

**MKTG 3301 - 120**

**Spring 2020**

Texas A&M University-Central Texas

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### **COURSE DATES, MODALITY, AND LOCATION**

This course is 100% online and uses TAMUCT Canvas Learn System. The class sessions are a combination of lectures, discussions, and experiential learning. Course materials are posted on Canvas in various formats – e.g., videos, PPT slides, Word files, and PDF files. ***Contact me immediately if you have difficulty viewing any of the course material.***

You are required to purchase an access code for Connect/LearnSmart, which comes together with your textbook. LearnSmart is an adaptive learning technology that can help you assess your progress in mastering the principles of marketing. It allows you to pinpoint your knowledge gaps and provides practice questions based on the learning objectives from each chapter. A LearnSmart study module has been assigned for each chapter. Since you receive credits for completing LearnSmart assignments, you must **purchase the access code before or during the first week of classes.** The **first LearnSmart assignment is due at the end of the FIRST week.**

### **INSTRUCTOR AND CONTACT INFORMATION**

**Instructor: Melinda Montoya**

**Office: Online**

**Phone: 254-519-5437**

**Email: [m.montoya@tamuct.edu](mailto:m.montoya@tamuct.edu)**

(Best way to reach me) – Canvas Inbox

**Office Hours: By appointment only**

### **Student-instructor interaction**

I am very approachable so please do not hesitate to contact me when you have questions. I completely understand that this course may be one of the most challenging courses you take at TAMUCT and will do my best to help you achieve your academic goals. Feel free to message me if you need to schedule a phone or face-to-face meeting.

I check my emails daily and are quick in replying emails (within 24-48 hours unless an emergency occurs). I also reply promptly to your Canvas messages but emailing to my “tamuct” email address generally yields a quicker response from me. The turnaround time assignment’s grade is typically within one to two weeks, depending on the scale of the assignment and number of students.

**Note: please do not wait till the last minute to email me and ask questions about tests or assignments. Cramming the night before a due date is not an effective strategy for this course; it may cause you to feel extremely stressed and/or poor grades.**

### **WARRIOR SHIELD**

**Emergency Warning System for Texas A&M University-Central Texas**

Warrior Shield is an emergency notification service that gives Texas A&M University-Central Texas

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the ability to communicate health and safety emergency information quickly via email, text message, and social media. All students are automatically enrolled in Warrior Shield through their myCT email account.

Connect to Warrior Shield by [911Cellular](https://portal.publicsafetycloud.net/Account/Login) [https://portal.publicsafetycloud.net/Account/Login] to change where you receive your alerts or to opt out. By staying enrolled in Warrior Shield, university officials can quickly pass on safety-related information, regardless of your location.

### **Course Overview and description**

Examine principles and concepts of marketing goods, services, and intangibles by profit and non-profit organizations in a free enterprise and global economy.

This course provides an overview of marketing concepts and 4Ps (Product, Promotion, Price and Placement). As your first course in marketing, we cover various different marketing topics such as strategic planning to achieve competitive advantage, ethics, social responsibility, marketing environment, consumer behavior, business marketing, target market, marketing research, understanding product (including both goods and services), marketing channel, and marketing promotions (e.g., advertising, sales promotion, etc.). To reinforce the topic understanding, students will participate in cases and a behavioral simulation. This class will provide you with a strong foundation and appreciation of the importance of marketing in business and society.

### **Course Objective**

Upon completion of this course, the students should be able to:

1. Explain what marketing, the significance of marketing, and the history and evolution of marketing is.
  - (Week 1; assessed by LearnSmart and tests)
2. Identify the key elements used in developing marketing strategies.
  - (Week 2; assessed by LearnSmart, tests, and topical discussions)
3. Identify and evaluate the advantages, disadvantages, opportunities, and tradeoffs involved in different marketing strategies and choices.
  - (Week 3; assessed by LearnSmart and tests)
4. Learn various consumer behavior theories to understand how consumers make decisions
  - (Week 4; assessed by LearnSmart and tests)
5. Explain the processes for researching, analyzing, segmenting, and targeting customers in both consumer and business markets.
  - (Week 6; assessed by LearnSmart, tests, and topical discussions)
6. Explain the process of product development for both goods and services, brand positioning, and brand management.
  - (Week 7 and 10; assessed by LearnSmart, tests, and topical discussions)
7. Explain the role of pricing in the firm's decision-making process and common pricing practices.
  - (Week 11; assessed by LearnSmart and tests)
8. Identify common models of distribution and retailing.
  - (Week 12; assessed by LearnSmart and tests)
9. Describe different promotional tactics, including both traditional and emerging media for

promotion.

