

MKT 3301-120

FALL 2021

Texas A&M University-Central Texas

COURSE DATES, MODALITY, AND LOCATION

AUG 23, 2021 – DEC 10, 2021

Modality: This course is a 100% online course utilizing the TAMUCT Canvas Learning Management System [<https://tamuct.instructure.com/login/ldap>]. Students will access all course materials, assignments, exams, student-instructor/student-student communication, and resource links via the Canvas website.

INSTRUCTOR AND CONTACT INFORMATION

Instructor: Jaisang Kim

Email: jskim@tamuct.edu

Office hours: please email me to schedule an individual Zoom meeting to chat

Required Textbook and other Resources

M: Marketing (7th ed.) with Connect/SmartBook Access. Grewal, Dhruv and Levy, Michael.

McGraw-Hill.

ISBN# 9781264314751

Other readings and videos as assigned.

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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 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://www.tamuct.edu/police/911cellular.html>] 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.

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Course Description

The purpose of this course is to introduce students to the theory and practice of marketing. The course focuses on basic marketing concepts, the role of marketing within the firm, and strategic problems facing marketing professionals in the global marketplace. As this is a survey course in marketing, a broad variety of marketing topics and principles will be covered.

Course Objectives

By the end of the course, students should be able to understand and conduct:

- Marketing terminology, principles, foundations and to be able to apply basic marketing concepts and strategies
- Understand the importance of the research of consumer behavior in marketing and be familiar with consumer and organizational buying processes
- Discuss and learn the components of the marketing mix, product development, branding strategies, pricing strategies, and integrated marketing communication
- Comprehend the opportunities and challenges for marketing in a global context
- Be able to utilize the knowledge to develop a marketing plan and presentation

In addition, the course is designed to create opportunity for students to:

- Enhance analytical skills such as reasoning, problem solving and decision making
- Enhance independent and self-organized work style
- Improve oral and written communication skills
- Improve presentation skills
- Understand the importance of teamwork and networking

Lecture video and Power Point Slide will be available online before each lecture in the CANVAS. I hope you find these slides to be useful, but please realize that they contain only a subset of the material presented in class. Therefore, they are in no way a substitute for attendance, careful note-taking, and your active engagement.

Evaluation and Grading Policy

Your grade will be based upon the following criteria, described in more detail below:

| | |
|---------------------------------|------|
| Self-Introduction Video | 5% |
| Four Exams | 40 % |
| An individual case presentation | 25% |
| Group Project: Marketing plan | 30% |
| Total Possible Points | 100% |

Letter grades will be assigned as follows:

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***The instructor reserves the right to curve the grading scale in favor of the students.**

90% - 100% = A

80% - 89.9% = B

70% - 79.9% = C

60% - 69.9% = D

<60% = F

Student Introduction Video: (5%: Please upload your video by Aug 28).

Submitting: a media recording, or a file upload

You must create an introduction video for this class. Your 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 yourself.

This video will allow me to become acquainted with your background.

An Individual Case Presentation (25%)

The book discusses various cases in each chapter (e.g., Adding Value. Social & Mobile Marketing. Marketing Analytics in the Textbook).

I have listed 40 cases on <https://docs.google.com/spreadsheets/d/1d7yd2SRYepCOYD9ngBSGiQ2luUYPLrSIoiL9zNkLcHE/edit?usp=sharing> . Please click on the link and sign-up for 1 case per one student by 08/28 (Saturday). You will spend no longer than 10 minutes presenting your case. You will address:

- What does the company do?
- What are their current sales? How are they comparing to last year?
- Who are their target customers?
- Why is this case important/relevant to the chapter?
- Any interesting news about the company recently?

Your case presentation should be posted on Canvas by its own due date (also indicated in the sign-up sheet).

Four Exams: 40%

The class will have four mutually exclusive exams covering different sessions of the class. Each exam weighs 10% of total course grade. No early exams will be given. There will be no make-up sessions for missed term exams.

The exams will have a range of question types: multiple choice, short answer, and longer answer. The exams are designed to be rigorous: they will require you to integrate and synthesize materials we cover in class.

You should complete the exams independently and are not allowed to seek help from or discuss the exam questions with others.

Marketing Plan:30%

By completing this group project, you will learn to connect course material with real practice. You will also learn how to communicate your ideas clearly and concisely. More specific instructions and grading criteria can be found below.

