

THE UNIVERSITY OF TEXAS AT TYLER
SOULES COLLEGE OF BUSINESS
Spring 2021

Course Title: Advanced Marketing Fundamentals (MARK 5320 001)

Instructor Information

Instructor: Dr. JungHwa (Jenny) Hong

Office hour: (virtual) T/TH 9:30- 11:00 or by appointment

Office: COB 350.28

Email: jhong@uttyler.edu

(*Email is the primary contact.)

=====

COURSE PHILOSOPHY AND CONTENTS

Marketing is defined as “the activity, set of institutions, and process for creating, communicating, delivering, and exchanging offerings that have value for consumers, clients, partners, and society at large” (American Marketing Association, 2007). The discipline of marketing starts with the consumer and recognizes that how effectively a company can meet the consumers’ needs is the key to profitability.

In MARK 5320, you will learn the *Fundamental key elements of marketing, including strategy, segmentation, targeting positioning, consumer behavior, marketing research, distribution, promotion, pricing, international marketing, marketing ethics, customer satisfaction, and Internet marketing.*

=====

COURSE OBJECTIVES

The primary goal of this course is to develop functional competency in marketing, and the desired outcome is that students, after taking this course, are able to apply knowledge of marketing to make effective business decisions.

Some of the learning objectives are to:

- (a) Introduce you to the basic concepts, processes, and activities that comprise marketing management
- (b) Help you sharpen your analytical skills to assess and solve marketing problems
- (c) Describe various means for identifying key aspects of effective consumer marketing and promoting products and services
- (a) Give you an opportunity to refine your written communication skills in marketing terminology

The other learning goals of this course are:

- (a) Critical thinking (to the extent that students can identify marketing problems and solve them using analytical techniques),
 - (b) Ethical awareness (to the extent that students understand the ethical/moral implications of marketing business decisions),
 - (c) International dimensions of management (to the extent that students understand how marketing strategies vary across cultures)
- =====

TEXT BOOK & COURSE MATERIAL

REQUIRED Textbook: *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 E-book or paperback book are acceptable. A used textbook is acceptable because there are no publisher homework assignments or activities.

PowerPoint Slides: Download my lecture outline slides for each topic from the **Canvas**

**** Please check Canvas announcement and updates regularly and get a notification of class announcement via email as well.**

REQUIRED EQUIPMENT: Our class discussions or assignments will require a web camera with a microphone to submit several 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](#)

METHOD OF INSTRUCTION

It will involve readings, instructor power point presentations, video discussions, and distinct type of assignments so that you can understand the key elements of marketing, and how they are interlinked with each other.

COMMUNICATION

You are expected to **check Canvas and your email regularly** for any updates regarding this course. Email is my primary contact and the fastest way that you get a response from me. You can communicate with me to clarify any problems regarding class materials and/or assignments. Please make sure that you send an email to this address: jhong@uttyler.edu. (NO patriots email: I DO NOT use patriots email address).

EVALUATION

Your course grade will be determined as follows:

Method	Points
Quizzes (60 pts * 5 times)	300
Final Project (Marketing Plan)	100
Discussions:	
Marketing research	100
Current topic	50
Viral Ads.	50
Total	600

**** Please note that poor performance in any one or more of the above components of your grade cannot be made-up by any extra assignment or report.**

COURSE GRADE

Each of the course requirements will be graded by assigning numerical points. Your final letter grade for this class will be assigned only at the end of the course based on the points accumulated by the student. The final letter grade will be determined as follows:

A =	Above 540 points (90%)
B =	480 - 539 (80%)
C =	420 - 479 (70%)
D =	360 - 419 (60%)
F =	Below 360

***Please note the following:**

- 1) I will definitely fail a student for dishonest behavior e.g., cheating or plagiarism in exams or assignments
- 2) This class may seem easy but that does not automatically imply that you will earn an A in the class
- 3) Also, just because you worked hard for this class does not automatically entitle you to an A in this class.

=====

PERSONAL DATA SHEETS

Before **Jan. 24**, students are required to turn in their personal data sheets. With your background information, these sheets will not only enable me to tailor the classes to your specific expectations but will also help me place your faces (you may provide a copy of your picture instead of the original) with your names. Form is posted on Canvas.

