



**Texas A&M University-Commerce**  
MKT 306-04W: Marketing

## ONLINE COURSE SYLLABUS

### COURSE INFORMATION

MKT 306-04W: Marketing  
Spring 2015, 3 Credit Hours



### Professor / Instructor Contact Information/Bio

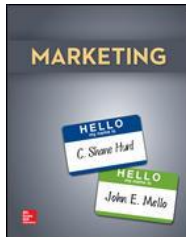
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Mary Anne Doty has been a faculty member in the Department of Marketing and Management, College of Business and Technology, at Texas A&M University-Commerce since 2003. Over the past 30 years she has taught undergraduate business courses at the Universities of Arizona, Kentucky and Maryland, as well as at Eastern Kentucky University and Southern Methodist University. A generalist, Professor Doty has taught courses in Business Policy, Marketing, Retail Management, Advertising and Promotions, Sales, Product Management, Entrepreneurship, Channels of Distribution, and Global Consumer Behavior. Mrs. Doty received her MBA and was all but dissertation (ABD) for a Doctorate in Business Administration from the University of Kentucky.

In addition to her teaching experience, she has been a marketing consultant and has worked in event planning and political marketing. Professor Doty performs market research, develops strategic plans for new product launches, and does competitive analysis in her consulting work. Previous clients included Texas Instruments, Raytheon Corporation, Analog Devices, Inc, and Nortel Networks. Mrs. Doty continues to work with industry as a consultant and a provider of executive education programs.

### Materials – Text

***Marketing, 1<sup>st</sup> Edition by Shane Hunt and John Mello (McGraw Hill). ISBN 978-0-07-786109-4.*** Used copies or e-books are allowed, but you must purchase Connect (available from the bookstore or online from McGraw Hill) to do the assignments. Purchasing Connect Plus (which includes the eBook version) is recommended but not required.



### 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. Exams and discussion will be grouped in three modules: CH 1-5 (January 20 – Feb 16); CH 6-10 (Feb 17 – March 30); and CH 11-14 (March 31 – May 11).

### 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.

### TECHNOLOGY REQUIREMENTS

The following technology is recommended to be successful in this online course: Internet connection – high speed recommended (not dial-up) and Word Processor. Additionally, the following hardware and software are necessary to use eCollege:

To fully participate in online courses, you will need to use a current, Flash enabled browser. For PC users, the suggested browser is Internet Explorer 9.0 or 10. For Mac users, the most current update of Firefox is suggested.

You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:

- 512 MB of RAM, 1 GB or more preferred
- Broadband connection required courses are heavily video intensive
- Video display capable of high-color 16-bit display 1024 x 768 or higher resolution

You must have a: sound card, which is usually integrated into your desktop or laptop computer and speakers or headphones.

Depending on your course, you might also need a webcam and microphone.

For courses where interactive tools are used, like VoiceThread or ClassLive Pro, headphones are suggested for use with recording and playback. We recommend a webcam with an integrated microphone, such as the Microsoft LifeCam Cinema. All devices should be installed and configured before class begins.

Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. Java can be downloaded at: <http://www.java.com/en/download/manual.jsp>

Current anti-virus software must be installed and kept up to date.

You will need some additional free software for enhanced web browsing. Ensure that you download the free versions of the following software: Adobe Reader and Adobe Flash Player

At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.

For additional information about system requirements, please see:

<https://secure.ecollege.com/tamuc/index.learn?action=technical>

## **COURSE REQUIREMENTS**

### **Activities / Assessments**

This course is made up of a series of assignments and assessments to assist you in achieving the course and module learning objectives/outcomes. Each week you will work on various combinations of assignments, activities, discussions, readings, research, etc. which will be made available to you by each Monday and close on the date given in your course schedule.

### **Exams: (45% of total course grade)**

Closed book exams will cover the required textbook reading and the homework. Complete the exams online by accessing the eCollege exam tool. The exams will be timed and grades made available to students following the submission of the exam. If you lose Internet connectivity during the exam, log back in immediately and continue on with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the eCollege Helpdesk immediately so that your issue is documented with a helpdesk ticket number. Considerations regarding exam issues will be made by the instructor on an individual basis based on the documentation.