Guidelines for Group Project

Projects are intended to give you an opportunity to apply the concepts and research methods you've learned in class by coming up with a research idea, executing it, and writing a final report of the research project. Moreover, the project will also provide you with an opportunity to collaborate and learn with your peers. *The outline below provides you with the general instructions for the project, but you have a great deal of flexibility as to how you actually implement your project. Be creative!*

About the group

Each group will have 6-7 members. Please note that it is your responsibility to develop a mutually convenient plan to work together. *Your peers will evaluate your contribution to the project using peer evaluation form and individual grade will be adjusted by your peers' assessment of your individual efforts.*

Directions

Marketing Plan Write-up (15%)

Your team will pick a real business in Texas, and you will assume that you have been hired by that business to develop a Marketing Plan (I will provide more details and templates later). Please choose a business that is generally well-known and liked in Texas, but which could benefit by increasing sales from existing customers and attracting new customers.

Your final team write-up will be no longer than 20 pages, including exhibits and references (standard 1 inch margins, 12 point font, no extra white space, and double spaced typing with bullets where appropriate but not excessively used).

You can make changes to the final write up based on in-class feedback following your presentation so take notes after your talk. Late turn-ins (more than 10 minutes) will lose 10% off the top so please be sure to get them uploaded on Canvas on time. For example, if the paper is 100 points, you will lose about 10 points for each late submission day.

Group Presentation (10%):

Your presentation to your client will follow the same template that is used for your written report (more details to come later). Team presentation order will be determined at the end of the semester by random draw (approximately 2 weeks before presentations begin)

Detailed instruction of presentation engagement (5%):

You will be asked to evaluate and comment on other teams' performance. You will also need to ask 2 relevant questions for each presentation. The quality of your assessment and questions will be graded and this score is part of your group-project grade.

Extra Credit (+ up to 5%)

If you 1) invite a CEO/Manager/Owner of the company of your choice to listen to your presentation and 2) interview him/her and add that to your write-up and presentation, you can earn up to 5% extra credit. ☺ This 5% extra credit can take you from A- to a solid A. So, think about it.

Grading details:

- Within a group, all members will initially earn the same grade. However, I will ask each group member to evaluate the contributions of his/her fellow members. If someone is consistently identified as having not contributed to the group, that person's score will be adjusted.

Academic Honesty

All work submitted in this class must be your own. Cheating, plagiarizing, gaining unfair advantages over others, will NOT be tolerated

Course Schedule

(Amount of time spent on each topic may vary.)

| Week | Start Date | Activity | Note |
|------|------------|--|---|
| 1 | Aug 23 | Course Introduction | Welcome, Syllabus, and Self-Introduction |
| 2 | Aug 30 | Chapter 1- Overview of Marketing Chapter 2- Developing Marketing Strategies and a Marketing Plan Chapter 3-Digital Marketing: Online, Social, and Mobile | |
| 3 | Sep 7 | Chapter 4-Conscious Marketing, Corporate Social Responsibility, and Ethics Chapter 5-Analyzing the Marketing Environment | |
| 4 | Sep 13 | No class-prepare for your exam 1 Exam 1 | |
| 5 | Sep 20 | Chapter 6-Consumer Behavior Chapter 7-Business-To-Business Marketing | |
| 6 | Sep 27 | Chapter 8-Global Marketing | |

Chapter 9-Segmentation, Targeting, and Positioning

Chapter 10-Marketing Research

7 Oct 4

8 Oct 11
No class-prepare for your exam 2
Exam 2

Chapter 11-Product, Branding, and Packaging Decisions

9 Oct 18
Chapter 12-Developing New Products10 Oct 25
Chapter 13-Services: The Intangible Product

Chapter 14-Pricing Concepts for Capturing Value

Chapter 15-Pricing Concepts for Capturing Value

11 Nov 1
No class- Prepare for your exam 3

Exam 3

12 Nov 8
Chapter 16-Retailing and Omnichannel Marketing

Chapter 17-Integrated Marketing Communications

Chapter 18-Advertising, Public Relations, And Sales

13 Nov 15
Promotions

Chapter 19-Personal Selling and Sales Management

14 Nov 22
No class- Prepare for your exam 4

Exam 4

15 Nov 29
Get ready for your final presentation

Final Group Project Presentation

16 Dec 6
Final Group Project Presentation

Evaluate and comment on other teams' performance