



Texas A&M University-Central
Texas

Course Syllabus

MKTK 4316—120: Marketing (Online)

Spring 2022

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Office Hours: By appoint. Email me to set up a virtual appointment.

COURSE OVERVIEW

- a. Course Overview and Description:** Marketing strategy is a capstone course for marketing majors. This course is an integration of all marketing elements in a strategic marketing framework. The course will provide practical knowledge regarding marketing strategy from planning, formulating, and executing strategic marketing campaign. The topics covered in this course include strategic marketing planning, marketing ethics, marketing research, competitive advantage, segmentation, branding, positioning, marketing mix (4Ps), marketing implementation, and customer loyalty.
- b. Course Objectives and Outcomes:** At the close of the semester, students should display the following competencies:
1. Be able to develop and create executable marketing plan for competitive advantage, from planning, formulating, and executing strategic marketing campaign.
 2. Utilize marketing information, through marketing research process, in creating strategic marketing campaign.
 3. Understand and be able to utilize company's core competence as a sustainable competitive advantage.
 4. Integrate the knowledge of marketing segmentation, positioning, and branding into the creation of marketing campaign.
 5. Be able to develop and incorporate thoughtful and executable marketing mix into the strategic marketing campaign.
 6. Be able to measure and revise the outcome of strategic marketing campaign.
- c. Method of Instruction:** This course is a 100% online course utilizing the TAMUCT Canvas Learning Management System [<https://tamuct.instructure.com>]. Students will access all course materials, assignments, exams, student-instructor / student-student communication, and resource links via the Canvas website. **Online learning requires students to be incredibly self-disciplined. It is imperative that students read the syllabus thoroughly. Students must make certain they understand and are prepared to comply with all required class assignments and deadlines.**

d. Required Textbook:

Kerin, and Hartley, **Marketing: The Core (9th edition) with Connect/LearnSmart Access.** McGraw-Hill.

The textbook must be purchased and received within the first week of class.

I. INSTRUCTOR COMMUNICATION AND CONTACT INFORMATION

- a. Student/Professor Interaction:** Office hours are by appointment only and will be hosted online. I encourage students to interact with me during office hours to ask any questions about assignments, get clarity on concepts, and/or review grading status in the course. Be sure to allow plenty of lead time before the due date if you are asking about an assignment.
- b. Email Etiquette:** When communicating via email, make certain to adhere to the following email etiquette standards: (1) have a subject line; (2) begin your message with a greeting and formally address the person you are emailing; (3) identify yourself and state the purpose of your email, and (4) add a signature, including your name and contact information. **Failure to adhere to this policy may hurt your grade.**

II. TECHNOLOGY REQUIREMENTS

- a. Canvas Tools and Resources:** 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

- b. 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.

- c. 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.
- d. 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>]

Please let the support technician know you are an A&M-Central Texas student.

Dr. Chen should be consulted regarding course content issues. Technology issues should be directed to the Help Desk. When calling for support, please let your support technician know you are a TAMUCT student.

III. COURSE REQUIREMENTS

- a. Student Introduction Video:** Students will be asked to create an introduction video for the first week of class. Detailed instructions are posted on Canvas. **Students will be required to respond respectfully to TWO videos.** This video will allow the professor and your classmates to know each other. The student introduction video is worth **30 grading points**.
- b. SmartBook Reading Assignments:** There will be a total of 12 Connect/SmartBook reading 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 **120 grading points**.
- c. Lecture video quizzes:** Each lecture video includes 2-3 true/false or multiple-choice questions. These questions are based on concepts learned from the video and are designed to help you check your knowledge. The total point for this assignment **70 grading points**.
- d. Video Case Discussions:** There will be a total of 21 discussion posts. For each discussion task, you'll watch videos on a marketing-related topic. Each post will be due on the dates stipulated in the tentative course outline. Instructions for the discussion posts will be given in each assigned discussion. **For each post, students will be required to respond constructively to TWO posts.** Each discussion post (including peer posts) is worth between 5-20 grading points (depending on the difficulty of the assignment), totaling **310 grading points**.
- e. Application-based Simulation:** There will be a total of 9 role-playing tasks in this simulation. In each round, you'll be exposed to a marketing situation and help the company to make the right decisions. The goal of this assignment is to help students apply the concepts to solve real problems. Each role-playing assignment is worth 20 points, totaling **180 grading points**.
- f. Quizzes:** There will be a total of 6 quizzes. The quizzes will test each student's knowledge of the key frameworks and concepts. The quiz will contain multiple-choice and true/false. The quizzes will be based on concepts learned from the text as well as concepts learned through the additional resources in the modules. Each quiz is worth 50 points for the first 5 quizzes; the last quiz is worth 20 points, totaling **270 grading points**.
- g. Marketing Plan Group Project:** This is a semester long marketing plan project. The goal of this project is to create a marketing plan for a product or service. I will assign you to a group of three to four students (this depends on the size of the class). You will need to brainstorm and come up with a product (business) idea for this project. Once you do so, you will be required to complete marketing tasks such as analyzing marketing environment and SWOT analysis,

