material for the exams. Also, it will be very helpful if you are proactive with your fellow group members in completing the Team Marketing Plan (TMP). Additionally, if you purchased a new textbook, it should contain information for accessing the publisher's website. At this site, you will find lots of useful study tools that can help you master the material presented in the text.

COURSE REQUIREMENTS

Specific Quizzes (10% of total course grade)

- The **Syllabus Quiz** is a multiple choice quiz over the syllabus is **worth 5% of your total grade**. It will be available at 12:00am Monday, 8/25 through Sunday, 8/31 until 11:59pm. Be sure you have read the syllabus thoroughly, as the quiz is timed. There is no make up for this quiz.
- The **Core Competency Quiz** is a multiple choice quiz over key terms that will be covered in the textbook and **is also worth 5% of your grade**. It will be available at 12:00am Monday, 12/1 through Sunday, 12/7 until 11:59pm. There is no make up for this quiz.

Exams (40% of total course grade)

Exam dates are marked on the syllabus. EXAMS ARE NOT MEANT TO BE OPEN BOOK OR GROUP WORK. All exams are multiple choice and set up using question pools. This means there is an extremely low likelihood of any two students getting the same batch of questions.

If you try to extend your exam time by claiming your computer was timed out before you could submit the exam, be aware that I can see how many questions you have answered and how long you were online.

Four exams will be given throughout the semester (including the final). Each exam is worth 10% of your total course grade. Exams will be available at 12:00am on Monday of the week they are scheduled through Sunday of that week until 11:59pm. That will give you a total of 7 days in which to complete each exam. Please see the following schedule. The exams will be timed and can only be accessed once. Therefore, once you begin, you may not stop and come back to it later.

If you miss a scheduled exam, you will be given a closed book (tighter time restrictions) comprehensive make-up exam at the end of the semester. No exceptions.

Connect Assignments (20% of total course grade)

- **Connect (10% of total course grade)**
Every week (except exam weeks), you will complete interactive exercises by logging into McGraw-Hill Connect. You will be allowed 2 attempts at the assignment, which must be completed before a deadline. Grades for these assignments will be averaged, and are worth 10% of your grade. Since the assignments apply one or more concepts from the chapter, I strongly recommend that you read the chapter first, and then review the PowerPoint lecture presentation before you attempt the assignment.
- **LearnSmart (10% of total course grade)**
For every chapter in the textbook, you are required to spend a minimum of 30 minutes using LearnSmart. These practice questions will give you immediate feedback on what you have learned from reading and lectures, and will also strengthen memory recall, improve course retention and boost grades. The questions will adjust to the level of difficulty needed, and if you purchased Connect Plus, will tell you specifically what concepts require further study in your eBook.

Assessment Method: Both Connect and LearnSmart will be objective-formatted questions. Your points are weighted to each equal 10% (20% together) of your total grade.

Assignments (30% of total course grade)

• Personal Branding Assignment (PBA) (10% of total course 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). The Personal Branding Assignment is worth 10% of your grade and is **due by 11:59pm on Monday, 10/20**. See the assignment for other deadlines for this assignment. You can use the campus Career Development Office as a resource.

• Team Marketing Plan (TMP) (20% of total course grade)

Students will be divided into assigned groups to write a marketing plan for a team-selected product or company. You will research the current marketing plan for a product or service on the assignment list. Based on your research, you will report on the current strategic marketing plan for that product/service. The plan must be written sequentially, or the marketing mix elements will not make sense. Special attention must be given to the marketing objectives and target market analysis. Once your initial analysis has been completed, you will develop an appropriate marketing mix for your product or service that will achieve your objectives. Expand the product or service to a new target segment, or create a new variation of the product or service, and develop objectives and a new marketing mix that will achieve these objectives. The mix must be specifically developed for your target market. An "A" paper will incorporate the concepts and terminology from the text and be thorough in covering all areas in the marketing template. The Team Marketing Plan (TMP) is worth 20% of your grade and is **due by 11:59pm Wednesday, 11/26**.

More detailed instructions for this assignment will be posted under "Course Home." It is very important that you read these instructions since alternative means of completing and/or submitting the Team Marketing Plan (TMP) files (e.g., e-mailing attached files to me, faxes, hard copies, etc.) will not be accepted. Please do not send an attached file (via e-mail) in addition to uploading the file to the appropriate dropbox on our class site. Team Marketing Plans submitted after the due date will drop one letter grade for each day they are late!!!

