

# College of Business Administration

Texas A&M University Central Texas  
 Course Syllabus (Spring 2021)  
 MKTG 3301-125, 11031, Marketing

## COURSE DATES, MODALITY, AND LOCATION

**Date:** Mar 22 – May 14

**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:** Dr. Utsav Shenava

**Office:** Founder's Hall 217-G

**Email:** [ushenava@tamuct.edu](mailto:ushenava@tamuct.edu) (preferred) or Canvas Inbox

**Office Hours:** Online by appointment. Email me to set up a virtual appointment. The meeting will be held on WebEx. You will need to schedule the meeting at least 24 hours before the requested date.

**Student-Instructor Interaction:** I check my emails daily and you can expect me to reply to your emails within 24-48 hours unless there is some emergency. Please do not wait till the last minute to email me regarding tests or assignments in the course.

**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.

## 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://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.

## COVID-19 SAFETY MEASURES

To promote public safety and protect students, faculty, and staff during the coronavirus pandemic, Texas A&M University-Central Texas has adopted policies and practices to minimize virus transmission. All members of the university community are expected to adhere to these measures to ensure their own safety and the safety of others. Students must observe the following practices while participating in face-to-face courses, course-related activities (office hours, help sessions, transitioning to and between classes, study spaces, academic services, etc.) and co-curricular programs:

- **Self-monitoring**—Students should follow CDC recommendations for self-monitoring. Students who have a fever or exhibit symptoms of COVID-19 should participate in class remotely and should not participate in face-to-face instruction. Students required to quarantine must participate in courses and course-related activities remotely and must not attend face-to-face course activities. Students should notify their instructors of the quarantine requirement. Students under quarantine are expected to participate in courses and complete graded work unless they have symptoms that are too severe to participate in course activities.
- **Face Coverings**— Face coverings must be worn inside of buildings and within 50 feet of building entrances on the A&M-Central Texas Campus. This includes lobbies, restrooms, hallways, elevators, classrooms, laboratories, conference rooms, break rooms, non-private office spaces, and other shared spaces. Face coverings are also required in outdoor spaces where physical distancing is not maintained. The university will evaluate exceptions to this requirement on a case by case basis. Students can request an exception through the Office of Access and Inclusion in Student Affairs.
  - o If a student refuses to wear a face covering, the instructor should ask the student to leave and join the class remotely. If the student does not leave the class, the faculty member should report that student to the Office of Student Conduct. Additionally, the faculty member may choose to teach that day’s class remotely for all students.
- **Physical Distancing**—Physical distancing must be maintained between students, instructors, and others in the course and course-related activities.
- **Classroom Ingress/Egress**—Students must follow marked pathways for entering and exiting classrooms and other teaching spaces. Leave classrooms promptly after course activities have concluded. Do not congregate in hallways and maintain 6-foot physical distancing when waiting to enter classrooms and other instructional spaces.
- The university will notify students in the event that the COVID-19 situation necessitates changes to the course schedule or modality.

## **COURSE INFORMATION**

### **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.

### **Course Objectives**

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.

## Required Textbook and other Resources

**M: Marketing (7th ed.)** with **Connect/SmartBook Access**.

Grewal, Dhruv and Levy, Michael.

McGraw-Hill.

ISBN# 9781264314751

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. I will send an email to register Connect Access code for online course resources.

## COURSE REQUIREMENTS

**Student Introduction Video:** Students will be asked to create an introduction video at the start of the course. 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 **25 grading points**.

**Connect/SmartBook Assignments:** There will be a total of 15 Connect/SmartBook 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**.

**Quizzes:** There will be a total of 8 quizzes. The quizzes will test each student's knowledge of the key frameworks and concepts in marketing. The quizzes will be based on concepts learned from the textbook chapters. The course textbook, PowerPoint lectures, key terms, publisher provided self-quizzes, and added module resources are all useful study guides. The quizzes are worth 25 grading points per quiz totaling **200 grading points**.

**Marketing Application Exercises:** There will a total of 5 marketing application exercises which will allow students to apply conceptual knowledge on important marketing topics (including segmentation, product development, pricing, distribution, and marketing communication). These application exercises are worth 25 grading points per exercise totaling **125 grading points**.

