

The University of Texas at  
**TYLER**  
SOULES COLLEGE  
OF BUSINESS

Spring 2021

**COURSE NUMBER:** MARK 5320.060, .061 Advanced Marketing Fundamentals

**INSTRUCTOR:** Dr. Kerri M. Camp

**REQUIRED TEXT:** Principles of Marketing Version 3.0, Jeff F. Tanner, Jr. and Mary Anne Raymond, Flatworld Knowledge (978-1-4533-7449-8) You can order through the university bookstore or from Flatworld Knowledge <https://students.flatworldknowledge.com/course/2557331>. Either a Study Pass, E-book, or paperback book are acceptable. A used textbook is acceptable because there are no publisher homework assignments or activities.

**REQUIRED EQUIPMENT:** Our class discussions will require a web camera with a microphone to submit these assignments. If you do not have a web camera built into your laptop or desktop, you will need to purchase an inexpensive one. I found one on Amazon for \$9.99 [Amazon Web Camera](#)

**COURSE DESCRIPTION:** An analysis of contemporary problems in marketing with emphasis on dynamic market characteristics.

**PREREQUISITE:** none

**COURSE LEARNING OBJECTIVES:**

Some of the specific skills I hope you will obtain in this course are listed below. Critical analyses of marketing information will help you not only in your professional careers, but it should also help you as you apply these concepts in your personal lives to help you be a better consumer.

1. Provide business solutions using strategic marketing decisions
2. Identify differences between goods and services marketing
3. Compare marketing strategies of businesses and non-profit organizations
4. Evaluate the criteria for successful loyalty programs
5. Develop intercultural knowledge that impacts global marketing strategies
6. Understand how augmented reality promotional initiatives can be used in marketing
7. Solve a marketing problem for a business or non-profit organization

**CLASS MEETING:** Online

**TEACHING METHOD:** lecture, course materials, video discussions, and project

**OFFICE & TELEPHONE NUMBER:** COB 350.33, 903.565.5660 [kcamp@uttyler.edu](mailto:kcamp@uttyler.edu)

**OFFICE HOURS:** I am available to meet in my office, by Zoom video conferencing, or telephone. I welcome you to contact me at any time if you have any questions. We have all needed help with something at some point in our lives. If you find yourself not understanding the assigned readings, lectures, assignments, exams, or my grading feedback, please reach out to me to let me know how I can help you learn better in this course. I respond to all emails within 24 hours during the week (but usually within a few hours), and I respond to emails received during the weekend as well because I know many of you use the weekends for your coursework.

**EXPECTATIONS FOR VALUING DIFFERENCES THROUGH RESPECTFUL DIALOGUE:**

We all come to the table with differing experiences and viewpoints, which means that we have so much to learn from each other! In order to get the most out of this opportunity, it is important that we do not shy away from differences. Rather, we should show respect for differences by seeking to understand, asking questions, clarifying our understanding, and/or respectfully explaining our own perspective. This way, everybody comes away with a new way of seeing the issue and respecting others with different values or beliefs.

If someone says something that bothers you for any reason, assume that your peer did not mean to be offensive, and ask your peer to clarify what he or she meant. Then explain the impact it had on you. If your classmates tell you something you said or wrote bothered them, assume that they are not attacking you, but rather that they are sharing something that might be important for you to know.

**EVALUATION:**

Knowledge Check 1 (Chapters 1, 2, 3, & 5)	50
Knowledge Check 2 (Chapters 11, 12, 13, 14, & 16)	50
Service Learning Client Project	100
4 Video Discussion Assignments (25 points each)	<u>100</u>
Total Possible Points	300

A= 269-300 points (89.7%-100%), B= 239-268 points (79.6%-89.3%),  
C= 209-238 points (69.7%-79.3%), D= 179-208 points (59.7%-69.3%), F= 0-178 points (0%-59.3%)

\*Please note that I already use rounding to determine the final course grade, so no additional points will be added.

**NOTE:** For any writing assignment, I recommend the following two resources to help you with your grammar, punctuation, style, formatting, and citations:

[www.uttyler.edu/writingcenter/](http://www.uttyler.edu/writingcenter/) and <https://owl.english.purdue.edu/owl/>

Although no particular formatting style is required, your paper should be referenced consistently throughout. I also provide examples from previous students, so it is important to review those examples to understand my expectations. In particular, this is a professional consulting project, so it is expected that it will be free from typos, spelling, and grammatical errors. As a group project, proofreading is extremely important.