You will grade your group members, and they will grade you on: quality of contributions, timeliness in content submission, active participation in the group, etc. Their grade for you DOES affect your grade. It counts up to 33% of your final group project grade.

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. See the rubric toward the end of the syllabus for specific grading criteria.

Extra Credit:

I do NOT assign extra credit work. Please do not ask.

How to Fail This Class

Taking an online class is like joining a health club. If you stop working out, you won't see any improvement in your physical condition, even though you are still paying dues. It takes consistent effort to run faster, jump higher, build muscle, or lose weight. "Cramming" the day before the exams will have the same result as one really intense session at the gym (which is NOT MUCH). No pain, no gain. So here are some common behaviors that lead to failing the class:

1. Don't buy the book, or if you buy it, don't bother reading it until the night before the exam. *The text doesn't come with any magical qualities – holding it or carrying it in your backpack won't transfer the information into your brain unless you read and study it.*
2. Don't log in frequently. *I can see which days you login to the course and for how long.*

3. Wait until the last day to participate in online discussion. Shows how much you care about the class. *This is like coming to class the day before the exam and asking a lot of questions that have already been answered.*
4. Forget about deadlines – if you miss an exam, quiz or assignment, maybe it will disappear. *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.*
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. If you need help understanding the assignment, ask for clarification.*
6. Ignore emails from the instructor advising you to drop the class if you are failing. She probably doesn't mean it. *Want to know how many Fs I gave last semester because people don't want to deal with bad grades? And I hate doing it.*
7. 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 quizzes, good attendance, and group communication. *Emergencies can happen, but if you aren't prepared, you won't have a chance of catching up.*

TECHNICAL REQUIREMENTS & SUPPORT

Technical Requirements

As the course is conducted totally online, students are expected to have access to a reliable computer that is connected to the Internet. 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.

To take advantage of the latest technology incorporated in this course, and to minimize the need for additional plug-in downloads, you must use the following:

- Microsoft Internet Explorer 8.0 or higher on a PC
- Safari 4.0 or higher for Mac OS X.
- Firefox 3.0 or higher
- Adobe Reader and Flash 9 or higher
(<http://www.adobe.com/products/acrobat/readstep2.html>)
- Microsoft Word and PowerPoint 2003 or higher
- Quick Time Player 7 or higher (<http://www.apple.com/quicktime/download/>)

It is strongly recommended that you perform a "Browser Test" prior to the start of your course. To launch a browser test, login in to eCollege, click on the 'myCourses' tab, and then select the "Browser Test" link under Support Services.

First Time eCollege Users

eCollege is generally very user friendly; however, should you have any questions or concerns about it, you may want to complete an eCollege tutorial. A link to this tutorial should appear on the home page for this course.

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 contact eCollege as listed below.

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, 7 days a week.

- **Help:** Click on the '*Help*' button on the toolbar for information regarding working with eCollege (i.e. How to submit to dropbox, How to post to discussions etc...)
- **Chat Support:** Click on '*Live Support*' on the tool bar within your course to chat with an eCollege Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with eCollege Technical Support Representative.
- **Email:** helpdesk@online.tamuc.org to initiate a support request with eCollege Technical Support Representative.

If you have questions pertaining to the content of this course (e.g., questions about an exam, about course due dates, etc.), please contact the instructor via e-mail.

COURSE AND UNIVERSITY PROCEDURES/POLICIES

Course Schedule

This course is 100% online including exams. Assignments are due weekly. 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 have outlined in this syllabus, but I may make adjustments based on what actually happens in class, technical problems, etc. Be sure to check the posted Announcements and email in the event of an absence to see if assignments have changed.

Academic Honesty

There seems to be a belief among many that anything found on the Internet is free to use as one wishes. The "cut and paste" option also makes it quite tempting. However, information on the web must be properly cited just as you would any "hard copy" periodicals. Keep the following in mind:

1. It is generally not advisable to quote anything verbatim in a paper unless there is an overriding reason to do so, such as the use of a particular phrase or sentence that illustrates a point well and should not be changed. When you do so, you must provide place the statement in quotes in addition to a footnote at the end of the quote. Not placing the statement in quotes implies that the wording is your own.
2. Changing a few words in a sentence (for example, "large" to "big") may alleviate the need for quotes (depending on how much you change), but it is not the best way to go. If you are not going to provide a direct quote, then the material should be stated in your own terms. Changing a couple of words implies laziness.
3. Every idea you get from another source must be cited. Placing 100 citations in a paper does not imply that the work is not original, but that you did a proper job of giving credit where it was due.
4. The real danger in a "cut and paste" approach to report writing is that you end up including a lot of information that is related to the topic about which you are writing, but does not really address what you are trying to say. Putting things in your own words allows you to focus your comments more effectively.