Exams consist of 75 multiple-choice questions (worth 150 points each), with 65 minutes allowed to complete each exam. I will open the exam at 7 am on the assigned day, and close it at 11:30 pm. That means you must begin by 10:25 pm if you want the entire 65 minutes. Exams are closed book and individual. That means using your book or notes, or working with another student is considered cheating and is grounds for an F in the course. Exam I (CH 1-5) is on Monday, February 16; Exam II (CH 6-10) is on Monday, March 30. The final exam (CH 11-14) is on Monday, May 11. Grading is objective, based on terms, concepts and examples in the textbook.

### **Connect Homework Assignments (10% of total course grade)**

I will assign interactive exercises for each chapter in the textbook. You will log into McGraw-Hill Connect to complete the brief assignment, which consists of 2 questions. Look for the notebook icon. *I count the average of 2 attempts at the assignment, so if you get 100%, there is no benefit to trying again.* Grades for the 14 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 presentation before you attempt the assignment. There is a 2 week period when the chapter's homework is accepted. If you miss the deadline, you will lose 10% for every day your homework is late. **No submissions are allowed once the exam day arrives**

### **LearnSmart Adaptive Learning System (10% of total course grade)**

Look for the black LS icon when you login to McGraw-Hill Connect, at the bottom of the Interactive Assignments. 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. I can see how long you spent with LearnSmart, and how many questions you answered. *To get full credit for the chapter you need to answer at least 70% of the questions correctly. If you have less than 70% correct, come back and spend more time answering the questions until you can answer correctly.* 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 will be weighted to equal 10% of your total grade (Connect) and 10% ( LearnSmart) or 200 pts total.

### **Assignments (30% 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** (due Wednesday, March 25) is **worth 100 points or 10% of your grade**

The **team project, worth 20%**, will begin mid-semester after you have completed the individual branding assignment. 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. One member will submit the group paper (in its entirety) to the Dropbox with all names on Page 1, alphabetically.

**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 at the end of the syllabus for specific grading criteria.

#### **Core Concept Quiz: (5% of total class grade)**

The Core Concept Quiz consists of multiple choice questions over key terms that will be covered in the textbook. I will give you a list of specific terms to study about 2 weeks before the quiz on Tuesday, April 28 or Wednesday, April 29.

#### **Grading**

##### **Total Points Possible for Semester = 1000**

900-1000 = A
800-899 = B
700-799 = C
600-699 = D
0-599 = F

<b>Weights for Assessment</b>	
Core Concept Quiz @ 50 pts	5%
3 Exams@ 150 pts each	45%
Learnsmart and Connect	20%
Personal Branding Assignment	10%
Team Marketing Plan	20%

#### **ACCESS AND NAVIGATION**

#### **Access and Log in Information**

This course was developed and will be facilitated utilizing eCollege, the Learning Management System used by Texas A&M University-Commerce. To get started with the course, go to: <https://leo.tamuc.edu/login.aspx>.

You will need your CWID and password to log in to the course. If you do not know your CWID or have forgotten your password, contact Technology Services at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

## COMMUNICATION AND SUPPORT

### Interaction with Instructor Statement

For personal concerns or questions, email is the best way to contact me. I generally check my email several times each day and you can expect a response within 48 hours (except for weekends). Most questions will be answered within 24 hours. My replies will be sent to your myLeo email address.

If you have a question that affects the entire class, the Virtual Office is a better way to clarify the answer. That way I can explain myself once instead of answering the same question multiple times. Always check your home page for Announcements when you login. **I expect students will check their email daily and login at least 3 times per week.** If you don't respond to emails or login over a prolonged period (10 days) then I will assume you intend to drop the course.

### Student Support

Texas A&M University-Commerce provides students technical support in the use of eCollege. The student help desk may be reached by the following means 24 hours a day, seven 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](mailto:helpdesk@online.tamuc.org) to initiate a support request with eCollege Technical Support Representative.

## COURSE AND UNIVERSITY POLICIES

### Academic Honesty Policy

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.

The second problem is plagiarism. Texas A&M University-Commerce does not tolerate **plagiarism** and other forms of academic **dishonesty**. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" 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. All projects will be turned in through "Turnitin.com" to screen for plagiarism. THE PENALTY FOR CHEATING AND PLAGIARISM IS AN F IN THE COURSE.

All students must download the College's Statement on Academic Honesty, sign it, and return it. I will post instructions on this in Week 1.

### **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. February 4th is the last day to drop a class with 100% refund; April 5th is the last day to drop with a grade of Q, and May 3rd is the last day to withdraw from all classes this semester.

