



TEXAS A&M
UNIVERSITY
CENTRAL TEXAS

MKTG 3301-140: Principles of Marketing (Online)

Instructor and Contact Information

Instructor: Young (Josh) Kim, Ph.D.

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Email: y.kim@tamuct.edu

Instructor's Office Hours and Student-Instructor Interaction

If you have any questions about this course, we can set up an appointment for a virtual office hour through WebEx. You can also send Canvas Inbox or e-mail anytime. I usually respond to questions within 24 hours on weekdays and 48 hours on weekends.

Mode of Instruction and Course Access

This is a **100% online asynchronous course** which will use the TAMU-CT Canvas Learning Management System (<https://tamuct.instructure.com>) as a document and resource repository and communication channel. All instructional content will be delivered through Canvas in the form of instructional videos.

Course Overview

This course examines the marketing concepts underlying both consumer and B2B marketing strategy and tactics. The course objectives are to help students; 1) acquire the necessary analytical and conceptual skills for developing successful marketing programs, and 2) develop an appreciation for the relationship between marketing and the other business functions.

Upon successful completion of this course, students will be able to:

1. Gain exposure to fundamental marketing concepts, theories, and terminology.
2. Identify the role of marketing in business organizations and the global marketplace.
3. Recognize how the basic elements of market segmentation and positioning affect the marketing mix (product, price, promotion, and place).
4. Assess and propose marketing solutions to real business situations.

Textbook (Optional)

Marketing, 8th Ed. by Dhruv Grewal and Michael Levy

- Students may purchase any edition between edition 6th and 8th.

Method of Instruction and Evaluation

Lectures

Lecture videos and slides will be posted on Canvas at 12:01am on Mondays (except 1/17, Tue). It is students' responsibility to watch the videos, review lecture slides, and complete quizzes prior to the deadline. The lecture videos and slides will be found on Canvas under every week module and they will be named for the chapter featured. Video links to supporting materials will be in the modules section of Canvas.

Submissions

All submissions will be done through Canvas. Marked dropboxes will be created separately for each submission. These dropboxes will be active only until the submission due date. **No hardcopy, fax, or email submissions will be accepted.**

Students Evaluation

The final mark for each student enrolled in the course will be determined in the following manner:

1. Weekly Quiz	20%
2. Weekly Online Discussion	10%
3. Global Case Analysis	20%
4. Exam 1	25%
5. Exam 2	25%
	100%

*Note: There are no extra credit projects possible.

Grading Schema

Final overall course grades will be determined according to the following scale.

- A = 89.5% or higher
- B = 79.5% and up to but not including 89.5%
- C = 69.5% and up to but not including 79.5%
- D = 59.5% and up to but not including 69.5%
- F = below 59.5%

*Note: Please note that standard rounding (i.e., .50 and up) will be used to compute final grades. There will be no exceptions to this standard. A final grade of 89.49 will receive a B grade.

Posting of Grades

All your quiz and exam grades will be posted on Canvas. All questions/concerns about any of your grades must be discussed within a week after the grade is posted. After that, no grade changes will be discussed or older exams reviewed.

Assessment Items

1. Weekly Quiz (20%)

To encourage you to keep on schedule with the course, there will be quizzes for each lecture. Each quiz has 4 questions and at the end of session, all your points will be added and recalculated into 20% in your total score. Once you begin your quiz, you must complete it in the time allotted (5 min). **All lecture videos/slides and quizzes will be posted on Canvas at 12:01 on Mondays (except 1/17, Tue) and due on the Fridays (11:59pm) of each week.** Make-ups will not be granted without prior notice to the instructor.

More importantly, a majority of weekly quizzes will reappear in your exam.

2. Weekly Online Discussion (10%)

Fourteen discussion questions will be provided throughout the semester. These discussions may include real world marketing problems and case analyses. You can post your own discussions OR comment on one of your peer's post. Merit of the discussion and comments will be taken into consideration while grading discussion questions. **Each discussion question is worth 4 points and will be posted on Canvas at 12:01am on Mondays (except 1/17, Tue) and due on the Fridays (11:59pm) of each week. Late submissions will automatically carry a 50% penalty.**

3. Global Case Analysis (20%)

Student will write a case report on firm's global marketing practices, which highlights the value of cross-cultural competence and global vision. Additional details are posted on Canvas. The due will be **Mar. 31 (Friday) at 11:59 pm. Late submissions will automatically carry a 50% penalty.**

4. Exam (25% x 2 = 50%)

All exams will be NONCUMULATIVE. The exam will consist of true/false and multiple-choice questions. Exam questions will be from 1) lecture videos/slides, 2) weekly quizzes, and 3) videos posted under the module. **Once you begin your exam, you must complete it in the time allotted (60min).**

