



**MKTG-3301  
Spring 2021  
Texas A&M University-Central Texas**

**Instructor: Robert Zinko**

**Phone: 512-826-2578 (Canvas messenger is the best way to reach me)**

**Email: robert.zinko@tamuct.edu**

## **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

Recommended Textbook (available at the bookstore):

### **M: Marketing**

7<sup>th</sup> Edition

By Dhruv Grewal and Michael Levy

ISBN10: 1260260356

ISBN13: 9781260260359

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

### **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 papers)
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 papers)
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 papers)
4. Identify the key elements used in developing marketing strategies.
  - (Week 1, 2, 5, 6, 9, 10 assessed by topical papers 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 papers)
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 papers)
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 papers)

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

## **Task and Grading:**

1. **Tests (50% of total grade)** There will be three (15% each), and 1 test of 5%.
2. **Topical Papers (30% of total grade)**  
Students are required to complete three (3) topical papers in which they critically assess readings or events in question (10% each).
3. **Group discussion (20% of total grade)**  
Your group discussion is based upon the frequency and quality of your posts.

## **Grading**

90% - 100% = A ; 80% - 89.9% = B; 70% - 79.9% = C; 60% - 69.9% = D; <60% = F

## **COURSE OUTLINE AND CALENDAR**

<b>COURSE OUTLINE AND ASSIGNMENTS</b>			
<b><i>Week of</i></b>	<b><i>WK</i></b>	<b><i>Chapter</i></b>	<b><i>Additional Info</i></b>
18-Jan	1	Ch 1	see Canvas for additional reading material
25-Jan	2	Ch 2	see Canvas for additional reading material
1-Feb	3	Ch 3	see Canvas for additional reading material
8-Feb	4	Ch 4	Test (Ch 1 through 4), Opens 10 Feb, closes midnight 15 Feb, see Canvas for additional reading material
15-Feb	5	Ch 5	Topical Paper 1 due 21 Feb, see Canvas for additional reading material
22-Feb	6	Ch 6	see Canvas for additional reading material
1-Mar	7	Ch 7	see Canvas for additional reading material
8-Mar	8	Ch 8	see Canvas for additional reading material
15-Mar		Spring break	
22-Mar	9	Ch 9	see Canvas for additional reading material
29-Mar	10	Ch 10	Test 2 (Ch 5 through 9) Open 31 Mar, closes midnight 4 Apr, see Canvas for additional reading material
5-Apr	11	Ch 11	Topical Paper 2 due 11 Apr, see Canvas for additional reading material
12-Apr	12	Ch 12	see Canvas for additional reading material
19-Apr	13	Ch 13	see Canvas for additional reading material
26-Apr	14	Ch 14	Topical Paper 3, Due 2May; Group grades open 29 Apr, due midnight 2 May, see Canvas for additional reading material Last week for group projects
3-May	15	Ch 15	Test 3 (Ch 10 through 14) Open 27 Apr, Closes midnight, 2May; Class Participation Grades open 29 Apr, closes midnight 3 May
10-May	16	Ch 17	Test 4 (Ch15 & 17) Open 9 May, closed midnight 14 May

## **Task Details:**

### **Class Tests (3@15 pts each, and 1 test of 5 pts):**

There will be four non-cumulative tests during the semester, based on the lectures and cases. Questions will focus on your understanding of marketing vocabulary and concepts and your ability to apply these concepts to real-world problems.

See calendar for test dates.

### **Topical Papers (3@10 pts each):**

Students are required to complete three (3) topical paper assignments. See directions for each paper in the modules (and intro video).

Students must **individually** complete the topical papers 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.**

### **Group Discussions (20 pts):**

Students will be divided into online groups, with 5 to 6 people in each group. Group discussions in this class will consist of weekly projects wherein students will present topics to their small groups via the group discussion boards.

Students are expected to review the lessons the topic each week, along with the cases. **They will read over the cases and comment on one or more of them, as they relate to a class concept (the concept does not have to be from that week).** The intention is to have a conversation occur regarding the case. Other information (e.g., I have seen this occur in my life, also), may be brought into both the post and also the discussion. **Your first post should be by Wed, each week, the responses by Sunday!**

See the intro video for more information regarding group discussion posts.

## **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.*

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## **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.ashx?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>]. Students may also contact the institution's Title IX Coordinator. If you would like to read more about these [requirements and guidelines](#) 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. Tutors will return at the Tutoring Center in Warrior Hall, Suite 111 in the Fall 2020. 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 Fall 2020 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 [WOnline](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 Fall 2020, 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.**

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## 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.

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### **OTHER POLICIES**

*If you have concerns about copyright protection of your syllabus or course materials, consider adding the following notice*

#### **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.