### **Incompletes**

Incompletes are only given when a student has completed all work up to the last 3 weeks of the term, and has an extenuating circumstance. Students only have access to the eCollege course for two weeks following the final day of the term. Therefore, incompletes are rarely given.

### **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.

### **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**

**Gege Library**

**Room 132**

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

**Fax (903) 468-8148**

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

### **COURSE OUTLINE**

**Week 1 (January 20-25)** CH 1: Why Marketing Matters to You, Connect Homework Assignment 1

**Week 2 (January 26-February 1)** CH 2: Strategic Planning for a Successful Future, Connect Homework Assignment 2

**Week 3 (February 2 - 8)** CH 3: Analyzing Your Environment, Connect Homework Assignment 3 and CH 4: Marketing Research, Connect Assignment for CH 4.

**Week 4 (February 9 - 15)** CH 5: Knowing Your Customer: Consumer and Business, Connect Assignment 5. Complete at least ½ hour on Learnsmart for each Chapter (1-5) before Monday’s exam.

**Week 5 (February 16 - 22)** Exam I (CH 1-5) online on Monday; CH 6: Developing Your Product, Connect Assignment 6

**Week 6 (February 23 – March 1)** CH 7: Segmenting, Targeting and Finding Your Market Position, Connect Assignment 7-2; Begin Personal Branding Assignment (due Wednesday, March 25)

**Week 7 (March 2 - 8)** CH 8-2: Promotional Strategies, Connect Assignment 8; Resume Workshop

**Week 8 (March 9 - 15)** CH 9-1: Supply Chain and Logistics Management, Connect Assignment 9

**Spring Break (March 16 – 22)**

**Week 9 (March 23 - 29 )** Chapter 10: Pricing for Profit and Customer Value, Connect Assignment 10; Complete at least ½ hour on LearnSmart for each Chapter (6-10) before next Monday’s exam. Personal Brand assignment due on Wednesday, March 25. Create teams and select topic for team project.

**Week 10 (March 30 – April 5)** Exam 2 (CH 6-10) online on Monday; Begin research on team projects.

**Week 11 (April 6 - 12)** CH 11: Building Successful Brands, Connect Homework assignment 11.

**Week 12 (April 13 - 19)** CH 12: Managing Your Customer Relationships, Connect Homework assignment 12. Work on Team Projects

**Week 13 (April 20 - 26)** CH 13: Social Responsibility and Sustainability, Connect Homework assignment 13. Work on Team Projects

**Week 14 (April 27 – May 3)** Online core concept quiz is open from Tuesday (April 28) through Wednesday (April 29)

**Week 15 (May 4 - 10)** CH 14: Measuring Marketing Performance, Connect Homework Assignment 14. Team projects due on Wednesday, May 6.

**Week 16 (May 11) Exam 3 (CH 11-14); Must complete ½ hour per chapter (CH 11-14) before Monday’s exam.**

**Rubric for MKT 306 Projects**

Criteria	1	2	3
<b>Comprehensiveness</b>	Significant portions of the paper are ignored or simply mentioned; Paper is more of an outline than a fully developed strategy.	Most elements are covered thoroughly; some are mentioned briefly	All elements are covered thoroughly and are well elaborated



<b>Research</b>	Meets the minimum requirements for number of sources; Source quality is insufficient (outdated, biased, lacking in expertise, or inappropriate for a college paper, such as Wikipedia).	Better than minimum number of sources; Most sources are recently published; a variety of viewpoints are represented (not merely taken from a corporate website or blog).	Exceeds expectations for quantity and quality of sources.
<b>Incorporates marketing terms and concepts</b>	Rarely or never enlightens with demonstrations of course concepts; Just “answers the question” without tying the answer back to marketing theory.	Applies course concepts and terminology correctly, where appropriate.	Applies marketing concepts with a balance of description and analysis; Examples are original and correctly applied.
<b>Writing style</b>	Many grammatical or spelling errors in the paper. Distinct differences exist between sections written by different students. Research sources are not cited or are incorrectly cited.	Generally well-written and edited so that the document “speaks with one voice”; few errors in spelling or grammar. Most research sources are cited correctly.	Extremely well-written and edited. Team projects are written in one voice. Uses APA or MLA style correctly. Grammar and spelling are correct. All research sources are cited correctly.