## COURSE SCHEDULE

**NOTE: Each module is set up as two weeks to allow you flexibility EXCEPT Module 6 which is three weeks**

Module	Dates	Topics	Chapters/Exams/Major Assignments
1	1/11-1/24	Introduction to Marketing, Strategic Planning	<i>Video lecture</i> Chapter 1-What Is Marketing? <i>Video lecture</i> Chapter 2-Strategic Planning <b>Video Discussion 1 is due no later than 11:59 p.m. CST Sunday, January 24th</b>
2	1/25-2/7	Market Segmentation, Targeting, Positioning Marketing Consulting	<i>Video lecture</i> Chapter 5-Market Segmenting, Targeting, and Positioning <b>Video Discussion 2 is due no later than 11:59 p.m. CST Sunday, February 7th</b> Discussion of Service Learning Client Project
3	2/8-2/21	Consumer Behavior	<i>Video lecture</i> Chapter 3-Consumer Behavior <b>Must self-select into a group project group no later than 11:59 p.m. CST Sunday, February 21st or you will be randomly assigned to a group</b> <b>Video Discussion 3 is due no later than 11:59 p.m. CST Sunday, February 21st</b>
4	2/22-3/7	Global Marketing, Knowledge Comprehension	<b>Knowledge Check 1 (Chapters 1, 2, 3, &amp; 5) due by 11:59 p.m. CST Sunday, March 7th</b>
	3/8-3/14		<b>SPRING BREAK</b>
5	3/15-3/28	Integrated Marketing Communications and Digital Marketing	<i>Video lecture</i> Chapter 11-Integrated Marketing Communications and Traditional Media Marketing <i>Video lecture</i> Chapter 12-Digital Marketing Work with your group on your marketing project <b>Video Discussion 4 is due no later than 11:59 p.m. CST Sunday, March 28th</b>
6	3/29-4/18	Marketing Plan, Marketing Consulting	<i>Video lecture</i> Chapter 16 – The Marketing Plan (covering this chapter now due to the Service Learning Client Project) <b>Service Learning Client Project due no later than 11:59 p.m. CST Sunday, April 18th (project must also be emailed to client with a cc to <a href="mailto:kcamp@uttvler.edu">kcamp@uttvler.edu</a>)</b> <b>EXTRA WEEK in this module to complete project</b>
7	4/19-4/30	Professional Selling, Customer Relationship Management, Knowledge Comprehension	<i>Video lecture</i> Chapter 13-Professional Selling <i>Video lecture</i> Chapter 14-Customer Satisfaction, Loyalty, and Empowerment <b>Knowledge Check 2 (Chapters 11, 12, 13, 14 &amp; 16) due by 11:59 p.m. CST FRIDAY, April 30th</b> <b>NOTE: This is finals week, so the Knowledge Check 2 is due on FRIDAY, April 30th</b>

**Knowledge Checks:** Knowledge Checks are necessary to assess your mastery of core marketing concepts. The two exams will consist of multiple-choice questions. You will have 40 minutes on each exam. The Knowledge Checks are open book/open notes, but it is necessary that you understand the content prior to completing the Knowledge Checks because *you will not have sufficient time to look up all the answers*. Copying any questions/answers on a Knowledge Check or discussing any questions with other students is considered cheating and may result in failing the course and/or other scholastic dishonesty disciplinary actions. You will have unlimited attempts to complete each Knowledge Check and only the highest score will be included in your final course grade.

**Video Discussion Assignments:** Throughout the course you will be required to contribute to four video discussion assignments (each worth 25 points). You are permitted to “work ahead” on your video discussion assignments. For each video discussion assignment, you are need to submit one response to my video prompt (2:30-3:00 minutes in length) and reply to two other students’ responses (1:00-1:30 seconds in length). You are welcome to reply to more than two videos if

you are so inclined. You can record your video as many times as you need until you are satisfied with the recording before you submit it. Casual dress is appropriate, however be sure to look directly into the camera, use adequate lighting and volume, and make a good overall impression. I recommend that you do not read from a script, but if you do, make sure it is not apparent that you are doing so. Please review the **Video Discussion Assignment Grading Rubric** prior to uploading your video. In today's business environment it is extremely important to develop your virtual communication skills, so hopefully these videos will help you develop professionally. Remember to share any professional or personal experiences and examples that could enhance the quality of your group interactions. Please follow the instructions for each video discussion. Only your video responses and replies posted before the due date will be considered when determining your grade.

**Service-Learning Client Project:** Service learning is a method of teaching that combines classroom instruction with meaningful community service. This form of learning emphasizes critical thinking and reflection while encouraging a heightened sense of community, civic engagement, and personal responsibility. Students often tell me that the service-learning client project is the most meaningful activity in this course because you will work with a real business or organization that has asked for your help as a marketing consultant. In consulting work, although content is extremely important, the professional appearance (correct grammar, spelling, punctuation, etc.) impacts the perception of quality. Another way to increase the quality and usefulness of your project for the client is to integrate marketing theory and terminology throughout your report. You will self-select which client project group team you would like to join. If you do not sign up by Sunday, February 21st, you will be randomly assigned to a group. Please remember that the client has requested assistance with a real marketing problem in their organization, so I expect you to approach this assignment as if you have been hired as a marketing consultant. I am also happy to help you throughout the semester—similar to how your supervisor might provide feedback as you develop your project. In an online course, I find it particularly helpful to talk on the phone/Zoom video conference if you are unclear about my expectations. Submit your project directly using the Canvas link for your group and submit only one paper for the entire group. You must also email the client with a cc to [kcamp@uttyler.edu](mailto:kcamp@uttyler.edu). The *Project Grading Rubric* is provided on Canvas. It is important that all group members contribute to the project, so you will be asked to evaluate your group members' contributions at the conclusion of the project via a peer evaluation email that will be given at the end of the semester. Individual grades on the project will be adjusted (if appropriate) based upon the peer evaluations. As with all professional, collaborative group projects, communication with your group members regarding deadlines and workload allocation should be discussed. The project grade will be posted to Canvas approximately one week after it is due.