- (Week 14, 15, and 16; assessed by LearnSmart, tests, and topical discussions)

This course also reinforces many of the core educational values of the TAMUCT College of Business, including:

- Developing critical thinking/problem solving skills.
- Improving communication skills.
- Building business professionalism

### Required Textbook, Software, and Licenses (available at the bookstore)

**M marketing (6<sup>th</sup>) with Connect/LearnSmart Access Code**

Dhruv Grewal and Michael Levy (2016)

ISBN: 9781260437669

McGraw-Hill

**\*\*additional readings and cases will be announced during class\*\***

### COURSE REQUIREMENTS

**1. Exams (50% of total grade)**

There will be **four** exams. The format will be multiple choice questions.

**2. Topical Discussions (18.75% of total grade)**

Students are required to complete three (3) topical discussions in which they critically assess readings or events in question.

**3. LearnSmart Assignments (18.75% of total grade)**

A LearnSmart study module has been assigned for each chapter.

**4. Mini Discussions (12.5% of total grade)**

Mini discussions will require you to answer a question posted through the Canvas's discussion section and respond to your classmate answers.

### Total Point Schedule

### POINTS

1. Exams	400
2. Topical Discussions	150
3. LearnSmart Assignments	150
4. Mini Discussions	100

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Total points	800
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### Grading

Here is the grade breakdown:

90% - 100% = A

80% - 89.9% = B

70% - 79.9% = C

60% - 69.9% = D

<60% = F

**(THERE IS NO EXCEPTION TO THE RULES BELOW! PLEASE READ CAREFULLY):**

**Exam (4@100 pts):**

There will be **four** non-cumulative exams during the semester, based on the readings, lecture and discussions in class, and assignments. Questions will focus on your understanding of marketing vocabulary and concepts and your ability to apply these concepts to real-world problems.

Exams must be taken during their scheduled time period. If you must miss an exam for a *documented, university-approved* reason, **contact me before as soon as possible (must be before the day of the exam) to make other arrangements**. Only documented university-approved absences will be accepted – **if you miss an exam for any other reason, no “make-ups” will be allowed and you will receive a grade of “0” for the exam.**

If you are late for an exam, one of the two situations will occur:

- (1) After the first student has submitted his/her exam: receive a grade of “0” for that exam;
- (2) Before the first student’s submission: can still take that exam but NO extra time.

**Note: Examples of valid university-approved absences include:** (1) participation in an approved, official TAMUCT activity (e.g. debate, AMA conference, etc); (2) confined under doctor’s orders; (3) granted leave of absence from TAMUCT for reasonable cause by the department chair. All approved absences require proper documentation, including absences for medical reasons. All absences must be approved by the instructor prior to the class session that will be missed, except for medical emergencies (however, note that medical emergencies still require documentation.)

**Topical Discussions (3@50 pts):**

Students are required to complete three (3) topical discussions in which they critically assess the readings or events (**50 points each; 150 points in total**). Students are expected to devote significant time to formulate **relevant and substantive** responses.

To be **relevant**, students must apply appropriate marketing concepts, theories, and frameworks to critically analyze the real-world situations. To be **substantive**, students must have enough

details and specifics in their responses and the responses must be thoughtful. For example, A simple “The promotion campaign carried out by Company X can be improved,” does not suffice for a substantive response. Instead, detailed evidence must be supplied to justify why and how you think the promotion campaign needs improvement by applying concepts and theories learned in the course. Be thoughtful and get deeper into the issue. Superficial responses that lack depth or thoughtfulness will receive poor grades.

