



**301-140 (80538) Online Principles of Marketing**

Fall 2017 rev. 08.12.2017 (final)

Texas A&M University - Central Texas

**INSTRUCTOR AND CONTACT INFORMATION**

**Instructor: Lana Kay Carey, BAAS, MBA/Marketing**

**Office: Founder's Hall Room 318 H**

**Phone: 254-702-1290 (cell preferred) 254-501-5844 (office)**

**Email:** Preferred mail through Canvas Inbox. Email address if Canvas is down:  
lcarey@tamuct.edu

**Office Hours:**

Tuesday/Thursday: 1:00 pm – 2:00 pm and 4:00 pm – 6 pm

**Mode of instruction and course access:**

This course is a 100% online course and uses the TAMUCT Canvas Learning Management System:  
[<https://tamuct.instructure.com>]

**Student-instructor interaction:**

I will be checking Canvas Inbox once or twice a day during the week and on most weekends. If you have an emergency you are welcomed to call me at 254-702-1290 between the hours of 10:00 am and 9:00 pm.

**UNILERT:**

Emergency Warning System for Texas A&M University – Central Texas

UNILERT is an emergency notification service that gives Texas A&M University-Central Texas the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in UNILERT through their myCT email account.

Connect at [Unilert](https://www.tamuct.edu/departments/security/unilert.php) [<https://www.tamuct.edu/departments/security/unilert.php>] to change where you receive your alerts or to opt out. By staying enrolled in UNILERT, university officials can quickly pass on safety-related information, regardless of your location.

**COURSE INFORMATION**

**Course Overview and description:**

Application of marketing activities, strategies, and techniques to business, non-business, and service industries. Environmental influences and the marketing mix (4Ps) will be examined. Topics covered are target marketing, strategic market planning, marketing research, buyer behavior and international marketing.

**Course Objective and Learning Outcomes: Upon successful completion of this course the student will:**

Ability to assess the marketplace through the study of:

- Marketing
- Marketing Strategies and a Marketing Plan
- Ethical Issues Associated with Marketing Decisions

Understand the Marketplace through the study of:

- Consumer Behavior
- B2B Marketing
- Global Marketing

Understand how to Target the Marketplace through the study of:

- STP – Segmentation, Targeting, Positioning
- Marketing Research

Understand how to CREATE VALUE through the study of:

- Product, Branding and Packaging Decisions
- Developing New Products
- Services Marketing

Ability to CAPTURE VALUE through the study of:

- Pricing Concepts
- Supply Chain and Channel Management
- Retailing and Multichannel Marketing

Ability to COMMUNICATE VALUE through the study of:

- IMC – Integrated Marketing Communications
- Advertising, Public Relations, Sales Promotion,
- Personal Selling, Direct Marketing, and Internet/Interactive Marketing.

## **Required Reading and Textbook(s):**

**Marketing, 5th Edition, Dhruv Grewal, Babson College; Michael Levy, Babson College. Text: ISBN: 9781259896767**

You will need “Connect” access. “Connect” is available through McGraw-Hill online, purchased with the e-book from McGraw-Hill online or as a textbook package from bookstores.

**Note: A student of this institution is not under any obligation to purchase a textbook from a university-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer. If your book is going to be delayed, you might look into at least purchase e-chapters or renting the text to stay up to date.**

## **COURSE REQUIREMENTS**

**Student Profile and Course Agreement:** Students should review the Syllabus in depth and be sure they are willing to comply with all assignments, and deadlines in this course. The course agreement requires Students to agree to these expectations, and promise that they have the computer set-up and self-discipline needed for a fully online course. Access through Canvas Modules.

**Exams:** There will be five online exams. The test questions will be multiple choice. They will be timed and once started, must be completed at that time. Access through Canvas Modules

**Journal Entries:** “Journal Entries” are assigned as an individual written exercise. Due date for the journal entry is listed in the syllabus. Access through Canvas Modules.