**Acceptance of Late Work:**

Unfortunately, illnesses, death in the family, or other unexpected events are part of life and work. I understand how difficult these times can be, so if you contact me within 24 hours of the event with appropriate documentation, I will consider extending the deadline under these special circumstances. We are also experiencing unprecedented times. Please let me know if you need additional time for any of your assignments.

**UT Tyler Syllabus Policy/University Policies and Information Required in Course Syllabus**  
<https://www.uttyler.edu/academicaffairs/files/syllabuspolicy.pdf>

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**Important Covid-19 Information for Classrooms and Laboratories**

Students are required to wear face masks covering their nose and mouth, and follow social distancing guidelines, at all times in public settings (including classrooms and laboratories), as specified by [Procedures for Fall 2020 Return to Normal Operations](#). The UT Tyler community of Patriots views adoption of these practices consistent with its [Honor Code](#) and a sign of good citizenship and respectful care of fellow classmates, faculty, and staff.

Students who are feeling ill or experiencing symptoms such as sneezing, coughing, or a higher than normal temperature will be excused from class and should stay at home and may join the class remotely. Students who have difficulty adhering to the Covid-19 safety policies for health reasons are also encouraged to join the class remotely. Students needing additional accommodations may contact the Office of Student Accessibility and Resources at University Center 3150, or call (903) 566-7079 or email [saroffice@uttyler.edu](mailto:saroffice@uttyler.edu).

**Recording of Class Sessions**

Class sessions may be recorded by the instructor for use by students enrolled in this course. Recordings that contain personally identifiable information or other information subject to FERPA shall not be shared with individuals not enrolled in this course unless appropriate consent is obtained from all relevant students. Class recordings are reserved only for the use of students enrolled in the course and only for educational purposes. Course recordings should not be shared outside of the course in any form without express permission.

## Student Resources

**Faculty Office Hours:** These are times when you can meet with your faculty to ask questions about the content, better understand the discipline, make career connections and more. Make use of office hours. Faculty list three hours a week (minimum) that they are available to you and also provide an appointment option if you have class or work during their office hours. My virtual office hours are Tuesdays 8-11am and other types by appointment.

**Writing Center:** The Writing Center provides all undergraduate and graduate students a place to work on their writing projects and skills. There are tutoring options as well as workshops available to support you in your academic writing.

**Math Learning Center:** The Math Learning Center provides drop-in tutoring for lower-level math courses throughout the week. The MLC also has computer workstations for your use.

**PASS Tutoring Center:** The PASS Tutoring Center supports a variety of courses. Due to COVID-19, we are asking that you schedule an appointment for your face-to-face tutoring support. Tutoring is also available through Zoom tutoring sessions. Check the website to see the courses supported for the Fall 2020 term.

**Upswing (24/7 Online Tutoring):** Upswing is a free, confidential, and convenient way to receive help in nearly all of UT Tyler's undergraduate courses.

**Robert R. Muntz Library Staff:** UT Tyler has an incredible staff of librarians ready to assist you. **Discipline/major library liaisons** are available to support you and you can also schedule appointments for research consultations. In addition, the Robert R. Muntz library's Head of University Archives and Special Collections can assist you with scholarly communications, primary sources, and archive materials.

**Canvas 101:** This Canvas course provides you with a wealth of information – including how to navigate in Canvas, use ProctorU (and even take a practice test), tips for being a successful online and hybrid learner, how to use Zoom, and more!

**UT Tyler Testing Center:** The Testing Center provides securing testing opportunities to meet the needs of students and the community in an environment conducive to student and academic success.

**Student Accessibility and Resource (SAR) Office:** The SAR Office works to provide students equal access to all educational, social, and co-curriculum programs through the coordination of services and reasonable accommodations, consultation, and advocacy.

**Student Counseling Center:** The Student Counseling Center supports students in developing balance, resiliency, and overall well-being both academically and personally. They have in person and virtual counseling options. In addition, the Student Counseling Center offers **TAO**, a self-help, completely private online library of behavioral health resources. Sign in to the TAO website using your UT Tyler credentials.