



TEXAS A&M UNIVERSITY COMMERCE

**Marketing Environment
MKT 501
Web Based class
Fall 2014**

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Office Hours:	(W) 1:00 – 4:15 p.m.-virtual office hours (other times by appointment)

General Course Information

Course Description:
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 on the cutting edge of today's marketing practices. The course has four primary objectives. These include: <ol style="list-style-type: none">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 a web-based course. I will be recording the lectures for you using Camtasia software and will be uploading the recorded lectures to eCollege Document Sharing folder. You will have a discussion posting regarding some of the topics. 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.

Required Text:

Marketing Management, 14th Edition (2012), by Kotler & Keller, Pearson/Prentice Hall. ISBN 9780132102926

Class Policies

Grading:

Exams (4 @ 50 points each)	200
Group Project	100 (peer evaluations impact your grade)
Participation, discussion postings	50

Your final grade will be based on the following scale:

- A=315-350
- B=280-314
- C=245-279
- D=210-244
- F=209 and below

* Missing the deadlines will result in a grade of zero.

Academic regulations and procedures as found in the Texas A&M-Commerce govern all grading and academic policies.

Academic Dishonesty:

CODE OF STUDENT CONDUCT: All students will follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. See Student's Guidebook at <http://www.tamuc.edu/CampusLife/documents/studentGuidebook.pdf>. Plagiarism and other forms of academic dishonesty are not tolerated. Instructors "are expected to uphold and support student integrity and honesty by maintaining conditions that encourage and enforce academic honesty. Conduct that violates generally accepted standards of academic honesty is "Academic dishonesty." It includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material." See 13.99.99.R0.03 Plagiarism

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.03Plagiarism.aspx>

Penalties for students guilty of academic dishonesty could include failing this course, disciplinary probation, suspension, and expulsion.

American Disabilities Act:

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 believe you have a disability requiring an accommodation, please contact the Office of Student Disability Resources and Services, Texas A&M-Commerce, Gee Library, Room 132 – Phone (903) 886-5150 or (903) 886-5835 – Fax (903) 468-8148 StudentDisabilityServices@tamuc.edu

Course Communication:

It is the responsibility of the student to ensure that all notifications and materials sent to the instructor are received by the instructor.

Students are required to check their email at least once a day. The eCollege environment will be used for class related material and document posting so the students are expected and required to have access to that platform.

Exams:

There will be 4 exams for this course. Each exam has 75 minutes with 50 multiple choice and T/F questions that will be used to test your knowledge of all materials associated with the course. All exam questions are based on textbook and the lecture recordings. Exams will be open from Wednesday to Sunday midnight of exam week.

These will be INDIVIDUAL exams and are not intended for any type of group work.

Discussions:

All the discussion topics are posted under the different weeks in eCollege. Please to login to read them and also please see the following Discussion Rubric for details about discussion.

Group Project

You will need to do research using A&M library or other credible sources to write a paper about “*What are the marketing strategies (i.e., product, promotion, place, price, and competitive environment) of one of the following (Apple, Amazon, Google, Starbucks, Walt Disney)?*” (a famous and such successful big company). The group paper (Word format) is due on Wk 8 per the syllabus.

This is a group project. Paper (as a **Word attachment**) is to be submitted directly to the **DROPBOX (the turnitin feature will be turned on)**. *Late projects will not be acceptable*. The maximum pages for the paper should be no more than 15 content pages, using Times New Roman, 12 point font, and APA. In addition, you should cite at least 10 credible sources (i.e., Journal articles) in the paper (no more than 3 websites may be used). You will need to include a title page with your names, table of contents, 15 pages of content, a reference list, table, figure, and an appendix (if necessary). You are required to use APA format for the entire paper.

Each group consists of 1-4 members. I will be randomly assigning you to your groups.

Please be mindful that social loafing is unacceptable. Each team member is expected to contribute fully to this assignment.

Each team member will be evaluated by his/her team members. Individual project grades will depend in part on these evaluations.

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. (7 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. (3 point)
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. (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. (0-3 point)
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. (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. (0-3 points)

Group Paper Rubric 1 - Please note: grading is on the whole paper, not on the individual sections

Marketing Strategy Elements	Points Possible	Points Earned	Comments
<p>Marketing Strategy Format Guidelines Arial Font 12, Single 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.</p>	5 Points		
<p>Language Arts Skills Spelling, grammar, punctuation, sentence Structure. Follow proper transitions. Please note: Major errors in structure, sentences, spelling, grammar, paragraph transactions or APA formatting will receive 0-5 points.</p>	15 points		
<p>Executive Summary Introduction Brief Company overview Details from approximately each para/section 10-20% of document</p>	15 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>	25 Points		

<p>Marketing Mix</p> <ul style="list-style-type: none"> Product Strategy (Product Mix) Pricing strategy Distribution plan Promotional message Media plan Promotion & advertising plan Positioning strategy <p>Competitive Analysis (Comparing organization with</p> <ul style="list-style-type: none"> Competitors' Discuss the 4P's of marketing mix with competitors') Competitors' strengths Competitors' weaknesses Organization's competitive advantage 	20 Points		
<p>Challenges/ Contingency Plan (Analyses of internal environment and external environment)</p> <ul style="list-style-type: none"> Internal risks External risks How risks will be avoided Actions when risks occur 	10 Points		
<p>Recommendations/ Growth Plan</p> <ul style="list-style-type: none"> Description of growth plan Strategies for market penetration Strategies for product development Strategies for market development Strategies for diversification <p>Conclusion</p> <ul style="list-style-type: none"> Main findings of the marketing plan 	10 Points		
Total Points	100 Points		

Course Schedule

Marketing 501 Class Schedule: The nature of this course requires that much to 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.

WEEK/DATES	TOPICS	CHAPTERS	ASSIGNMENTS
Week 1 and 2	Introduction to Marketing & Marketing Insights	1, 2, 3, 4, 5, 6	Discussion due week 1 Exam 1 due week 2
Week 3 and 4	Branding & The Marketing Mix: Product	7,8,9,10,11,12	Discussion due week 3 Exam 2 due week 4
Week 5 and 6	Price & Place	13,14,15,16,17	Discussion due week 5 Exam 3 due week 6
Week 7 and 8	Promotion & Global Marketing	18,19,20,21,22	Discussion due week 7 Group paper due Thu wk 8 Exam due week 8

The above schedule is tentative and subject to change at the discretion of the instructor.
(The official schedule will be followed for the final exam date)