**Case Study Questions:** “United Breaks Guitars”. Instructions listed in assignment portal.

**Learn Smart Modules:** A “Learn Smart Module” is assigned for each chapter in the text. Due dates and grading points are listed in the syllabus. Access through Canvas Modules.

**Late Assignments:** No late assignments.

### **Grading Criteria Rubric and Conversion**

There are 1300 grading points available in this class, assigned as follows:

Student Profile and Course Agreement **20 points**

Exam 1, 2, 3, 4, 5 (5 @ 140 points each) **700 points**

Journal Entries (3 @ 50 points each) **150 points**

Case Study Questions - **50 Points**

Learn Smart Modules – 19 – 20 points each – **380 Points**

**Posting of Grades**

Grades may be accessed through Canvas Grades. Graded assignments will be graded within one week of submission. Connect assignments will populate your gradebook direct. Every Monday a synchronization is accomplished with Connect. So please wait a few days before you panic. If you notice that a grade is not posted within a week or 2 please make me aware of the problem. Please do not wait until the end of the semester.

Total Points  
Possible 1300

Course Grade:	Calculation	Minimum Points Required
A	90% X 1300	1170
B	80% X 1300	1040
C	70% X 1300	910
D	60% X 1300	780

**COURSE CALENDAR**

**Caveat:** Like all schedules, the following is TENTATIVE. As your instructor I reserve the right to make changes as needed to this schedule. If changes are necessary, I will notify you through Canvas.

**NOTE: ALL BINDING ASSIGNMENT DUE DATES ARE LISTED ON THE SYLLABUS PAGE OF CANVAS.**

WEEK	ASSIGNMENTS
<p><b>MODULE 1</b></p> <p><b>August 28 – September 10</b></p>	<p><b>READINGS:</b></p> <p>Chapter 1, 2, 3, 4</p> <p><b>NEED TO VIEW:</b></p> <p>Let's Talk About Marketing (Professor Carey)</p> <p>Lady Gaga and the 4P's of Marketing</p> <p><b>ASSIGNMENTS:</b></p> <p>LearnSmart Chapter 1, 2, 3, 4 and Student Profile and Contract</p>

<p><b>MODULE 2</b></p> <p><b>September 11 - 24</b></p>	<p><b>READINGS;</b></p> <p>Chapter 5, 6</p> <p>Marketing Ethics - Coca Cola</p> <p>Teens' Favorite Media Platforms.... (relates to Chapter 5)</p> <p>Storytelling: Out of the Campfire.....(relates to Chapter 6)</p> <p><b>NEED TO VIEW:</b></p> <p>Marketing Ethics</p> <p>Digital Marketing and Advertising</p> <p>Strategy ( Dr. Salazar)</p> <p><b>ASSIGNMENTS:</b></p> <p>LearnSmart Chapter 5, 6</p> <p>Journal Entry 1</p> <p><b>EXAM;</b></p> <p>Exam 1 - Chapter 1 – 4</p> <p>Exam will open on 9/11 at 8:00 am - Close on 9/24 at 11:59pm</p>
<p><b>MODULE 3</b></p> <p><b>September 25 – October 8</b></p>	<p><b>READINGS:</b></p> <p>Chapter 7, 8</p> <p>B2B Executives Focus..... (relates to chapter 7)</p> <p><b>NEED TO VIEW:</b></p> <p>Global Marketing - OREO</p> <p><b>ASSIGNMENTS:</b></p> <p>LearnSmart Chapter 7, 8</p> <p>Journal Entry 2</p> <p><b>EXAM:</b></p> <p>Exam 2 – Chapter 5 – 8</p> <p>Exam will open on 9/25 at 8:00 am – Close on 10/8 at 11:59 pm</p>

