

**Texas A&M University-Central Texas**  
**MKTK 3301—125: Marketing**  
**Spring 2020**

**Professor:** Dr. Utsav Shenava

**Office:** Founder's Hall 318-D

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**Office Hrs:** Online by appointment

**I. COURSE OVERVIEW**

- a. Course Overview and Description:** The course provides an examination of issues impacting business from a marketing perspective. Students will explore the role of marketing in aiding companies to better understand consumer preference and, subsequently, make more informed strategic decisions related to the business enterprise. Students will be challenged to continuously analyze products and services from a strategic marketing perspective, while being introduced to key marketing concepts and frameworks.
- b. Course Objectives and Outcomes:** At the close of the semester, students should display the following competencies:
1. Clear understanding of the history and evolution of marketing.
  2. Competency in analyzing the interaction between business and society as related to key marketing principles.
  3. Working understanding of at least five well-tested and useful marketing theories.
  4. Ability to identify the key elements used in developing marketing strategies.
  5. Ability to employ a set of analytical marketing tools and tactics used in strategic decision-making.
- c. Method of Instruction:** This course is a 100% online course utilizing the TAMUCT Canvas Learning Management System [<https://tamuct/instructure.com>]. Students will access all course materials, assignments, exams, student-instructor / student-student communication, and resource links via the Canvas website. **Online learning requires students to be incredibly self-disciplined. It is imperative that students read the syllabus thoroughly. Students must make certain they understand and are prepared to comply with all required class assignments and deadlines.** If there are questions about the syllabus or course expectations, students should post those questions on the "Course Q&A" Discussion Forum on Canvas.

The TAMUCT Canvas Learning Management System will be used to complete a portion of the required assignments throughout the semester. Moreover, supplemental materials will be made available through this learning system. This system may be accessed at <https://tamuct.instructure.com>. Students not familiar with Canvas should carefully review the access instructions detailed in section III of the syllabus.

**d. Required Textbook:**

Grewal, Dhruv and Michael, Levy. M: Marketing (6th ed.) with Connect/LearnSmart Access. McGraw-Hill. ISBN# 9781259924033

Students can purchase or rent the print text or digital text at their chosen retail or online store. The textbook must be purchased and received within the first week of class.

## II. INSTRUCTOR COMMUNICATION AND CONTACT INFORMATION

- a. **Student/Professor Interaction:** Due to the COVID-19 pandemic situation, the best way to reach out to me is by email or canvas message. There will be no face-to-face office hours, instead I can schedule an online meeting using Webex. You need to make an appointment for Webex meetings. Be sure to allow plenty of lead time prior to a due date if you are asking about an assignment.
- b. **Email Etiquette:** When communicating via email, make certain to adhere to the following email etiquette standards: (1) begin your message with a greeting (2) formally address the person you are emailing (use Mr., Ms., Mrs., Dr., Professor, or other appropriate title followed by the person's last name), (3) identify yourself and state the purpose of your email, and (4) add a signature, including your name and contact information.

## III. TECHNOLOGY REQUIREMENTS

- a. **Canvas Tools and Resources:** Effective use of the Canvas Learning Management System is critical for success in this course. Logon to TAMUCT Canvas [<https://tamuct.instructure.com>].  
Username: Your MyCT username  
(xx123 or everything before the "@" in your email address)  
Password: Your MyCT password
- b. **Personal Computer Set-Up:** When you log on for the first time this semester or whenever you use a different computer to access Canvas run a browser check to be sure each computer is set up properly. Issues with technology or your personal computer are not allowable reasons for missing a deadline or resetting an exam, so be sure you have the correct computer settings and have a back-up computer available.
- c. **Technology Issues & Troubleshooting:** For course technology issues, students should contact the TAMUCT Help Desk Central, available 24 hours a day, 7 days a week.