(A) ASSIGNMENTS

1. QUIZ (300 pts)

There is **NO EXAM**. Instead, you will have **5 quizzes and each quiz covers 1 or 2 chapter(s). (60 points for one quiz * 5 times)**. In order to have a good grade on quiz, please 1) read the textbook of the chapter, 2) take my video lecture to understand the important concepts clearly and take away, and 3) review the important concepts and theories in the Power Point slides. The questions will be based on the contents you learned. Quiz includes all multiple choice questions and it will be posted on Canvas. Please make sure that you submit on time. You will have **2 attempts to make sure you understand the concepts clearly and takeaway useful knowledge**. Late submission policy for quiz: To be fair with other students, late submission of any assignment by itself will result in a **20% reduction** in the assignment grade. Further, **there will be a 10% deduction for each day's delay** in submitting the assignment.

PPT slide:

Please read the textbook and review my power point slides and your notes from the lectures before taking the quiz. I focus on the important concepts that you have to take away from each chapter. My goal is to help you understand the concepts clearly and critically think theories and tactics to apply to the real world. If you have any questions or need for clarification about the topics or concepts, please feel free to contact me.

2. DISCUSSIONS/ PARTICIPATIONS (200 pts)

This is an important element of the course. I cannot assign a positive score on participation either if a student is absent from the class or if present, s/he does not participate at all. Not only will my lectures be very interactive but I will also elicit participation by seeking students' reactions to various examples. You are required to read the corresponding chapter from the text to enhance the quality of your contribution to class discussions. Further, you may bring to class a current event (usually an article from a newspaper or magazine, or an ad, promotional material) that is relevant to the topic under discussion. This may provide you with a good opportunity for class discussion. The more you actively participate, the more fun and rewarding the class will be for you and everyone else. And the better your grade will be! Quality of comments, questions, etc. is given more weight than quantity.

*Depending on the situation, we may use Zoom to have class discussions. Will notify you later.

TOPIC DISCUSSIONS:

1) MARKETING RESEARCH (100 pts)

The objective of analyzing managerially relevant articles (will be made available through Canvas) is to develop a greater understanding of some of the consumer behavior concepts/theories and evaluating their applicability in real world. **You have to read 1 consumer research article and then discuss the topic in class. You may think about the answers of the following questions. Articles will be posted on Canvas.** More detailed instruction will be announced later.

- (1) Important findings and managerial implication of findings
- (2) Briefly explain problems with the theoretical arguments/ideas made in the article. One way (not the only way) is by explaining scenario(s) where the findings from the article might not apply or opposite findings might occur
- (3) Link theoretical arguments/ideas from this article to any concepts from any chapter(s) in the text and explain each of those linkages
- (4) Think about ways in which you, as a consumer, will behave differently after knowing the findings from this article
- (5) Come up any research question or hypothesis, which you want to know and investigate further in the related topic. What is your reason behind of your research question? Why do you want to investigate and what do you expect to find from your research question? What is your arguments (or reasons) to support your hypotheses?

2) CURRENT TOPIC (50 pts)

The objective of this task allows student to think critically about the current issues. For example, as covid-19 is now very serious issue that influences consumer's daily life, and marketers develop strategies accordingly. You will present how marketers and consumers react to covid-19. You may write a short reflective essay including the analysis of situation. You may present and lead the discussion with classmates. More detailed information will be provided. *There might be a situation that we have to move this task through virtual setting.

3) VIRAL ADS (50 pts)

What Makes an Ad Go Viral?

The assignment is based on 6 Sticky Principles articulated by Chip and Dan Heath in their book, *Made to Stick*. The 6 Sticky Principles will be summarized and explained. For this assignment, you will have to find an ad that you believe has gone viral. Please write a short summary of how the ad embodies the principles. You will present the ads and your reflection based on sticky principles.

4. FINAL PROJECT PRESENTATION- MARKETING PLAN (100 pts)

The objective of final project is to enable students to understand and apply the concepts learned in this class to real life marketing problems. For the purpose of this project, you will have to present a business planning and provide the analysis of how your company utilizes various marketing activities to create value to its customers. You will develop a new product and its marketing plan. You will make your presentation on power point and present. More detailed information will be provided on canvas.

