



CLASSROOM: 501.01E, Commerce-BA 258

NOTE ABOUT TIMES: All times and deadlines for this course are listed as Central Standard Time (CST) Zone (Commerce, TX) times.

Professor Contact Information

Dr. Chris Myers
Department Head & Professor of Marketing
Office BA 315E
Office phone: 903-886-5700; Fax: 903-886-5693
Office hours: Tue/Thu 10:00am-2pm or by appointment
Email: Chris.Myers@tamuc.edu (preferred communication)

Bio

Chris A. Myers, Ph.D. is a Professor of Marketing at the College of Business 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*. Dr. Myers has been associated with the Quality Texas Foundation for over 22 years. He assisted with the development of quality improvement programs and led the operational quality programs for Karlee, Corporation in the late 1990s. He was instrumental in the developing and tracking of performance and quality reviews for Texas Award for Performance Excellence (TAPE) (1998) and the Malcolm Baldrige National Quality Award (1999). He has also been a Quality Examiner as well. Additionally, Dr. Myers has 28 years in the USAF Reserves flying B-52s as a Master Navigator (EWO) and 4.5 years as a team leader and project manager for Kimberly Clark making Huggies Pull-Ups.

Course Text:

Students will need the below text for this course. Because this course provides a comprehensive and practical introduction to marketing, it necessitates the text. An earlier or next edition of this text is not an acceptable substitute because their organization and coverage of issues, topics, and cases have changed.

REQUIRED TEXTBOOK: Marketing Strategy 6th Edition (2014) by Ferrell & Hartline, South-Western Cengage Learning, ISBN 978-1-285-07304-0

REQUIRED SOFTWARE: Please submit assignments in a format that is compatible with Microsoft Office 2007/2010. It is required to be in the .doc or .docx format.

SUPPLEMENTARY READINGS: Will be provided by the instructor in eCollege Doc Sharing.

COURSE GOALS AND OBJECTIVES

COURSE OVERVIEW AND OBJECTIVES: 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:

- 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:

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.

I will always upload new announcements to the home page of this course when I want to announce something to the everyone. I would try to respond to your e-mails within **24 hours**. If your correspondence falls over the weekend it may be **24-48 hours**. **ALL EMAILS MUST BE PREFACED WITH THE COURSE NUMBER FOLLOWED BY THE SUBJECT (EXAMPLE: MKT501.01E, SE Assignment 1).**

TECHNOLOGY REQUIREMENTS

This is a **NOT A web** course. The following technology is recommended to be successful: Internet connection – high speed recommended (not dial-up) and Word Processor. Additionally, the following hardware and software are necessary to use eCollege:

Our campus is optimized to work in a Microsoft Windows environment. This means our courses work best if you are using a Windows operating system (XP or newer) and a recent version of Microsoft Internet Explorer (6.0, 7.0, or 8.0). Your courses will also work with Macintosh OS X along with a recent version of Safari 2.0 or better. Along with Internet Explorer and Safari, eCollege also supports the Firefox browser (3.0) on both Windows and Mac operating systems.

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.

COURSE REQUIREMENTS

Minimal Technical Skills Needed

You will need to run the latest version of Java for eCollege (the Learning Management System for TAMUC), 2007/2010 Microsoft Word, Excel, PowerPoint, and using presentation and graphics programs, etc.

Instructional Methods

The course is delivered F2F.

Student Responsibilities or Tips for Success in the Course

You are responsible for reviewing all announcements within the course announcements pages, logging on at least 3 times a week, having and responding to all emails, and completing assignments on time, and attending or listening to recorded lectures early in the week. Failure to do these items will adversely affect your grade.

Examples include: Regularly logging into the course website, amount of weekly study and participation time expected, etc.

COURSE SCHEDULE:

A course schedule is included at the end of this syllabus. Please note, **the week starts on Monday and ends on Saturday (when most items are due).**

SYLLABUS SUBJECT TO CHANGE STATEMENT:

I anticipate that we will follow the schedule I've outlined in this syllabus, but I may make adjustments based on what actually happens in the course. I may also change the basis for the course grade (if I need to eliminate an assignment or something of that nature). If I do so, I will so inform you in writing. Remaining in the course after reading this syllabus will signal that you accept the possibility of changes and responsibility for being aware of them.

ACADEMIC INTEGRITY:

All students are expected to act with civility and personal integrity; respect other students' dignity, rights, and property; and help create and maintain an environment in which all can succeed through the fruits of their own efforts. An environment of academic integrity is requisite to respect for self and others and a civil community.

Academic integrity includes a commitment to **NOT** engage in or tolerate acts of falsification, misrepresentation, or deception. Such acts of dishonesty include cheating or copying, plagiarizing, submitting another persons' work as one's own, using reference sources (including Internet sources) without citation, fabricating field data or citations, "ghosting" (taking or having another student take an exam), stealing examinations, tampering with the academic work of another student, facilitating other students' acts of academic dishonesty, etc. All assignments are individual assignments and must be completed personally by each student.