## GRADING POINTS AND POLICIES

Student Introduction	25 points
SmartBook Assignments (15 at 10 points each)	150 points
Quizzes (8 at 25 points each)	200 points
Marketing Application Exercises (5 at 25 points each)	125 points
<b>Total</b>	<b>500 points</b>

## Grading

Here is the grade breakdown:

90% - 100% = A

80% - 89.9% = B

70% - 79.9% = C

60% - 69.9% = D

<60% = F

**Posting of Grades:** All student grades will be posted on the Canvas Grade book and students should monitor their grading status through this tool. Grades on exams will be available once the availability period for the exam has passed. Other assignment grades will be available within 2 weeks after the submission deadline.

**Late Submissions:** Late submission will not be allowed in this course unless you have a valid reason such as a medical emergency. You must communicate this information to the faculty at the soonest available time **PRIOR to or on the day of** the deadline. A request for deadline extension must be accompanied with a proof such as a doctor or hospital note in the case of medical emergency.

## TECHNOLOGY REQUIREMENTS AND SUPPORT

### 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

### 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.

### Online Proctored Testing

A&M-Central Texas uses Proctorio for online identity verification and proctored testing. This service is provided at no direct cost to students. If the course requires identity verification or proctored testing, the technology requirements are: Any computer meeting the minimum computing requirements, plus web camera, speaker, and microphone (or headset). Proctorio also requires the Chrome web browser with their custom plug in.

### 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.*

## UNIVERSITY RESOURCES, PROCEDURES, AND GUIDELINES

### Drop Policy

If you discover that you need to drop this class, you must complete the [Drop Request](#) Dynamic Form through Warrior Web.

[<https://dynamicforms.ngwebsolutions.com/casAuthentication.aspx?InstID=eaed95b9-f2be-45f3-a37d-46928168bc10&targetUrl=https%3A%2F%2Fdynamicforms.ngwebsolutions.com%2Fsubmit%2Fform%2Fstart%2F53b8369e-0502-4f36-be43-f02a4202f612>].

Faculty 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. Once you submit the completed 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, on a remote online basis. Visit the Academic Support Community in Canvas to view schedules and contact information. Subjects tutored on campus include Accounting, Advanced Math, Biology, Finance, Statistics, Mathematics, and Study Skills. Student success coaching is available online upon request.

If you have a question regarding tutor schedules, need to schedule a tutoring session, are interested in becoming a tutor, success coaching, 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 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 except writing support. Access Tutor.com through Canvas.

## **University Writing Center**

The University Writing Center (UWC) at Texas A&M University–Central Texas (TAMUCT) is a free service open to all TAMUCT students. For the Spring 2021 semester, all services will be online as a result of the COVID-19 pandemic. The hours of operation are from 10:00 a.m.-5:00 p.m. Monday thru Thursday with satellite hours online Monday thru Thursday from 6:00-9:00 p.m. The UWC is also offering 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. 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. While tutors will not write, edit, or grade papers, they will assist students in developing more effective composing practices. 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 making an appointment via [WCOnline](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].

**For Spring 2021, all reference service will be conducted virtually. Please go to our [Library website](http://tamuct.libguides.com/index) [http://tamuct.libguides.com/index] to access our virtual reference help and our current hours.**

## 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/compliance/titleix.html) [https://www.tamuct.edu/compliance/titleix.html].

### 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, 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.

### 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.

Copyright. 2021 by Utsav Shenava at Texas A&M University-Central Texas, College of Business Administration; 1001 Leadership Place, Killeen, TX 76549; ushenava@tamuct.edu

