



## ONLINE COURSE SYLLABUS

### PROFESSOR INFORMATION

Dr. Zhi Pei

Office Location: BA 326

Office Hours: Tue 4-6pm; Wed noon-2pm (by appointment)

Office Phone: 903-886-5692; fax: 903-886-5693

Email: [Zhi.Pei@tamuc.edu](mailto:Zhi.Pei@tamuc.edu) (the best way to contact me)

Preferred Form of Communication: **Email is the preferred communication in this class, emails will be sent to students Texas A&M Commerce account ONLY. Students must routinely check email each week. \*\*\*To contact me, email should be sent through your Leo account. Email subject should begin with "MKT 306.02W". Email with the right format can expect response within 24 hours, otherwise it is more likely to be missed due to overwhelming emails\*\*\***

### COURSE INFORMATION

MKT 306.02W: Marketing

Jan 16- May 11, 2018, 3 Credit Hours

Online Course

### Materials – Text

***Marketing, 2nd<sup>nd</sup> Edition by Shane Hunt, John Mello, and George Deitz (McGraw Hill 2018). ISBN 978-1260200331.*** This is a new edition with new content. We have negotiated a reduced price that combines the textbook with the Connect homework. The text is available in printed or ebook format. The special ISBN is for the reduced-price package.

Please click to the following connect link and enroll in our class connect

<https://connect.mheducation.com/class/z-pei-mkt-30602w-spring-2018> and do connect assignments (you should sign up a McGraw Hill student account before doing this). Please follow the guidelines to enroll if you have any question

[http://highered.mheducation.com/olc2/dl/866234/Connect\\_Student\\_Quick\\_Tips\\_0714.pdf](http://highered.mheducation.com/olc2/dl/866234/Connect_Student_Quick_Tips_0714.pdf)

### 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; CH 6-10; and CH 11-16.

### 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.

## 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 content of the online lectures. 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 90 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. This is being said you must start the exam no later than 10pm if you want the entire 90 minutes. Exams are closed book and individual. That means using your book or notes, or working with another student is considered cheating and grounds for an F in the course. Exam I (CH 1-5) is on Monday Week 5; Exam II (CH 6-10) is on Monday Week 10. The final exam (CH 11-16) is on Monday Week 15. 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. **Chapter 1-14 are required. Chapter 15-16 are optional.** You will log into McGraw-Hill Connect to complete the brief assignment. **You will be allowed 2 attempts at the assignment, which must be completed before a deadline.** 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.

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

You have LearnSmart assignment for every chapter in the textbook. **Chapter 1-14 are required. Chapter 15-16 are optional.** 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 equal 10% of your total grade or 100 pts each.

### **Other Assignments (35% 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 150 points or 15% of your grade. Please submit your assignment to Dropbox on Week 9.**

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. **Please submit your assignment to Dropbox on Week 16 (Deadline: May 8th).**

**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.

**IMPORTANT:** Your submission will be checked using Turnitin. **No project will be accepted for grading if the turnitin.com percentage is greater than 30%. For an “A” project, its turnitin must be less than 20%. Paper must be in a good writing (without major grammar errors), good transition, good structure, readable, and convincing.**

### **Group Formation**

Students are responsible to form the group by themselves. *Dr. Pei will not assign groups.* Each group should consist of 4-6 students. The early you establish your group, the better. For online students, you can form your group by sending email through eCollege.

## Peer Evaluation of Group Paper

Each group member is expected to contribute equally to your group work. Peer evaluation is needed only if some team member(s) do(es) not do the expected contribution on the project. If this happens, please rank each of your group members and give the reason. The evaluation should be typed in a Word document and emailed to me. The instructor reserves the right to adjust grades based on input from the peer evaluations. If half of your group members complain about your contribution to group work, your grade will be at least 30% lower than your group members.

All works must be completed on time. Late works will not be acceptable.