Academic dishonesty violates the fundamental ethical principles of the University community and compromises the worth of work completed by others. A student should avoid academic dishonesty when preparing work for any course. If charged with academic dishonesty, students

will receive written or oral notice of the charge by the professor. Depending on the severity and circumstances of the academic dishonesty, a student's actions could lead to receiving zero credit for the assignment in question or failing the course.

COURSE POLICIES AND INSTRUCTOR EXPECTATIONS:

Students are required to meet the expectations listed below.

- **Professional Behavior:** It is important that students maintain a professional demeanor at all times, including during electronic communication. Texas A&M-Commerce expects this from students, as do current and future employers. Since so much communication in the workplace is —electronic nowadays, this course will be a good place to practice interacting in a manner appropriate to a professional setting. In particular, take special care when posting and responding to discussion board questions.
- **Assignments:**
 1. **Submitted assignments must be correctly formatted and free of grammatical and stylistic errors.** Students in MKT 501 should have at least some skill with software for word processing, excel and presentations, and with web browsers and search engines. Spelling and grammatical errors will detract from your grade!
 2. **Assignments must be turned in on time.** Assignments are due at the **date and time** listed. All work and assignments for the entire course will be available on the first day of each class. While the syllabus designates specific dates for which work is assigned, students do not have to wait until the assigned date to start working on it. Start working on each assignment as soon as student possibly can and make sure that student have the marketing plan assignments submitted by the specified due dates. The chapter readings and discussion boards can be completed at any pace you wish (all in week one, all at the last minute except discussion board). Assignments are generally due on **Saturday** of each week by 11:59 PM. I have outlined a suggested schedule that I think would help student maintain a good pace. However, student **MUST** turn assignments **ON TIME**. Work Due column of the course schedule provided at the end of this syllabus.
 3. **Assignments must be complete.** You must complete and submit all components at the specified due date and time to receive credit for the assignment. Please don't turn in work that is only half-finished.
 4. **Please submit assignments in a format that is compatible with Microsoft Office 2007/2010.** I have to reformat docx files before I am able to open them, so please save all documents as doc files.
- **Back-ups are required:** You are required to back up all your assignments on a disk that can be submitted to me upon my request. If work is lost due to insufficient back-up, you will not have the opportunity to recreate and submit at a later time.
- **E-mail:** Students must routinely check e-mail sent to his or her **Texas A&M-Commerce account**. This is my primary mechanism for communicating to everyone in the course. I check my e-mail several times a day, so this is the best way to reach me.

Graduate Course Expectations

Bloom's Taxonomy

Cognitive



Categories in the cognitive domain of the revised Bloom's taxonomy ([Anderson et al. 2000](#)) Skills in the **cognitive domain** revolve around knowledge, comprehension, and [critical thinking](#) on a particular topic. Traditional education tends to emphasize the skills in this domain, particularly the lower-order objectives.

There are six levels in the taxonomy, moving through the lowest order processes to the highest:

Knowledge

Exhibit memory of learned materials by recalling facts, terms, basic concepts and answers

- Knowledge of specifics - terminology, specific facts
- Knowledge of ways and means of dealing with specifics - conventions, trends and sequences, classifications and categories, criteria, methodology
- Knowledge of the universals and abstractions in a field - principles and generalizations, theories and structures

Questions like: What are the health benefits of eating apples?

Comprehension

Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating the main ideas

- Translation
- Interpretation
- Extrapolation

Questions like: Compare the health benefits of eating apples vs. oranges.

Application

Using acquired knowledge. Solve problems in new situations by applying acquired knowledge, facts, techniques and rules in a different way

Questions like: Which kinds of apples are best for baking a pie, and why?

Analysis

Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations

- Analysis of elements
- Analysis of relationships
- Analysis of organizational principles

Questions like: List four ways of serving foods made with apples and explain which ones have the highest health benefits. Provide references to support your statements.

Evaluation

Present and defend opinions by making judgments about information, validity of ideas or quality of work based on a set of criteria

- Judgments in terms of internal evidence
- Judgments in terms of external criteria

Questions like: Do you feel that serving apple pie for an after school snack for children is healthy?

Synthesis

Compile information together in a different way by combining elements in a new pattern or proposing alternative solutions

- Production of a unique communication
- Production of a plan, or proposed set of operations
- Derivation of a set of abstract relations

Questions like: Convert an "unhealthy" recipe for apple pie to a "healthy" recipe by replacing your choice of ingredients. Explain the health benefits of using the ingredients you chose vs. the original ones. Explain the benefits you are seeing or using because of analytics compared to as recently as 2 years ago.

COURSE GRADING: Final grades are based upon the Official University policy.