Email: helpdesk@tamu.edu  
Phone: (254) 519-5466  
Web Chat: <http://hdc.tamu.edu>

*Technology issues should be directed to the Help Desk. When calling for support, please let your support technician know you are a TAMUCT student.*

#### IV. COURSE REQUIREMENTS

- a. **Student Introduction Video:** Students will be asked to create an introduction video for the first week of class. The student video should be **no longer than 1 minute and should include the following information: (1) student name, (2) declared major, (3) anticipated graduation semester, (4) current occupation, and (5) something interesting about themselves.** This video will allow the professor to become acquainted with each student's background. The student introduction video is worth **50 grading points.**
- b. **Discussions:** There will be a total of 4 discussion posts. Each post will be due on the dates stipulated in the tentative course outline. Instructions for the discussion posts will be given in conjunction with the first assigned discussion. **For each individual post, student will be required to respond to three posts.** Each discussion post (including peer posts) is worth 25 grading points. In total, this is worth **100 grading points.** (Objectives 1, 2, 4, and 5)
- c. **Quizzes:** There will be a total of 8 quizzes. The quizzes will test each student's knowledge of the key frameworks and concepts. The quiz will contain multiple choice, true/false, and open-ended questions. The quizzes will be based on concepts learned from the text as well as concepts learned through the additional resources in the modules. The chapter PowerPoint lectures, key terms, publisher provided self-quizzes, and added module resources are all useful study guides. Each quiz is worth 25 grading points totaling **200 grading points.** (Objectives 1-5)
- d. **Connect/LearnSmart Assignments:** There will be a total of 15 Connect/LearnSmart assignments. Each of these assignments will be completed through Canvas by the date stipulated on the tentative course outline. Each exercise is worth 10 grading points totaling **150 grading points.** (Objectives 1-4)

#### V. GRADING POINTS AND POLICIES

Student Introduction	50	points
Discussions (4 X 25 points each)	100	points
Quizzes (8 X 25 points each)	200	points
LearnSmart Assignments (15 X 10 points each)	150	points
<b>Total</b>	<b>500</b>	<b>points</b>

- a. **Grading Policy:** Minimum points required for a specific course grade are noted on the table below. Minimum points required for a specific course grade will NOT be revised for any reason.

<u>Course Grade</u>	<u>Calculation</u>	<u>Minimum Points Required</u>
A	90%	450
B	80%	400
C	70%	350
D	60%	300
F	50%	250 & below

- b. **Posting of Grades:** All student grades will be posted on the Canvas Grade book and students should monitor their grading status through this tool.
- c. **Late Submissions:** Late submission will not be allowed in this course unless you or a family member in your immediate care experiences a medical emergency. You must communicate this information to the professor at the soonest available time **PRIOR to or on the day of** the deadline; the request for deadline extension must be accompanied with a doctor or hospital note as back-up.

## **VI. PROFESSIONAL WRITING, COMMUNICATION STANDARDS, AND RESOURCES**

- a. **Course Communication Standards:** Professional level writing and communication are critical skills in the business world. This standard should be displayed in all assignments for this class. All communications, both to the Professor and student colleagues should be kept professional; this includes email messages. For writing assignments, all work should be proofread, free of grammatical errors, and include proper citations.
- b. **Tutoring:** Tutoring is available to all TAMUCT 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 Kim Wood at [k.wood@tamuct.edu](mailto:k.wood@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 TAMUCT 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.

- c. **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. 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). 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).

- d. 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 TAMUCT 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 TAMUCT main campus includes student lounges, private study rooms, group workspaces, 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 homepage:  
<https://tamuct.libguides.com/>

- e. 911 Cellular:** Emergency Warning System for Texas A&M University—Central Texas 911Cellular 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 911 Cellular through their myCT email account.

Connect at [911Cellular](https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management) [https://portal.publicsafetycloud.net/Texas-AM-Central/alert-management] to change where you receive your alerts or to opt out. By staying enrolled in 911Cellular, university officials can quickly pass on safety-related information, regardless of your location.

## VII. COURSE AND UNIVERSITY POLICIES/PROCEDURES

- a. Academic Integrity:** Texas A&M University—Central Texas values the integrity of the academic enterprise and strives for the highest standards of academic conduct. Texas 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. *A found incidence of Academic Dishonesty for any assignment, project, or exam in this class will result in 0 points. Multiple incidences will result in an F course grade.*

- b. Academic Accommodations:** At Texas A&M—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 webpage:  
<http://www.tamuct.edu/departments/access-inclusion>.

TAMUCT 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, please visit:

<http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf>

**c. 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>].

- d. 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.