Although this is an introductory course, my goal is to prepare you for more advanced courses and better yet, for your future career, where writing skills are highly important. Thus, your **writing quality** is important to me when grading your topical discussions. Your answers must be typed, grammatically correct, organized, succinct, and clear. **Formal language** must be used.

I will provide detailed feedback for both content and writing quality of your discussions. Thus, take advantage of these 6 exercises to sharpen your critical reasoning and writing skills. Not many people will spend a lot of time reading our writing and providing feedback. When they do, we need to seize the opportunity and practice.

Students must **individually** complete the topical discussions by the dates stipulated in the course schedule (available through Canvas). Your answers to the questions must be different from your classmate’s answers because you should have different perspectives and interpretations after reading the situation. Paraphrasing another student’s perspective that was not yours to begin with does **NOT** yield a “different” answer. All similar sets of answers (including the paraphrased ones) will receive grades of zero (0) points for that entire assignment.

Detailed instructions and materials for each topical discussion will be provided at a later date. No late assignments will be accepted without penalty, unless you have a documented, university-approved reason. In some rare cases, students may be allowed to submit a late discussion for a non-documented but valid reason. However, **five (5) points will be taken off for EACH day that is late. Discussions that are more than one week late will not be accepted.** Please do not ask for exceptions, as this would not be fair for the rest of the class.

**LearnSmart Assignments (15@10 pts):**

A LearnSmart study module has been assigned for each chapter. Thus, there are 15 LearnSmart assignments throughout the semester (**10 points each; 150 points in total**). To receive credits, each of these assignments will be completed through Canvas by the date stipulated on the course schedule (available at the end of the syllabus). (Note: Connect/LearnSmart is built into the Canvas site for your convenience.)

**Please note that there will be no “make-ups” for any missed Connect/LearnSmart assignments for any reason.**

**Mini Discussions (100 pts):**

Throughout the semester, there will be few mini discussions that will be conducted through the discussion section on Canvas. The example of mini-discussions can include classroom introduction to reading marketing related article and provide your opinion about the article.

## HOW TO NETIQUETTE!

Netiquette refers to appropriate ways of communicating through the Internet. It is very important to any online course including this course.

As a member of this class, you are invited to think, question, disagree and offer alternatives. That is part of the academic experience, as well as part of learning to be a contributing, critical thinker in any professional setting. I expect you to be professional in your writings (including **postings on Canvas** and **emails to me**) and be courteous and respect the rights of others at all times. Failure to do so will result in being un-enrolled from the course.

Here are some specific policies for this course:

- You do not dominate any discussion. You will let other students give input in the discussion.
- You do not use aggressive and/or offensive language to present your ideas or opinions to other students or the instructor.
- You do not use sarcastic language when you do not agree with another student or the instructor. Therefore, be cautious in using your humor and make sure you are just being humorous, NOT sarcastic.
- Popular emoticons such as <sup>h</sup>s can be helpful to convey your tone in your reply to another student in discussion but do NOT overuse them.
- You do not make fun of another student’s ability to read or write.
- You should be open-minded and listening to others’ opinions.
- You do not ever use Internet slangs like “LOL,” “Q4U,” and “C U” in your postings and emails.
- You always think, edit, and proofread your postings and emails before you push the “send” button to make sure your spelling and grammar is correct.
- You do not ever post your entire reply using all bold upper-case letters – it is hard on the eye and can be interpreted as “yelling” according to Internet language.
- You respect diversity (e.g., gender and ethnicity) in your communications.
- Your postings should be direct, to the point, and relevant. You do not include wordy sentences that do not add any value to the discussion.
- You should be patient and read all other discussions before you add something. This will help you avoid repeating something someone else has already contributed.

## EMAIL ETIQUETTE

When communicating via email, be sure to follow the email etiquette standards:

- (1) Begin your message with a greeting,
- (2) Formally address the person you are emailing
- (3) Identify yourself and state the purpose of your email, and
- (4) Add a signature, including your name and contact information.

**These standards also apply to Canvas Messages. Rude and unprofessional emails will be ignored.**

***Continued enrollment in this course indicates agreement with these policies.***

**I RESERVE THE RIGHT TO MAKE CHANGES TO YOUR OVERALL GRADE BASED ON YOUR PROFESSIONALISM THROUGHOUT THE SEMESTER**

Professionalism is not expected, it is REQUIRED for all classes. Students **Must** communicate politely (both offline and online) to the instructor and respect (meet) the deadline for each assignment/exams. If you absolutely must miss assignments/exams, you have to provide a written letter (excuses are not enough).