<p><b>MODULE 4</b></p> <p><b>October 9 – October 22</b></p>	<p><b>READINGS:</b> Chapter 9, 10</p> <p><b>NEED TO VIEW:</b> STP &amp; Marketing Research (Dr. Monica Wei)</p> <p><b>ASSIGNMENTS:</b></p> <p>LearnSmart Chapter 9, 10 Journal Entry 3</p>
<p><b>MODULE 5</b></p> <p><b>October 23 – November 5</b></p>	<p><b>READINGS:</b> Chapter 11, 12</p> <p>How to Gain Credibility.....(refers to Chapter 11)</p> <p>Brand Personification: The Ultimate.....(refers to Chapter 12)</p> <p>How Millennial's are changing Product..... (refers to Chapter 12)</p> <p><b>NEED TO VIEW:</b> (nothing this week)</p> <p><b>ASSIGNMENTS:</b> LearnSmart Chapter 11, 12</p> <p><b>EXAM:</b> Exam 3 - Chapter 9 – 12</p> <p>Exam will open on 10/23 at 8:00 am – Close on 11/5 at 11:59 pm</p>
<p><b>MODULE 6</b></p> <p><b>November 6 - 19</b></p>	<p><b>READINGS:</b> Chapter 13, 14</p> <p>United Breaks Guitars (case study)</p> <p><b>NEED TO VIEW:</b> You Tube: United Breaks Guitars</p> <p><b>ASSIGNMENTS:</b> LearnSmart Chapter 13, 14 Case Study Questions</p>

<p><b>MODULE 7</b></p> <p><b>November 20 – December 3</b></p>	<p><b>READINGS:</b> Chapter 15, 16, 17</p> <p>How Real-Time Marketing.....(refers to Chapter 15)</p> <p>Three Marketing and.....(refers to Chapter 16)</p> <p>Five Ways Marketers Can Rev.....(refers to Chapter 1)</p> <p><b>NEED TO VIEW</b></p> <p>(none this week)</p> <p><b>ASSIGNMENTS:</b> LearnSmart Chapter 15, 16, 17</p> <p><b>EXAM:</b> Exam 4 - Chapter 13 – 17 –</p> <p>Exam will open on 11/20 at 8:00 am – Close on 12/3 at 11:59 pm</p>
<p><b>MODULE 8</b></p> <p><b>December 4 - 15</b></p>	<p><b>READINGS:</b> Chapter 18, 19</p> <p>Facial Expression Study.....(relates to Chapter 18)</p> <p>Blurred Lines: When Marketing, PR.....(relates to Chapter 19)</p> <p><b>NEED TO VIEW:</b></p> <p>(none this week)</p> <p><b>ASSIGNMENTS:</b> LearnSmart Chapter 18, 19</p> <p><b>EXAM:</b> Exam 5 - Chapter 18 &amp; 19</p> <p>Exam will open 12/4 at 8:00 am - Close on 12/14 at 11:59 pm</p>

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**TECHNOLOGY REQUIREMENTS AND SUPPORT**

Technology Requirements for Online Learning

This course is a 100% online course and uses TAMUCT’s Canvas platform:  
<https://tamuct.instructure.com/>. All of your coursework and exams will be assigned and submitted in Canvas.

For this course, you will need reliable and frequent access to a computer and to the Internet. You will also need a headset with a microphone or speakers and a microphone to be able to listen to online resources and conduct other activities in the course. If you do not have frequent and reliable access to a computer with Internet connection, please consider dropping this course or contact me (your email and phone number) to discuss your situation.

To successfully complete an online course, you must have access to these minimum technology tools:

- Reliable Internet connection
- Desktop or Laptop computer with 2Gb RAM and 60Gb Hard drive space (4Gb RAM, 400Gb Hard drive is preferred)
- Windows Vista, 7, 8, or 8.1, or Mac OSX 10.7-10.9
- Internet Explorer 9 or 10, Firefox 4 or higher, Chrome 19 or higher, or Safari 4.0 (Macs only)
- Text Editor - MS Word, LibreOffice or OpenOffice
- Audio/Video Player
- headset with a microphone or speakers and a microphone
- Course-Recommended Plug-ins
- Course-Recommended Software

The above listing is for minimum requirements. Your browser must have JavaScript enabled for you to access your courses properly. In addition, Canvas will display popups with information, so popup blockers may need to be disabled. Some courses will require that you purchase additional software related to the course and your field of study.