developing marketing objectives, identifying target market, create marketing mix, and coming up with implementation idea. The details will be available through Canvas. You will be writing a report for this project over the duration of this course in a step-by-step manner. I will grade this project at the end of the course, but I will be providing my feedback during this process. You are expected to fairly contribute to the project and not freeload on the efforts of your team members. **Peer evaluations** will be collected to evaluate the contribution of each team member. Poor evaluations will lead to lower scores on your project. The marketing plan project is worth 120 points.

IV. GRADING POINTS AND POLICIES

Student Introduction Video	30	points
SmartBook Reading Assignments (12 total at 10 points each)	120	points
Lecture video Quizzes	70	points
Discussions	310	points
Role-playing activities (9 at 20 points each)	180	points
Quizzes	270	points
Marketing Plan Project	120	points
Total	1100	points

- a. Grading Policy:** Minimum points required for a specific course grade are noted in the table below. Minimum points required for a specific course grade will NOT be revised for any reason.

Course Grade	Calculation
A	90%
B	80%
C	70%
D	60%
F	59%

- b. Posting of Grades:** All student grades will be posted on the Canvas Grade book and students should monitor their grading status through this tool.
- c. Late Submissions:** Late submission will not be allowed in this course unless you or a family member in your immediate care experiences a medical emergency.

V. University Resources, Procedures, and Guidelines

- a. 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 a 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.

b. 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. Any deviation by students from this expectation may result in a failing grade for the assignment and potentially a failing grade for the course. All academic misconduct concerns will be referred to the Office of Student Conduct. When in doubt about 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>].

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].

c. 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 Canvas page (log-in required) [<https://tamuct.instructure.com/courses/717>]

d. 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/pregnant-and-parenting-students.html) [<https://www.tamuct.edu/student-affairs/pregnant-and-parenting-students.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.

e. 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 questions, contact Academic Support Programs at (254) 501-5836, visit the Office of Student Success at 212F Warrior Hall, or by emailing 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 for writing support. Access Tutor.com through Canvas.

f. University Writing Center

University Writing Center: Located in Warrior Hall 416, the University Writing Center (UWC) at Texas A&M University–Central Texas (A&M–Central Texas) is a free service open to all A&M–Central Texas students. For the Fall 2021 semester, the hours of operation are from 10:00 a.m.-5:00 p.m. Monday thru Thursday in Warrior Hall 416 (with online tutoring available every hour as well) with satellite hours available online only Monday thru Thursday from 6:00-9:00 p.m. and Saturday 12:00-3:00 p.m.

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!

Students may arrange a one-to-one session with a trained and experienced writing tutor by making an appointment via WCOOnline at <https://tamuct.mywconline.com/>. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu if you have any questions about the UWC, need any assistance with scheduling, or would like to schedule a recurring appointment with your favorite tutor by making an appointment via WCOOnline at <https://tamuct.mywconline.com/>. In addition, you can email Dr. Bruce Bowles Jr. at bruce.bowles@tamuct.edu if you have any questions about the UWC, need any assistance with scheduling, or would like to schedule a recurring appointment with your favorite tutor.

g. 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 400,000 eBooks and 82,000 journals, in addition to the 96,000 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 virtually through WebEx, Microsoft Teams 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>].

h. 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 Wellness and 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>].

i. 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/bit) website for more information [<https://www.tamuct.edu/bit>]. 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.