## TENTATIVE COURSE OUTLINE AND CALENDAR

### Course Calendar

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

Week/Unit/Dates	Topics/Readings	Assignments
1. March 22-March 28	<b>MODULE 1: Marketing Overview / Developing Marketing Strategies</b> Introduction, Chapter 1 and Chapter 2	<ul style="list-style-type: none"> <li>• Student Introduction Video <b>(25)</b></li> <li>• SmartBook (SB) Chapter 1 <b>(10)</b></li> <li>• SB Chapter 2 <b>(10)</b></li> <li>• Quiz 1 <b>(25)</b></li> <li>•</li> </ul>
2. March 29-April 4	<b>MODULE 2: Analyzing the Market Environment / Consumer Behavior</b> Chapter 5 and Chapter 6	<ul style="list-style-type: none"> <li>• SB Chapter 5 <b>(10)</b></li> <li>• SB Chapter 6 <b>(10)</b></li> <li>• Quiz 2 <b>(25)</b></li> <li>• Application 1 <b>(25)</b></li> </ul>
3. April 5-April 11	<b>MODULE 3: Segmentation, Targeting, and Positioning / Market Research</b> Chapter 9 and Chapter 10	<ul style="list-style-type: none"> <li>• SB Chapter 9 <b>(10)</b></li> <li>• SB Chapter 10 <b>(10)</b></li> <li>• Application 2 <b>(25)</b></li> <li>• Quiz 3 <b>(25)</b></li> </ul>
4. April 12-April 18	<b>MODULE 4: Product Branding and Packaging Decisions / Developing New Products</b> Chapter 11 and Chapter 12	<ul style="list-style-type: none"> <li>• SB Chapter 11 <b>(10)</b></li> <li>• SB Chapter 12 <b>(10)</b></li> <li>• Application 3 <b>(25)</b></li> <li>• Quiz 4 <b>(25)</b></li> </ul>
5. April 19-April 25	<b>MODULE 5: Services</b> Chapter 13	<ul style="list-style-type: none"> <li>• SB Chapter 13 <b>(10)</b></li> <li>• Quiz 5 <b>(25)</b></li> <li>•</li> </ul>
6. April 26-May 2	<b>MODULE 6: Pricing and Distribution</b> Chapter 14 and Chapter 15	<ul style="list-style-type: none"> <li>• SB Chapter 14 <b>(10)</b></li> <li>• SB Chapter 15 <b>(10)</b></li> <li>• Application 4 <b>(25)</b></li> <li>• Quiz 6 <b>(25)</b></li> </ul>
7. May 3-May 9	<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>• SB Chapter 17 <b>(10)</b></li> <li>• SB Chapter 18 <b>(10)</b></li> <li>• Application 5 <b>(25)</b></li> <li>• Quiz 7 <b>(25)</b></li> </ul>
8. May 10-May 14 <b>*Note that all assignments are due by Friday this week, unlike all weeks prior.</b>	<b>MODULE 8: Personal Selling and Sales Management / Digital Marketing</b> Chapter 19 and Chapter 3	<ul style="list-style-type: none"> <li>• SB Chapter 19 <b>(10)</b></li> <li>• SB 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.*



## Important University Dates

Date	Description
January 19, 2021	Classes Begin for Spring Semester
January 21, 2021	Deadline for Add, Drop, and Late Registration for 16-and First 8-Week Classes
January 26, 2021	Deadline to Drop First 8-Week Classes with No Record
February 3, 2021	Deadline to Drop 16-Week Classes with No Record
February 26, 2021	Deadline to Drop First 8-Week Classes with a Quit (Q) or Withdraw (W)
March 1, 2021	Deadline for Teacher Education Program Applications
March 12, 2021	Classes end for 1st 8-Weeks Session
March 15, 2021	Deadline for Clinical Teaching/Practicum Applications
March 16, 2021	Deadline for Faculty Submission of First 8-Week Final Class Grades (due by 3pm)
March 15-19, 2021	Spring Break (No Classes - Administrative Offices Open)
March 22, 2021	Class Schedule Published for Summer Semester
March 22, 2021	Add, Drop, and Late Registration Begins for Second 8-Week Classes \$25 Fee assessed for late registrants
March 22, 2021	Classes Begin for Second 8-Week Session
March 24, 2021	Deadline for Add, Drop, and Late Registration for Second 8-Week Classes
March 26, 2021	Deadline for Spring Graduation Application for Ceremony Participation
March 29, 2021	Deadline to Drop Second 8-Week Classes with No Record
April 1, 2021	Deadline for GRE/GMAT Scores to Graduate School Office
April 5, 2021	Registration Opens for Summer Semester
April 16, 2021	Deadline for Final Committee-Edited Theses with Committee Approval Signatures for Spring Semester to Graduate School Office
April 30, 2021	Deadline to drop Second 8-week Classes with a Quit (Q) or Withdraw (W).
May 14, 2021	Deadline to Withdraw from the University for 16- and Second 8-Week Classes
May 14, 2021	Spring Semester Ends
May 14, 2021	Deadline for Applications for Tuition Rebate for Spring Graduation (5pm)
May 14, 2021	Deadline for Spring Degree Conferral Applications to the Registrar's Office. \$20 Late Application Fee.
May 15, 2021	Spring Commencement Ceremony Bell County Expo 7 pm