This course will use the A&M-Central Texas Instructure Canvas learning management system.

Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com>].

Username: Your MyCT username (xx123 or everything before the "@" in your MyCT e-mail address)

Password: Your MyCT password

### **Technology Support.**

For log-in problems, students should contact Help Desk Central.

24 hours a day, 7 days a week:

Email: [helpdesk@tamu.edu](mailto:helpdesk@tamu.edu)

Phone: (254) 519-5466

[Web Chat](http://hdc.tamu.edu): [<http://hdc.tamu.edu>]

*Please let the support technician know you are an A&M-Central Texas student.*

For issues with **Canvas**, select "chat with Canvas support," submit a support request to Canvas Tier 1, or call the Canvas support line: 1-844-757-0953, links to all are found inside of Canvas using the "Help" link.

For issues related to course content and requirements, contact your instructor.



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## UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

### **Drop Policy.**

If you discover that you need to drop this class, you must complete a [Drop Request Form](https://www.tamuct.edu/registrar/docs/Drop_Request_Form.pdf) [https://www.tamuct.edu/registrar/docs/Drop\_Request\_Form.pdf].

Professors cannot drop students; this is always the responsibility of the student. The Registrar's Office will provide a deadline on the University Calendar for which the form must be completed, signed and returned. Once you return the signed form to the Registrar's Office, you must go into Warrior Web and confirm that you are no longer enrolled. If you still show as enrolled, FOLLOW-UP with the Registrar's Office immediately. You are to attend class until the procedure is complete to avoid penalty for absence. Should you miss the drop deadline or fail to follow the procedure, you will receive an F in the course, which may affect your financial aid and/or VA educational benefits.

### **Academic Integrity.**

Texas A&M University -Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. A&M-Central Texas expects its students, faculty, and staff to support the adherence to high standards of personal and scholarly conduct to preserve the honor and integrity of the creative community. Academic integrity is defined as a commitment to honesty, trust, fairness, respect, and responsibility. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. Academic misconduct is any act that improperly affects a true and honest evaluation of a student's academic performance and includes, but is not limited to, cheating on an examination or other academic work, plagiarism and improper citation of sources, using another student's work, collusion, and the abuse of resource materials. All academic misconduct concerns will be reported to the university's Office of Student Conduct. Ignorance of the university's standards and expectations is never an excuse to act with a lack of integrity. When in doubt on collaboration, citation, or any issue, please contact your instructor before taking a course of action.

### **Academic Accommodations.**

At Texas A&M University-Central Texas, we value an inclusive learning environment where every student has an equal chance to succeed and has the right to a barrier free education. The Department of Access and Inclusion is responsible for ensuring that students with a disability receive equal access to the University's programs, services and activities. If you believe you have a disability requiring reasonable accommodations please contact the Department of Access and Inclusion at (254) 501-5831. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](https://www.tamuct.edu/departments/access-inclusion) webpage [https://www.tamuct.edu/departments/access-inclusion].

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and guidance from US Department of Education's Office of Civil Rights, the Dean of Student Affairs' Office can assist students who are pregnant and/or parenting in seeking accommodations related to pregnancy and/or parenting. For more information, please visit <https://www.tamuct.departments/index.php>. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines online](#), please visit the website [<http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>].

### **Tutoring.**

Tutoring is available to all A&M-Central Texas students, both on-campus and online. On-campus subjects tutored include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or any other question, contact Academic Support Programs at 254-519-5796, or by emailing Larry Davis at [ldavis@tamuct.edu](mailto:ldavis@tamuct.edu).

