

**MKTG-(10523) 3301 - 130
Spring 2020
Texas A&M University-Central Texas**

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Office Hours: Office Hours: 3:00 to 5:30 Mon & Wed

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

M marketing (6th)
Dhruv Grewal and Michael Levy (2016)
ISBN: 9781260437669
McGraw-Hill

****additional readings and cases can be found on Canvas****

COURSE INFORMATION

Course Catalog Description:

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

Course Overview and Description:

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 is marketing, the significance of marketing, and the history and evolution of marketing.
 - (Week 1 & 2; assessed by tests, and topical discussions)
2. Apply fundamental marketing terms, concepts, principles, and theories and their effective applications to real-world situations in the global market.
 - (Week 3, 6, 11, 14, 15, assessed by topical discussions)
3. Identify and evaluate the advantages, disadvantages, opportunities, and tradeoffs involved in different marketing strategies and choices.
 - (Week 2, 3, 5, 9, 10, 12, 13, assessed by topical discussions)
4. Identify the key elements used in developing marketing strategies.
 - (Week 1, 2, 5, 6, 9, 10 assessed by topical discussions and tests)
5. Explain the processes for researching, analyzing, segmenting, and targeting customers in both consumer and business markets.
 - (Week 9,10; assessed by topical discussions)
6. Explain the process of product development for both goods and services, brand positioning, and brand management.
 - (Week 11, 12, 13 assessed by and topical discussions)
7. Explain the role of pricing in the firm's decision-making process and common pricing practices.
 - (Week 14, 15 assessed by tests)
8. Identify common models of distribution and retailing.
 - (Week 11; assessed by tests)
9. Describe different promotional tactics, including both traditional and emerging media for promotion.
 - (Week 3 assessed by 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.

COURSE REQUIREMENTS

Class Format:

The classroom sessions are a combination of lectures, discussion, and experiential learning. To facilitate effective utilization of the lecture time and the time of your classmates, you are required to read the chapters *before* they will be covered in class. Sometimes you may not fully understand the concepts explained in the text, but nevertheless you are expected to read *before* you attend the class.

COURSE STUDY TOOL:

Connect/LearnSmart:

You are encouraged 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. Although these assignments are not graded, they are reflective of the test in the class.

Task and Grading:

1. **Tests (45% of total grade)** There will be three (15% each).
2. **Topical Discussions (30% of total grade)**
Students are required to complete three (3) topical discussions in which they critically assess readings or events in question (10% each).
3. **Class Participation (25% of total grade)**
Your class participation score is based on my judgment preparation before class. Each student is expected to be prepared and ready for every class by reading chapter(s), news article, and other materials assigned.

<u>Total Point Schedule</u>	<u>POINTS</u>
1. In Class Exams	45
2. Topical Discussions	30
3. Class Participation	25
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Total points	100

Grading

Here is the grade breakdown:

90% - 100% = A

80% - 89.9% = B

70% - 79.9% = C

60% - 69.9% = D

<60% = F

COURSE OUTLINE AND CALENDAR

COURSE OUTLINE AND ASSIGNMENTS			
<i>Week of</i>	<i>WK</i>	<i>Chapter</i>	<i>Additional Info</i>
13-Jan	1	Ch 1	Syllabus overview, see Canvas for additional reading material
20-Jan	2	Ch 2	see Canvas for additional reading material
27-Jan	3	Ch 3	see Canvas for additional reading material
3-Feb	4	Ch 4	see Canvas for additional reading material
10-Feb	5	Ch 5	Topical Discussion 1, see Canvas for additional reading material
17-Feb	6	Ch 6	Test 1, see Canvas for additional reading material
24-Feb	7	Ch 7	see Canvas for additional reading material
2-Mar	8	Ch 8	see Canvas for additional reading material
9-Mar	SPRING BREAK		
16-Mar	9	Ch 9	see Canvas for additional reading material
23-Mar	10	Ch 10	Test 2, see Canvas for additional reading material
30-Mar	11	Ch 11	Topical Discussion 2, see Canvas for additional reading material
6-Apr	12	Ch 12	see Canvas for additional reading material
13-Apr	13	Ch 13	see Canvas for additional reading material
20-Apr	14	Ch 14	see Canvas for additional reading material
27-Apr	15	Ch 15	Class Participation Grades, Topical Discussion 3, see Canvas for additional reading material
4-May	16	Ch 16	Test 3, see Canvas for additional reading material

**** The syllabus is tentative, the instructor reserves the right to make any changes throughout the semester****

Task Detail:

Class Tests (3@15 pts each):

There will be three non-cumulative tests 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 class 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 test 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@10 pts each):

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

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.

No late assignments will be accepted without penalty, unless you have a documented, university-approved reason. For non-university approved late assignment, ten percent **will be taken off for EACH day that is late.**

Class Participation (25 pts):

Class attendance is necessary, especially given the rigor of this course. However, attendance is **not** sufficient for good participation. You are expected to be **active contributors** to the classroom experience. (Merely showing up for work, but not contributing anything to the organization, generally would not be considered acceptable behavior in the real workplace.)

In addition to arriving on time for every class, you should plan to be prepared for class by reading all assigned chapters and materials in advance and to contribute to in-class discussions and ask questions when concepts are not clearly understood. During the semester, we will be doing a number of in-class activities involving the application of important concepts, and you should fully engage in those activities. By missing a class session, you are at risk of missing a class activity.

If students do not come to class prepared on a regular basis, quizzes will be given each class, and the grades from the quizzes will make up the majority of the class participation grade.

TECHNOLOGY REQUIREMENTS AND SUPPORT

Technology Requirements

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

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.

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

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.

OTHER IMPORTANT INFORMATION:

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 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, 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 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 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/student-affairs/access-inclusion.html) web page [https://www.tamuct.edu/student-affairs/access-inclusion.html].

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 the [Student Affairs](https://www.tamuct.edu/student-affairs/index.html) web page [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 online](http://www2.ed.gov/about/offices/list/ocr/docs/pregnancy.pdf), 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.

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) 519-5796, or by emailing Dr. DeEadra Albert-Green at deeadra.albertgreen@tamuct.edu.

Chat live with a tutor 24/7 for almost any subject from 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 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.

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 [WOnline](https://tamuct.mywconline.com/) at [https://tamuct.mywconline.com/]. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu for any assistance needed with scheduling.

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!

If you have any questions about the UWC, please do not hesitate to contact Dr. Bruce Bowles Jr. at 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 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].

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.