## Grading

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

90% - 100% = A
80% - 89.9% = B
70% - 79.9% = C
60% - 69.9% = D
0 - 60% = F

Weights for Assessment	
3 Exams@ 150 pts each	45%
Learnsmart and Connect	20%
Personal Branding Assignment	15%
Team Marketing Plan	20%

## TECHNOLOGY REQUIREMENTS

To fully participate in online courses you will need to use a current Flash enabled internet browser. For PC and Mac users the suggested browser is Mozilla Firefox.

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
- Speakers or headphones.

- \*For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.

You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:

- [Adobe Reader](https://get.adobe.com/reader/) <https://get.adobe.com/reader/>
- [Adobe Flash Player \(version 17 or later\)](https://get.adobe.com/flashplayer/) <https://get.adobe.com/flashplayer/>
- [Adobe Shockwave Player](https://get.adobe.com/shockwave/) <https://get.adobe.com/shockwave/>
- [Apple Quick Time](http://www.apple.com/quicktime/download/) <http://www.apple.com/quicktime/download/>

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

## PEARSON LEARNINGSTUDIO (ECOLLEGE) ACCESS AND LOG IN INFORMATION

This course will be facilitated using Pearson LearningStudio, the learning management system used by Texas A&M University-Commerce. To get started with the course, go to [myLeo](#) and from the top menu ribbon select eCollege. Then on the upper left side of the screen click on the My Courses tab. <http://www.tamuc.edu/myleo.aspx>

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

**Note:** It is strongly recommended you perform a “Browser Test” prior to the start of your course. To launch a browser test login to Pearson LearningStudio, click on the My Courses tab, and then select the Browser Test link under Support Services.

Texas A&M University-Commerce provides students technical support for the use of Pearson LearningStudio. Technical assistance is available 24/7 (24 hours, 7 days a week). If you experience LearningStudio (eCollege) technical problems, contact the LearningStudio helpdesk at 1-866-656-5511 (toll free) or visit Pearson 24/7 Customer Support Site <http://247support.custhelp.com/>

The student help desk may be reached in the following ways:

- **Chat Support:** Click on 'Live Support' on the tool bar within your course to chat with a Pearson LearningStudio Representative.
- **Phone:** 1-866-656-5511 (Toll Free) to speak with Pearson LearningStudio Technical Support Representative.

**Accessing Help from within Your Course:** Click on the 'Tech Support' icon on the upper left side of the screen inside the course. Then you will be able to get assistance via online chat or by phone.

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

Should students encounter Pearson LearningStudio based problems while submitting assignments/discussions/comments/exams, the following procedure must be followed:

1. Students must report the problem to the help desk. You may reach the helpdesk at 1-866-656-5511.
2. Students must file their problem with the helpdesk and obtain a helpdesk ticket number
3. Once a helpdesk ticket number is in your possession, students should email me to advise me of the problem and provide me with the helpdesk ticket number.
4. I will call the helpdesk to confirm your problem and follow up with you

**PLEASE NOTE:** Your personal computer and internet access problems are not a legitimate excuses for filing a ticket with the Pearson LearningStudio Help Desk. Only Pearson LearningStudio based problems are legitimate reasons to contact the Help Desk.

You strongly are encouraged to check for your internet browser compatibility **BEFORE** the course begins and take the Pearson LearningStudio tutorial offered for students who may require some extra assistance in navigating the Pearson LearningStudio platform.

### **myLeo Support**

Your myLeo email address is required to send and receive all student correspondence. Please email [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu) or call us at 903-468-6000 with any questions about setting up your myLeo email account. You may also access information at myleo: <https://leo.tamuc.edu>

### **Learner Support**

The [One Stop Shop](http://www.tamuc.edu/admissions/onestopshop/) was created to serve you by providing as many resources as possible in one location. <http://www.tamuc.edu/admissions/onestopshop/>

The [Academic Success Center](http://www.tamuc.edu/campusLife/campusServices/academicSuccessCenter/) provides academic resources to help you achieve academic success. <http://www.tamuc.edu/campusLife/campusServices/academicSuccessCenter/>

### **FREE Mobile APPS**

The Courses apps for phones have been adapted to support the tasks students can easily complete on a smaller device. Due to the smaller screen size course content is not presented.