**FAILURE to behave in a professional manner may decrease your overall final grade (-10% MAX overall final grade).**

Example of Professional Email:

PREFERRED EMAIL CORRESPONDENCE

To: [m.montoya@tamuct.edu](mailto:m.montoya@tamuct.edu)

Cc:

Subject: MKTG 3301-Golf Tournament, Absence Request Reminder

Dear Ms. Montoya,

(All emails to me must be professional). You should always address the person by name with a salutation preceding the name (e.g., Dear Ms. Montoya or Good Day Ms. Montoya). These are simple courtesies that every business professional must be familiar with in order to retain likeability. "Likeability is an important component for relationship development. Likability creates an emotional connection between people and is the foundation from which trust and economic ties may develop" (Nowlin, Anaza, & Schetzsl, forthcoming).

Body of the email must be succinct and to the point.

It is preferred to close with a pleasantry (Sincerely, Thanks, Regards, All the Best

## Posting of Grades

- Grades be posted on the Canvas Grade book where you can monitor your status.
- Turnaround time for assignments grade is typically within one to two weeks, depending on the scale of the assignment and number of students.

## Grading Policies

### Late Work:

My experience with teaching university students suggests that, on average, 10 to 15 percent of the class will attempt to turn in assignments later than the time specified. Many reasons are given for late work (computer files corrupted, busy with the corporate job, group member issues, etc.) Trust me, I've heard them all. But no matter what the reason is, the bottom line is that either (a) the work was completed and turned in *when required*, or (b) the work was *not* completed and turned in when required.

Assignments are due on the specified due date. There is no provision for late work on assignments, unless you have a documented, university-approved reason.

Treat your classes like a job – you don't get to miss work deadlines without consequences, and in the corporate world those consequences are often much more serious than missing a grade on one class assignment. And making a reputation for yourself for completing work on schedule is a key to success in one's business career.

## Important University Dates

Academic Calendar link: <https://www.tamuct.edu/registrar/academic-calendar.html>

## TECHNOLOGY REQUIREMENTS AND SUPPORT

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/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>]. You will log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

### Canvas Support

Use the Canvas Help link, located at the bottom of the left-hand menu, for issues with Canvas. You can select "Chat with Canvas Support," submit a support request through "Report a problem," or call the Canvas support line: 1-844-757-0953.

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

## Technology Requirements

This course will use the A&M-Central Texas Instructure Canvas learning management system. **We strongly recommend the latest versions of Chrome or Firefox browsers. Canvas no longer supports any version of Internet Explorer.**

Logon to A&M-Central Texas Canvas [<https://tamuct.instructure.com/>] or access Canvas through the TAMUCT Online link in myCT [<https://tamuct.onecampus.com/>]. You will log in through our Microsoft portal.

Username: Your MyCT email address. Password: Your MyCT password

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

### **Other 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.*

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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](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 Academic 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, working with others in an unauthorized manner, 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 referred 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.

For more [information regarding the Student Conduct process](https://www.tamuct.edu/student-affairs/student-conduct.html), [https://www.tamuct.edu/student-affairs/student-conduct.html].

If you know of potential honor violations by other students, you may [submit a report](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=0), [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\_id=0].

### **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 Office 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 Office of Access and Inclusion, WH-212; or call (254) 501-5836. Any information you provide is private and confidential and will be treated as such.

For more information please visit our [Access & Inclusion](https://tamuct.instructure.com/courses/717) Canvas page (log-in required) [https://tamuct.instructure.com/courses/717]

### **Important information for Pregnant and/or Parenting Students**

Texas A&M University-Central Texas supports students who are pregnant and/or parenting. In accordance with requirements of Title IX and related 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. Students should seek out assistance as early in the pregnancy as possible. For more information, please visit [Student Affairs](https://www.tamuct.edu/student-affairs/index.html) [https://www.tamuct.edu/student-affairs/index.html]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf) online, please visit the website [http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf].

