

MKT 5308-140

SPRING 2022

Texas A&M University-Central Texas

COURSE DATES, MODALITY, AND LOCATION

JAN 18, 2022 – MAY 13, 2022

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

Marketing: The Core

9th Edition

By Roger Kerin and Steven Hartley ISBN10: 1260729184

ISBN13: 9781260729184 Copyright: 2022

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.

Course Description

This course is a general introduction to the discipline of marketing for graduate-level students. In this course, students will learn by understanding the role and value of marketing as compared to other business functions. Some important areas of emphasis include marketing environment analyses, marketing research, market segmentation, target marketing, branding, product, pricing, distribution, and marketing communication decisions. In-depth analytical skills are developed through case analyses, online discussions, and other applied assignments. Finally, this class will expose students in detail to the knowledge and application of 4P's (product, price, place, and promotion).

Course Objective or Goal

At the end of the semester, students should display the following competencies:

1. Understand the role of marketing as compared to the other business functions
2. Understand, in-detail, the role of 4P's (product, price, place, and promotion)
3. Understand the core marketing concepts of market segmentation, targeting, and positioning.
4. Ability to analyze all the elements in a firm's marketing environment
5. Ability to employ a set of analytical marketing tools and tactics used in strategic decision- making.

EVALUATION AND GRADING POLICY

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

- 1) Quizzes: (40%) there will be four noncumulative quizzes (10% each).

You will have one hour to do each of them.

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.

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

- 2) Weekly discussion questions: (30%).

Each week you will be required to respond to discussion questions posted.

Your response should incorporate materials learned in class.

- 3) Writing assignment: (30%) using theories learned in class, develop a 5 year marketing plan for the company analyzed in writing assignment. 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 MARKETING PLAN

The assignment is 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. *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!*

Directions

You will pick a real business in Texas, and you will assume that you have been hired by that business to develop a Marketing Plan (**Please see pages 56-70 in our textbook for your reference**). 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 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).

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.

Grade Scale

90% - 100% = A

80% - 89.9% = B

70% - 79.9% = C

60% - 69.9% = D

<60% = F

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	18-JAN	Course Introduction	Syllabus. Introduction.
2	24-JAN	Chapter 1	
		Chapter 2	
3	31-JAN	Chapter 3	
		Chapter 4	
4	7-FEB	Chapter 5	

	10-13 FEB	Quiz 1	
5	14-FEB	Chapter 6	
6	21-FEB	Chapter 7	
		Chapter 8	
7	28-FEB	Chapter 9	
		Chapter 10	
8	7-13 MAR	Exam 2	
9	14-19	SPRING BREAK	
10	21- MAR	Chapter 11	
		Chapter 12	
11	28- MAR	Chapter 13	
		Chapter 14	
12	4-APR	Chapter 15	
13	11-17 APR	Exam 3	
14	18-APR	Chapter 16	
		Chapter 17	
15	25-APR	Chapter 18	
		Chapter 19	
16	2-MAY	WORK SESSION	
17	Final Week	Exam 4 Marketing plan submission	