The Courses app is free of charge. The mobile Courses Apps are designed and adapted for different devices.

	<b>App Title:</b>	<b>iPhone – Pearson LearningStudio Courses for iPhone</b> <b>Android – LearningStudio Courses - Phone</b>
	<b>Operating System:</b>	<b>iPhone</b> - OS 6 and above <b>Android</b> – Jelly Bean, Kitkat, and Lollipop OS
	<b>iPhone App URL:</b>	<a href="https://itunes.apple.com/us/app/pearson-learningstudio-courses/id977280011?mt=8">https://itunes.apple.com/us/app/pearson-learningstudio-courses/id977280011?mt=8</a>
	<b>Android App URL:</b>	<a href="https://play.google.com/store/apps/details?id=com.pearson.lsphone">https://play.google.com/store/apps/details?id=com.pearson.lsphone</a>

Once downloaded, search for Texas A&M University-Commerce, and it should appear on the list. Then you will need to sign into the myLeo Mobile portal.

The Courses App for Android and iPhone contain the following feature set:

- View titles/code/Instructor of all Courses enrolled in online
- View and respond to all discussions in individual Courses
- View Instructor Announcements in individual Courses
- View Graded items, Grades and comments in individual Courses
- Grade to Date
- View Events (assignments) and Calendar in individual Courses
- View Activity Feed for all courses
- View course filters on activities
- View link to Privacy Policy
- Ability to Sign out
- Send Feedback

### LearningStudio Notifications

Students can be alerted to course activities via text on their mobile phones or up to two email addresses.

Based on their preferences, students can automatically receive a push notification with every new: course announcement, threaded discussion post, grade, and/or assignment without having to login to the course. Enrolled students will automatically receive email notifications for announcements and can opt out of this feature. To receive text notifications, students must opt in.

To begin setting up notifications, go into your course in LearningStudio and click on the bell-shaped Notifications icon on the main menu ribbon.

By default the student's university email address will appear. This cannot be changed in LearningStudio. Additional email addresses may be added by clicking the Add button. After all of the other selections are completed be sure to click the Save and Finish button.

---

## COURSE AND UNIVERSITY PROCEDURES/POLICIES

### Syllabus Change Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

### University Specific Procedures

#### Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette](http://www.albion.com/netiquette/corerules.html)  
<http://www.albion.com/netiquette/corerules.html>

#### TAMUC Attendance

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

#### Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)

#### 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

Email: [Rebecca.Tuerk@tamuc.edu](mailto:Rebecca.Tuerk@tamuc.edu)

Website: [Office of Student Disability Resources and Services](#)

### **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

### **Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

### **Academic Honesty**

Academic honesty is highly valued at the Texas A & M University – Commerce. You must always submit work that represents your original words or ideas. If any words or ideas used in a class assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Please see the Texas A & M University – Commerce Graduate Catalog for more information about academic honesty, including consequences of academic dishonesty.

**COURSE OUTLINE**

**Week 1** Chapter 1

**Week 2** Chapter 2

**Week 3** Chapter 3

**Week 4** Chapter 4 & 5

**Week 5** **Exam I (CH 1-5) online on Monday;** Chapter 6

**Week 6** Chapter 7; Begin Personal Branding Assignment

**Week 7** Chapter 8

**Week 8** Chapter 9

**Week 9** Chapter 10; **Personal Brand assignment due on Wednesday, Week 9.** Create teams and select topic for team project.

**Week 10** **Exam 2 (CH 6-10) online on Monday;** Begin research on team projects.

**Week 11** Chapter 11

**Week 12** Chapter 12

**Week 13** Chapter 13; Work on Team Projects

**Week 14** Chapter 14 & 15; Work on team projects

**Week 15** Chapter 16

**Week 16** **Exam 3 (CH 11-16) online on Monday;** **Team project is due on May 8th.**

**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.