Title IX of the Education Amendments Act of 1972 prohibits discrimination on the basis of sex and gender—including pregnancy, parenting, and all related conditions. A&M-Central Texas is able to provide flexible and individualized reasonable accommodation to pregnant and parenting students. All pregnant and parenting students should contact the Associate Dean in the Division of Student Affairs at (254) 501-5909 to seek out assistance. Students may also contact the University's Title IX Coordinator.

### **Tutoring**

Tutoring is available to all A&M-Central Texas students, both on-campus and online. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Tutors are available at the Tutoring Center in Warrior Hall, Suite 111. Tutor.com tutoring **will not offer writing support** beginning August 1, 2019, but will continue to offer other tutoring support.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, or have any other question, contact Academic Support Programs at (254) 501-5836, visit the Office of Student Success at 212F Warrior Hall, or by emailing [studentsuccess@tamuct.edu](mailto:studentsuccess@tamuct.edu) .

Chat live with a tutor 24/7 for almost any subject from on your computer! Tutor.com is an online tutoring  
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platform that enables A&M-Central Texas students to log in and receive online tutoring support at no additional cost. This tool provides tutoring in over 40 subject areas. Access Tutor.com through Canvas.

### **University Writing Center**

Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free workspace open to all TAMUCT students from 10:00 a.m.-5:00 p.m. Monday thru Thursday with satellite hours in the University Library Monday thru Thursday from 6:00-9:00 p.m. This semester, the UWC is also offering online only hours from 12:00-3:00 p.m. on Saturdays.

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 UWC is here to help!

Students may arrange a one-to-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) if you have any questions about the UWC and/or need any assistance with scheduling.

### **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 85,000 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 24 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](http://tamuct.libguides.com/index) [http://tamuct.libguides.com/index].

## OPTIONAL POLICY STATEMENTS

### **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 TAMUCT, 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 Student Counseling (254-501-5955) located on the second floor of Warrior Hall (207L).

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].

### **Behavioral Intervention**

Texas A&M University-Central Texas cares about the safety, health, and well-being of its students, faculty, staff, and community. If you are aware of individuals for whom you have a concern, who are exhibiting concerning behaviors, or individuals causing a significant disruption to our community, please make a referral to the Behavioral Intervention Team. Referring your concern shows you care. You can complete the [referral](https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout_id=2) online [https://cm.maxient.com/reportingform.php?TAMUCentralTexas&layout\_id=2].

Anonymous referrals are accepted. Please see the [Behavioral Intervention Team](https://www.tamuct.edu/student-affairs/bat.html) website for more information [https://www.tamuct.edu/student-affairs/bat.html]. If a person's behavior poses an imminent threat to you or another, contact 911 or A&M-Central Texas University Police at 254-501-5800.

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## COURSE OUTLINE AND CALENDAR

Week/ Date:	Topics	Chapters/Supplementary Readings; Class Activities; Assignment Deadlines
<b>Week 1</b>		
1/13- 1/18 (CO <sub>1</sub> )	Chapter 1 “Overview of Marketing”	<ul style="list-style-type: none"> <li>• <b><u>Purchase and have access to Connect/LearnSmart (VERY IMPORTANT!)</u></b></li> <li>• Syllabus</li> <li>• <b>DUE</b> Mini Discussion 1 (Self-Introduction)</li> <li>• <b>DUE</b> Learn Smart Assignment Chapter 1</li> </ul>
<b>Week 2</b>		
1/19 – 1-25 (CO <sub>2</sub> )	Chapter 2 “Marketing Strategies & Marketing Plan”	<ul style="list-style-type: none"> <li>• <b>DUE</b> Learn Smart Assignment Chapter 2</li> </ul>
<b>Week 3</b>		
1/26- 2/1 (CO <sub>3</sub> )	Chapter 5 “Analyzing the Marketing Environment”	<ul style="list-style-type: none"> <li>• <b>DUE</b> Learn Smart Assignment Chapter 5</li> <li>• <b>DUE</b> Mini Discussion 2</li> </ul>
<b>Week 4</b>		
2/2 – 2/8 (CO <sub>4</sub> )	Chapter 6 “Consumer Behavior”	<ul style="list-style-type: none"> <li>• <b>DUE</b> Learn Smart Assignment Chapter 6</li> <li>• <b>DUE</b> Topical Discussion 1 (the Marketing Concept)</li> </ul>
<b>Week 5</b>		
2/9-2/15	<b>Exam 1 (Chapter 1, 2, 5, and 6)</b>	
<b>Week 6</b>		