**TENTATIVE COURSE OUTLINE AND
CALENDAR**

Week/Unit/Dates	Topics/Readings	Assignments
1. Jan 17-Jan 23	MODULE 1: Course Overview	<ul style="list-style-type: none"> ✓ Self-Introduction video ✓ Form group ✓ Exchange contact information
2. Jan 24-Jan 30	MODULE 2: Creating Customer Relationship and Value through Marketing (Chapter 1)	<ul style="list-style-type: none"> ✓ SmartBook Chapter 1 ✓ Video case discussions (2) ✓ Role 1: Value Creation ✓ Marketing Plan Task 1 assigned
3. Jan 31-Feb 6	MODULE 3: Developing Successful Organizational and Marketing Strategies (Chapter 2)	<ul style="list-style-type: none"> ✓ SmartBook Chapter 2 ✓ Video case discussions (1) ✓ Role 2: Market Growth Strategies ✓ Marketing Plan Task 1 due
4. Feb 7-Feb 13	MODULE 4: Understanding the Marketing Environment, Ethical Behavior, and Social Responsibility (Chapter 3)	<ul style="list-style-type: none"> ✓ SmartBook Chapter 3 ✓ Video case discussions (1) ✓ Marketing Plan Task 2 assigned ✓ Quiz 1
5. Feb 14-Feb 20	MODULE 5: Understanding Consumer Behavior (Chapter 4)	<ul style="list-style-type: none"> ✓ SmartBook Chapter 4 ✓ Video case discussion (1) ✓ Role 3: Consumer Behavior ✓ Marketing Plan Task 2 due
6. Feb 21-Feb 27	MODULE 6: Marketing Research: From Customer Insights to Actions (Chapter 7)	<ul style="list-style-type: none"> ✓ SmartBook Chapter 7 ✓ Video case discussion (2)
7. Feb 28-Mar 6	MODULE 7: Marketing Research: From Customer Insights to Actions (continued)	<ul style="list-style-type: none"> ✓ Video case discussion (1) ✓ Role 4: Marketing Research ✓ Quiz 2
8. Mar 7-Mar 13	MODULE 8: Market Segmentation, Targeting, and Positioning (Chapter 8)	<ul style="list-style-type: none"> ✓ SmartBook Chapter 8 ✓ Video case (2) ✓ Role 5: STP ✓ Marketing Plan Task 3 assigned

Week/Unit/Dates	Topics/Readings	Assignments
9. Mar 14-Mar 20	Spring Break	
10. Mar 21-Mar 27	MODULE 9: Managing Successful Products, Services, and Brands (Chapter 10)	<ul style="list-style-type: none"> ✓ SmartBook Chapter 10 ✓ Video case discussion (2) ✓ Marketing Plan Task 3 due
11. Mar 28-April 3	MODULE 10: Managing Successful Products, Services, and Brands (continued)	<ul style="list-style-type: none"> ✓ Video case discussions (2) ✓ Role 6: Products & Branding ✓ Marketing Plan Task 4 assigned ✓ Quiz 3
12. April 4-April 10	MODULE 11: Pricing Products and Services (Chapter 11)	<ul style="list-style-type: none"> ✓ SmartBook Chapter 11 ✓ Video case discussions (1) ✓ Marketing Plan Task 4 due
13. April 11-April 17	MODULE 12: Managing Marketing Channels and Supply Chains (Chapter 12)	<ul style="list-style-type: none"> ✓ SmartBook Chapter 12 ✓ Video case discussion (1) ✓ Role 7: Supply Chain and Channel Management
14. April 18-April 24	MODULE 13: Integrated Marketing Communications and Direct Marketing (Chapter 15)	<ul style="list-style-type: none"> ✓ SmartBook Chapter 15 ✓ Video case discussions (1) ✓ Marketing Plan Task 5 assigned ✓ Quiz 4
15. April 25-May 1	MODULE 14: Advertising, Sales Promotion, and Public Relations (Chapter 16)	<ul style="list-style-type: none"> ✓ SmartBook Chapter 16 ✓ Video case discussions (3) ✓ Role 8: IMC
16. May 2-May 8	MODULE 15: Using Social Media and Mobile Marketing to Connect with Consumers (Chapter 17)	<ul style="list-style-type: none"> ✓ SmartBook Chapter 17 ✓ Role 9: Digital Marketing ✓ Video case discussions (1) ✓ Marketing Plan Task 5 due
17. May 9-May 13	MODULE 16: Course Wrap Up	<ul style="list-style-type: none"> ✓ Quiz 5 ✓ Quiz 6 (BBA) ✓ Marketing Plan Report