Tentative Course Schedule – Subject to Change

Module #	Week of	Topic	Readings	Assignments
1.	1/16	An Overview of Marketing	Chapter 1	<u>Quiz #1 & Discussion #1 due 11:59pm, 1/20 (Fri)</u>
2.	1/23	Customer Behavior	Chapter 6	<u>Quiz #2 & Discussion #2 due 11:59pm, 1/27 (Fri)</u>
3.	1/30	Segmentation	Chapter 9	<u>Quiz #3 & Discussion #3 due 11:59pm, 2/3 (Fri)</u>
4.	2/6	Targeting	Chapter 9	<u>Quiz #4 & Discussion #4 due 11:59pm, 2/10 (Fri)</u>
5.	2/13	Positioning	Chapter 9	<u>Quiz #5 & Discussion #5 due 11:59pm, 2/17 (Fri)</u>
6.	2/20	Products: Goods and Services	Chapter 11, 13	<u>Quiz #6 & Discussion #6 due 11:59pm, 2/24 (Fri)</u>
7.	2/27	New Products and Innovation	Chapter 12	<u>Quiz #7 & Discussion #7 due 11:59pm, 3/3 (Fri)</u>
Exam 1.	3/6	Exam 1 - Mar. 10th (Fri)		<u>Exam 1 due 11:59pm, 3/10 (Fri)</u>
	3/13	Spring Break		
8.	3/20	Marketing Research Tools	Chapter 10	<u>Quiz #8 & Discussion #8 due 11:59pm, 3/24 (Fri)</u>
9.	3/27	Marketing Strategy and Plan	Chapter 2	<u>Quiz #9 & Discussion #9 due 11:59pm, 3/31 (Fri)</u> <u>Global Case Analysis due 11:59pm, 3/31 (Fri)</u>
10.	4/3	Pricing	Chapter 14, 15	<u>Quiz #10 & Discussion #10 due 11:59pm, 4/7 (Fri)</u>
11.	4/10	Channels of Distribution	Chapter 16	<u>Quiz #11 & Discussion #11 due 11:59pm, 4/14 (Fri)</u>
12.	4/17	Brand / AD Messages and MKT Communications	Chapter 11, 18	<u>Quiz #12 & Discussion #12 due 11:59pm, 4/21 (Fri)</u>
13.	4/24	IMC and Media Choices	Chapter 19, 20	<u>Quiz #13 & Discussion #13 due 11:59pm, 4/28 (Fri)</u>
14.	5/1	Customer Satisfaction and Customer Relationships	Chapter 17	<u>Quiz #14 & Discussion #14 due 11:59pm, 5/5 (Fri)</u>
Exam 2.	5/8	Exam 2 (Everything after Exam 1) - May 12th (Fri)		<u>Exam 2 due 11:59pm, 5/12 (Fri)</u>

Program Specific Level Outcome (PLO) Map for How MKTG 3301 Ties into Programmatic Assessment

Course and Learning Activities	PSLO 1: Writing Ability: Demonstrate proficiency in written communications.	PSLO 2: Presentation Skills: Demonstrate proficiency in oral presentations.	PSLO 3: Exhibit cross-cultural competencies that will aid in communicating and working with people from different cultures	PSLO 4: Design and defend a reasoned resolution to an ethical challenge by applying ethical frameworks	PSLO 5: Demonstrate knowledge proficiency in the core business disciplines and integrate across multiple business disciplines	PSLO 6: Make decisions through business data analysis
BUSI 3301 Business Communications and Research	I	I	I			
MGMT 3301 Principles of Management	P		P	I	I	I
MKTG 3301 Marketing	I		P		I	
BUSI 3311/2305 Business Statistics						P
BUSI 3332/2301 Legal Environment of Business	P	P		P		
FIN 3301 Financial Management I					I/P	I/P
BUSI 4301 Business Ethics				P		
BUSI 4359 Business Strategy	R	R				
BUSI 4090 (COBA Exam)			R	R	R	R

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

Technology Support

For Canvas issues 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 log-in issues For log-in problems, students should contact Help Desk Central. They are open 24 hours a day, 7 days a week:

- Email: helpdesk@tamu.edu
- Phone: (254) 519-5466
- Web Chat: <http://hdc.tamu.edu>

When calling for support, please let your support technician know you are a TAMUCT student.

For course contents and requirement issues, contact the instructor.

Remember, technology issues are not an excuse for missing a course requirement – make sure your computer is configured correctly, address issues well in advance of dead.

Emergency Warning System for Texas A&M University-Central Texas

SAFEZONE. SafeZone provides a public safety application that gives you the ability to call for help with the push of a button. It also provides Texas A&M University-Central Texas the ability to communicate emergency information quickly via push notifications, email, and text messages. All students automatically receive email and text messages via their myCT accounts.

Downloading SafeZone allows access to push notifications and enables you to connect directly for help through the app. You can download SafeZone from the app store and use your myCT credentials to log in. If you would like more information, you can visit the [SafeZone](http://www.safezoneapp.com) website [www.safezoneapp.com].

To register SafeZone on your phone, please follow these 3 easy steps:

- Download the SafeZone App from your phone store using the link below:
 - [iPhone/iPad](https://apps.apple.com/app/safezone/id533054756): [<https://apps.apple.com/app/safezone/id533054756>]
 - [Android Phone / Tablet](https://play.google.com/store/apps/details?id=com.criticalarc.safezoneapp)
[<https://play.google.com/store/apps/details?id=com.criticalarc.safezoneapp>]
- Launch the app and enter your myCT email address (e.g. {name}@tamuct.edu)
- Complete your profile and accept the terms of service

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. 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 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>].

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].

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 Warrior Center for Student Success, Equity 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>]

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]. 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, both virtually and in-person. Student success coaching is available online upon request.

If you have a question, are interested in becoming a tutor, or in need of success coaching contact the Warrior Center for Student Success, Equity and Inclusion at (254) 501-5836, visit the Warrior Center at 212 Warrior Hall, or by emailing WarriorCenter@tamuct.edu.

To schedule tutoring sessions and view tutor availability, please visit [Tutor Matching Services](#) [<https://tutormatchingservice.com/TAMUCT>] or visit the Tutoring Center in 111 Warrior Hall. Chat live with a remote 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

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 Spring 2022 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 [WConline](#) [<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 [WConline](#) [<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.

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. [Schedule an appointment here](https://tamuct.libcal.com/appointments/?g=6956) [https://tamuct.libcal.com/appointments/?g=6956]. 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].