- e. **Copyright Notice:** Students should assume that all course material is copyrighted by the respective author(s). Reproduction of course material is prohibited without consent by the author and/or course instructor. Violation of copyright is against the law and Texas A&M University-Central Texas' Code of Academic Honesty. All alleged violations will be reported to the Office of Student Conduct.

### VIII. TENTATIVE COURSE OUTLINE/CALENDAR

- **Module content will be released at 12:00 a.m. Monday each week.**
- **Assignments are due by 11:59 pm on Sunday of the week assigned.**
- **Points denoted in parentheses.**

<b>Week/Unit/Dates</b>	<b>Topics/Readings</b>	<b>Assignments</b>
1. March 16-March 22	<b>MODULE 1: Introduction and Assessing the Marketplace</b> Introduction, Chapter 1 and Chapter 2	<ul style="list-style-type: none"> <li>• Student Introduction Video <b>(50)</b></li> <li>• LearnSmart (LS) Chapter 1 <b>(10)</b></li> <li>• LS Chapter 2 <b>(10)</b></li> <li>• Quiz 1 <b>(25)</b></li> <li>•</li> </ul>
2. March 23-March 29	<b>MODULE 2: Understanding the Marketplace / Consumer Behavior</b> Chapter 5 and Chapter 6	<ul style="list-style-type: none"> <li>• LS Chapter 5 <b>(10)</b></li> <li>• LS Chapter 6 <b>(10)</b></li> <li>• Quiz 2 <b>(25)</b></li> <li>•</li> </ul>
3. March 30-April 5	<b>MODULE 3: Segmentation, Targeting, and Positioning / Market Research</b> Chapter 9 and Chapter 10	<ul style="list-style-type: none"> <li>• LS Chapter 9 <b>(10)</b></li> <li>• LS Chapter 10 <b>(10)</b></li> <li>• Discussion 1 <b>(25)</b></li> <li>• Quiz 3 <b>(25)</b></li> </ul>
4. April 6-April 12	<b>MODULE 4: Product Branding and Packaging Decisions / Developing New Products</b> Chapter 11 and Chapter 12	<ul style="list-style-type: none"> <li>• LS Chapter 11 <b>(10)</b></li> <li>• LS Chapter 12 <b>(10)</b></li> <li>• Discussion 2 <b>(25)</b></li> <li>• Quiz 4 <b>(25)</b></li> </ul>
5. April 13-April 19	<b>MODULE 5: Services</b> Chapter 13	<ul style="list-style-type: none"> <li>• LS Chapter 13 <b>(10)</b></li> <li>• Quiz 5 <b>(25)</b></li> <li>•</li> </ul>
6. April 20-April 26	<b>MODULE 6: Pricing and Distribution</b> Chapter 14 and Chapter 15	<ul style="list-style-type: none"> <li>• LS Chapter 14 <b>(10)</b></li> <li>• LS Chapter 15 <b>(10)</b></li> <li>• Discussion 3 <b>(25)</b></li> <li>• Quiz 6 <b>(25)</b></li> </ul>
7. April 27-May 3	<b>MODULE 7: Integrated Marketing Communications / Advertising, Public Relations and Sales Promotion</b> Chapter 17 and Chapter 18	<ul style="list-style-type: none"> <li>• LS Chapter 17 <b>(10)</b></li> <li>• LS Chapter 18 <b>(10)</b></li> <li>• Discussion 4 <b>(25)</b></li> <li>• Quiz 7 <b>(25)</b></li> </ul>
8. May 4-May 8 <b>*Note that all assignments are due by Friday this week, unlike all weeks prior.</b>	<b>MODULE 8: Personal Selling and Sales Management / Social and Mobile Marketing</b> Chapter 19 and Chapter 3	<ul style="list-style-type: none"> <li>• LS Chapter 19 <b>(10)</b></li> <li>• LS Chapter 3 <b>(10)</b></li> <li>• Quiz 8 <b>(25)</b></li> <li>•</li> </ul>

*The professor reserves the right to make changes to this schedule should circumstances during the semester cause revision. Note the date below of this schedule. Should changes be necessary a revised schedule will be posted on the course web site, an announcement posted to that effect, and the new version will have a different date in the footer below.*