2 Exams (150 pts each)	300
Learning Task (up to 5@10pts ea.)	50
Syllabus Quiz	20
Reflection Paper	15
Case 1	100 Writing center bonus (each person 1pt each)
Case 2	200 Writing center bonus (each person 1pt each)
Maximum Grade Total (with LT)	685

Distribution:

The following scale will be used to grade the student:

90%-100% A	80-89.9% B	
70-79.9% C	60-69.9% D	F (60% below) = Failure

PLEASE NOTE: All assignments must be completed by the due date. Any late item will be graded to zero. No extensions or make-ups will be allowed unless the absence is cleared by the instructor prior to the day the assignment is due. All work is to be neat and typed with proper attention to grammar, punctuation, and spelling.

COURSE REQUIREMENTS:

Bio and Academic Dishonesty Policy

Please post your Bio in student lounge in eCollege to find your best-match group members. Then you can start your group project ASAP. **Bio and Academic Dishonesty policy are required and there are no grade for these items, but they appear in the gradebook. Not completing these items in the first 2 weeks will give you unsatisfactory grade.**

Chat Learning Tasks Rubric

Five learning tasks are planned at 10pts each. They are to assist you with learning the critical tasks. Learning is not a spectator sport. Fundamentally, the responsibility to learn is yours and yours alone. **For learning to happen in any course, you must take an active role in the process. For our course, you are expected to attend ‘prepared’ and ‘ready to learn,’ which requires you ‘to read’ and ‘to study’ the assigned reading before you come to our meetings.** Being prepared for a class enables you to construct a knowledge base on which subsequent learning rests.

During our class, we don’t ‘cover a lot of content, which means I talk less to get you to talk about what you are experiencing and learning. You will be engaging in Learning Tasks (out of the course or in the course) that require you to (a) use a variety of reasoning strategies to address issues and problems, and (b) write reflectively about what you are learning, how it relates to what you already know about the content, and how it relates to your life. Your performance on these tasks will be evaluated using a Learning Task Rubric, with a minus indicating unsatisfactory performance (50percent), a check indicating work that satisfactorily meets expectations (75%), and a plus indicating strongly engaged, high-quality performance (100%). Learning Tasks cannot be made up and late Learning Tasks are not accepted.

Class/Chat Learning Task Rubric				
Score	Criteria and Standards	0	1-1.5	2-2.5
2.5	Interpretation of content	misleading	somewhat accurate	completely accurate
2.5	Use of supporting evidence	irrelevant	text, lecture	text, lecture, other
2.5	Connection of your or new content	weak	previous content	elaboration
2.5	Draws an accurate conclusion based on....	no integration	adequate reason	accurate conclusion

Exams:

There will be 2 exams for this course. Each exam has 2 hours approximately 52-55 multiple choice, T/F questions, and short answer questions that will be used to test your knowledge of all materials associated with the course. All exam questions are based on textbook. Please read textbook a couple of times very carefully and digest the materials, then you will be fine. Exams will be open from Monday to Saturday midnight of exam week and are open book and any materials. Instructors also will remind you of the exam dates through university emails. Please check your email frequently.

These will be INDIVIDUAL WORK exams and are not intended for any type of group work. The exam will display one question per page to the student and the student must answer the presented question before moving on to the next. The student will not be able to change their answer once they’ve moved to the next question.

Cases:

You will be required to finish several individual case analyses from the textbook. An in-class example (class work) will be done in the first weeks. It will be provided in doc sharing.

Detailed instructions will be posted in eCollege under doc sharing. All case assignments would be put in the corresponding basket under Dropbox.

Reflection Paper

Reflective essays are often assigned allow the student to write about their personal experience. In this paper, this reflection is for you to explore your experience with the marketing course and assignments and your understanding marketing, reflect on the positive and negative aspects of it, and to formulate goals to improve the experience or results of the activity the next time it occurs. You will be given 3-5 questions to reflect on for the semester. Writing reflectively allows you to think more deeply and consciously about your actions or behaviors within business. You may want to keep a diary or journal on the questions weekly to get your thoughts on paper early. By analyzing or observing your thoughts, words or actions and assessing the consequences of them, you assess what you want to happen and better equip yourself for a more positive outcome the next time. The paper directions are given in eCollege on the assignment.

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](#)

TAMUC Attendance

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

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 162

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

Fax (903) 468-8148

Email: studentdisabilityservices@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.

Marketing 501 Course 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 the date listed.

ALL ASSIGNMENTS DUE 11.59 pm ON Saturday.

Week	Assignment	Due Date
1	Syllabus Review	2/3, midnight (11:59pm)
2	Syllabus Quiz Due	2/10, midnight
3	Discussion	2/17, midnight
4	Case: McDonald's	2/24, midnight
5	Discussion	3/3, midnight
6	Class+Exam 1 Due, Ch 1-6	3/10, midnight
	Spring	Break
7	Discussion	3/23, midnight
8	Text Case 2: Apple	3/31, midnight (11:59pm)
9	Discussion	4/7, midnight
10	Discussion	4/14, midnight
11	Discussion	4/21, midnight
12	Text Case 16: Gillette	4/28, midnight
13	Discussion	5/5, midnight
14	Class+Exam 2, Ch 7-10	5/12, midnight

❖ **THIS WEEKLY SCHEDULE IS TENTATIVE.**