(B) EXTRA-CREDIT OPPORTUNITY

You may have the opportunity to earn up to **extra credit points** by participating in surveys conducted by faculty as part of their research. Your participation is voluntary, your responses are completely confidential, and the extra points are added *after* the grade cutoffs are established.

COLLEGE OF BUSINESS STATEMENT OF ETHICS

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help student s prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both student s and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop any environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus

ACADEMIC DISHONESTY STATEMENT

The faculty expects from its students a high level of responsibility and academic honesty. Because the value of an academic degree depends upon the absolute integrity of the work done by the student for that degree, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work.

Scholastic dishonesty includes, but is not limited to, statements, acts or omissions related to applications for enrollment of the award of a degree, and/or the submission, as one's own work of material that is not one's own. As a general rule, scholastic dishonesty involves one of the following acts: cheating, plagiarism, collusion and/or falsifying academic records. Students suspected of academic dishonesty are subject to disciplinary proceedings.

University regulations require the instructor to report all suspected cases of academic dishonesty to the Dean of Students for disciplinary action. In the event disciplinary measures are imposed on the student, it becomes part of the students' official school records. Also, please note that the handbook obligates you to report all observed cases of academic dishonesty to the instructor.

GRADE REPLACEMENT/FORGIVENESS AND CENSUS DATE POLICIES

Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>.

Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.

The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:

- Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
- Being reinstated or re-enrolled in classes after being dropped for non-payment
- Completing the process for tuition exemptions or waivers through Financial Aid

STATE-MANDATED COURSE DROP POLICY

Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).

Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

DISABILITY ACCOMODATION

Any student who feels their performance in this class may be impacted by a disability, in accordance with federal law, must provide documentation of his/her disability. It is university policy to evaluate the need for an accommodation on a case by case basis. In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria applies to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu

SOCIAL SECURITY AND FERPA STATEMENT

It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The university issues a unique identifying ID number to all students. The electronic transmission of grades (e.g., email) risks violation of the Family Educational Rights and Privacy Act (FERPA) and therefore will not be transmitted electronically. Further, in accordance with FERPA, any information regarding assignments and grading will be discussed between the instructor and the student only. All requests made to the instructor, which are initiated by someone other than the student, regarding information about a student’s activity, will be advised by the instructor to seek that information from the student.

Emergency Exits and Evacuation:

Everyone is required to exit the building when a fire alarm goes off. Follow your instructor’s directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of

class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

CONCEALED HANDGUNS ON CAMPUS

Per the Handbook of Operating Procedures a/k/a “HOP,” Section 2.10.1 Concealed Handguns on Campus; C (7) specifically states: We respect the right and privacy of students who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>.

UT TYLER TABACCO- FREE UNIVERSITY

- All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors.
- Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products.
- There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit www.uttyler.edu/tobacco-free.

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.

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.

¹ YOU ARE RESPONSIBLE FOR ALL OF THE INFORMATION PROVIDED IN THIS DOCUMENT.

TENTATIVE COURSE SCHEDULE

*** The course schedule is subject to change.**

Week	Topic	Book Chs.	Assignments/ Project
1 (1/13)	Introduction/Overview of Marketing	1	
2 (1/20)	Strategic planning & Environmental Analysis Marketing Plan	2 16	Quiz 1. (Strategic planning & Marketing plan)
3 (1/27)	Consumer Behavior & Decision Making	3	
4 (2/3)	Marketing Research	10	Quiz 2. (CB & Marketing research)
5 (2/10)	Discussion 1: Marketing Research		
6 (2/17)	STP: Segmentation/Targeting/Positioning	5	
7 (2/24)	Product Strategy: New Product Development	7	Quiz 3. (STP & New product development)
8 (3/3)	Promotion Strategy: IMC/ Digital Marketing	11 12	
9 (3/10)	Spring break		
10 (3/17)	Discussion 2: Current Topic		
11 (3/24)	Place Strategy: Supply Chain Management	8 9	Quiz 4. (Promotion & Place strategy)
12 (3/31)	Price Strategy	15	
13 (4/7)	Branding	ppt	Quiz 5. (Price, Branding)
14 (4/14)	Discussion 2: Viral Ads.		
15 (4/21)	Project presentations		