2/16-2/22 (CO <sub>5</sub> )	<ul style="list-style-type: none"> <li>Chapter 9 “Segmentation, Targeting, &amp; Positioning”</li> <li>Chapter 10 "Marketing Research"</li> </ul>	<ul style="list-style-type: none"> <li><b>DUE</b> Learn Smart Assignment Chapter 9 and Chapter 10</li> <li><b>DUE</b> Mini Discussion 3</li> </ul>
<b>Week 7</b>		
2/23-2/29 (CO <sub>6</sub> )	<ul style="list-style-type: none"> <li>Chapter 11 "Product, Branding, &amp; Packaging Decisions"</li> </ul>	<ul style="list-style-type: none"> <li><b>DUE</b> Connect/LearnSmart Assignment Chapter 11</li> </ul>
<b>Week 8</b>		
3/1 – 3/7	<b>Exam 2 (Chapter 9, 10, and 11)</b>	
<b>Week 9</b> 3/8 – 3/14	<b>Spring Break</b>	
<b>Week 10</b>		
3/15-3/21 (CO <sub>6</sub> )	<ul style="list-style-type: none"> <li>Chapter 12 "Developing New Products"</li> <li>Chapter 13 "Services: The Intangible Products"</li> </ul>	<ul style="list-style-type: none"> <li><b>DUE</b> Connect/LearnSmart Assignment Chapter 12 and 13</li> <li><b>DUE</b> Topical Discussion 2 (Branding)</li> </ul>
<b>Week 11</b>		
3/22-3/28 (CO <sub>7</sub> )	Chapter 14 "Pricing Concepts"	<ul style="list-style-type: none"> <li><b>DUE</b> Connect/LearnSmart Assignment Chapter 14</li> <li><b>DUE</b> Mini Discussion 4</li> </ul>
<b>Week 12</b>		
3/29-4/4 (CO <sub>8</sub> )	Chapter 15 "Supply Chain and Channel Management"	<ul style="list-style-type: none"> <li><b>DUE</b> Connect/LearnSmart Assignment Chapter 15</li> </ul>
<b>Week 13</b>		

4/5-4/11	<b>Exam 3 (Chapter 12, 13, 14 and 15)</b>	
<b>Week 14</b>		
4/12-4/18 (CO <sub>9</sub> )	<ul style="list-style-type: none"> <li>• Chapter 17 "Integrated Marketing Communications"</li> <li>• Chapter 18 "Advertising, Public Relations &amp; Sales Promotions"</li> </ul>	<ul style="list-style-type: none"> <li>• <b>DUE</b> Connect/LearnSmart Assignment Chapter 17 and 18</li> <li>• <b>DUE</b> Topical Discussion 3 (Services)</li> </ul>
<b>Week 15</b>		
4/19-4/25 (CO <sub>9</sub> )	<ul style="list-style-type: none"> <li>• Chapter 3 "Social &amp; Mobile Marketing"</li> </ul>	<ul style="list-style-type: none"> <li>• <b>DUE</b> Connect/LearnSmart Assignment Chapter 3</li> <li>• <b>DUE</b> Mini Discussion 5</li> </ul>
<b>Week 16</b>		
4/26-5/2 (CO <sub>9</sub> )	<ul style="list-style-type: none"> <li>• Chapter 19 "Personal Selling &amp; Sales Management"</li> </ul>	<ul style="list-style-type: none"> <li>• <b>DUE</b> Connect/LearnSmart Assignment Chapter 19</li> </ul>
<b>Week 17</b>		
5/3-5/8	<b>Final Exam 4 (Chapter 3, 17, 18, and 19)</b>	

Notes: The schedule is tentative; CO: Course Objective; **For exact due date, please see refer to the Canvas.**