Chat live with a tutor 24/7 for almost any subject on your computer! Tutor.com is an online tutoring platform that enables A&M-Central Texas students to log-in and receive FREE online tutoring and writing support. This tool provides tutoring in over forty subject areas. Access Tutor.com through Canvas.

### **The University Writing Center.**

Located in 416 Warrior Hall, the University Writing Center (UWC) at Texas A&M University-Central Texas is a free workspace open to all TAMUCT students from 10am-5pm Monday-Thursday with satellite hours in the University Library on Mondays from 6:00-9:00pm. Students may arrange a one-on-one session with a trained and experienced writing tutor by visiting the UWC during normal operating hours (both half-hour and hour sessions are available) or by making an appointment via [WCOonline](https://tamuct.mywconline.com/) [<https://tamuct.mywconline.com/>]. In addition, you can email Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu) to schedule an online tutoring session. Tutors are prepared to help writers of all levels and abilities at any stage of the writing process. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. By providing a practice audience for students' ideas and writing, our tutors highlight the ways in which they read and interpret students' texts, offering guidance and support throughout the various stages of the writing process. In addition, students may work independently in the UWC by checking out a laptop that runs the Microsoft Office suite and connects to WIFI, or by consulting our resources on writing, including all of the relevant style guides. Whether you need help brainstorming ideas, organizing an essay, proofreading, understanding proper citation practices, or just want a quiet place to work, the University Writing Center is here to help!

If you have any questions about the University Writing Center, please do not hesitate to contact Dr. Bruce Bowles Jr. at [bruce.bowles@tamuct.edu](mailto:bruce.bowles@tamuct.edu).

### **University Library.**

The University Library provides many services in support of research across campus and at a distance. We offer over 200 electronic databases containing approximately 250,000 eBooks and 82,000 journals, in addition to the 72,000 items in our print collection, which can be mailed to students who live more than 50 miles from campus. Research guides for each subject taught at A&M-Central Texas are available through our website to help students navigate these resources. On-campus, the library offers technology including cameras, laptops, microphones, webcams, and digital sound recorders.

Research assistance from a librarian is also available twenty-four hours a day through our online chat service, and at the reference desk when the library is open. Research sessions can be scheduled for more comprehensive assistance, and may take place on Skype or in-person at the library. Assistance may cover many topics, including how to find articles in peer-reviewed journals, how to cite resources, and how to piece together research for written assignments.

Our 27,000-square-foot facility on the A&M-Central Texas main campus includes student lounges, private study rooms, group work spaces, computer labs, family areas suitable for all ages, and many other features. Services such as interlibrary loan, TexShare, binding, and laminating are available. The library frequently offers workshops, tours, readings, and other events. For more information, please visit our [Library website](https://tamuct.libguides.com/) [https://tamuct.libguides.com/].

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### **A Note about Sexual Violence at A&M-Central Texas**

Sexual violence is a serious safety, social justice, and public health issue. The university offers support for anyone struggling with these issues. University faculty are mandated reporters, so if someone discloses that they were sexually assaulted (or a victim of Domestic/Dating Violence or Stalking) while a student at A&M-Central Texas, faculty members are required to inform the Title IX Office. If you want to discuss any of these issues confidentially, you can do so through Counseling Services (254-501-5956) located on the second floor of Warrior Hall.

Sexual violence can occur on our campus because predators often feel emboldened, and victims often feel silenced or shamed. It is incumbent on ALL of us to find ways to actively create environments that tell predators we don't agree with their behaviors and tell survivors we will support them. Your actions matter. Don't be a bystander; be an agent of change. For additional information on campus policy and resources visit the [Title IX webpage](https://www.tamuct.edu/departments/compliance/titleix.php) [https://www.tamuct.edu/departments/compliance/titleix.php].