Any deviation from the guidelines concerning quotes and citations constitutes plagiarism, as it suggests that you are trying to submit someone else's work and creativity as your own. The penalty for plagiarism is a zero on the assignment.

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
e-mail: StudentDisabilityServices@tamuc.edu
[Student Disability Resources & Services](#)

COURSE GRADING POLICY

Grading Component

Syllabus Quiz	5%
Core Competency Quiz	5%
Exams (4 exams including final)	40% (10% each)
Connect and LearnSmart	20% (10% each)
Personal Branding Assignment	10%
Team Marketing Plan	20%
Total	100%

Grading Scale

A	90-100%
B	80-89%
C	70-79%
D	60-69%
F	Below 60%

Grades will be awarded based upon a point system. Your total number of points will be divided by the total number of points available to determine your grade percentage.

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

Grading Rubric

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 4 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 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.

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. Wed. Sept.

10, is the last day to drop with a refund. Thurs., Oct. 30, is the last day to drop with no refund and a grade of Q, while remaining enrolled in other classes.

Administrative Withdrawal

Students who do not login during the first 12 days of the semester may be administratively dropped from the class. Students who stop participating for over 10 days, and do not answer emails from the instructor may also be administratively dropped.

Withdrawal from the University

A student may withdraw from all courses by contacting the Office of the Registrar. Following is the refund schedule: 100% refund - Sun., Aug. 24; 80% refund - Mon., Sept. 1; 70% refund - Mon., Sept. 8; 50% refund - Mon., Sept. 15; 25% refund - Mon., Sept 22; no refund - Tue., Nov. 2.

Course Outline/Schedule

Week Of	Week	Chapter/Topic	Assignment(s) Due
8/25-8/31	1	Course Introduction & Syllabus 1 Why Marketing Matters to You	Syllabus quiz Ch. 1 Connect/LearnSmart
9/1-9/7	2	2 Strategic Planning for a Successful Future	Ch. 2 Connect/LearnSmart
9/8-9/14	3	3 Analyzing Your Environment Submit resume	Ch. 3 LearnSmart Exam 1 (Ch. 1-3) Resume due Sunday, 9/14
9/15-9/21	4	4 Marketing Research	Ch. 4 Connect/LearnSmart
9/22-9/28	5	5 Knowing Your Customer: Consumer & Business Start PBA	Ch. 5 Connect/LearnSmart
9/29-10/5	6	6 Developing Your Product	Ch. 6 Connect/LearnSmart
10/6-10/12	7	7 Segmenting, Targeting, & Finding Your Market Position	Ch. 7 LearnSmart Exam 2 (Ch. 4-7)
10/13-10/19	8	8 Promotional Strategies	Ch. 8 Connect/LearnSmart
10/20-10/26	9	9 Supply Chain & Logistics Management Select topic and Team Leader for TMP	Ch. 9 Connect/LearnSmart PBA due by <u>Monday, 10/20</u> by 11:59pm
10/27-11/2	10	10 Pricing for Profit & Customer Value Divide sections and begin research for TMP	Ch. 10 Connect/LearnSmart
11/3-11/9	11	11 Building Successful Brands Work on TMP	Ch. 11 LearnSmart Exam 3 (Ch. 8-11)
11/10-11/16	12	12 Managing Your Customer Relationships Work on TMP	Ch. 12 Connect/LearnSmart
11/17-11/23	13	13 Social Responsibility & Sustainability Work on TMP	Ch. 13 Connect/LearnSmart
11/24-11/30	14	TMP due by Wednesday, 11/26 by 11:59pm Peer Evaluations due by Monday, 12/1	TMP: Wednesday, <u>11/26</u> Peer Eval: <u>Monday, 12/1</u>
12/1-12/7	15	14 Measuring Marketing Performance Final opens Saturday 12/6- Friday 12/12	Ch. 14 LearnSmart Core Competency Quiz
12/8-12/12	16	Finals Week	Final Exam (Ch. 12-14) – 12/6-12/12

***Please Note:** The instructor reserves the right to change this schedule as circumstances may dictate. All changes will be announced.