

The University of Texas at
TYLER
SOULES COLLEGE
OF BUSINESS

Fall 2021

COURSE NUMBER: MARK 5320.060 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 by developing a marketing plan
8. Create an infographic for a 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

OFFICE HOURS: Tuesdays and Thursdays 7:15-7:45am and 9:30-10:30am. I am also available other times by appointment.

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 attaching 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
Infographic Assignment	50
Group Service Learning Marketing Plan	100
4 Video Discussion Assignments (25 points each)	<u>100</u>
Total Possible Points	350

A= 314-350 points (89.7%-100%), B= 279-313 points (79.7%-89.4%),
C= 244-278 points (69.7%-79.4%), D= 209-243 points (59.7%-69.4%), F= 0-208 points (0%-59.4%)
*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/ and <https://owl.english.purdue.edu/owl>

If you need assistance with writing in this class, I recommend using the free services provided by the Writing Center: <https://www.uttyler.edu/writingcenter/>

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/Knowledge Checks/Assignments
1	8/23-9/5	Introduction to Marketing, Strategic Planning	<i>Video lecture</i> Chapter 1-What Is Marketing? <i>Video lecture</i> Chapter 2-Strategic Planning Video Discussion 1 is due no later than 11:59 p.m. CST Sunday, September 5th
2	9/6-9/19	Market Segmentation, Targeting, Positioning Marketing Consulting and Infographics	<i>Video lecture</i> Chapter 5-Market Segmenting, Targeting, and Positioning Discussion of Service Learning Client Project Video Discussion 2 is due no later than 11:59 p.m. CST Sunday, September 19th Infographic Assignment due no later than 11:59 p.m. CST Sunday, September 19th
3	9/20-10/3	Consumer Behavior	<i>Video lecture</i> Chapter 3-Consumer Behavior Must self-select into a group project group no later than 11:59 p.m. CST Sunday, October 3rd or you will be randomly assigned to a group Video Discussion 3 is due no later than 11:59 p.m. CST Sunday, October 3rd
4	10/4-10/17	Global Marketing, Knowledge Comprehension	Knowledge Check 1 (Chapters 1, 2, 3, & 5) due by 11:59 p.m. CST Sunday, October 17th
5	10/18-10/31	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 Video Discussion 4 is due no later than 11:59 p.m. CST Sunday, October 31st
6	11/1-11/21	Marketing Plan, Marketing Consulting	<i>Video lecture</i> Chapter 16 – The Marketing Plan (covering this chapter now due to the Service Learning Client Project) Service Learning Client Project due no later than 11:59 p.m. CST Sunday, November 21st EXTRA WEEK in this module to complete project
	11/22-11/28		THANKSGIVING BREAK
7	11/29-12/10	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 Knowledge Check 2 (Chapters 11, 12, 13, 14 & 16) due by 11:59 p.m. CST FRIDAY, December 10th NOTE: This is finals week, so the Knowledge Check 2 is due on FRIDAY, December 10th

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.

Infographic Assignment: Creativity is important in marketing. Oftentimes complex information needs to be shared in a clear, precise, and compelling manner. Infographics are a useful form to present data and information to consumers. You will create an infographic on a topic of your choice for a non-profit organization. Organizational branding should be included within your infographic. Infographic examples and other free resources will be provided to the class. When you submit the assignment, you will add a comment that explains what the organization is, what message you are trying to convey, and what is your target audience.

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. You will create a PowerPoint slide deck that covers all the aspects of a marketing plan. Examples will be provided in Canvas. 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, October 3rd, you will be randomly assigned to a group. 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. 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

For all other university syllabus policies, please refer to the Syllabus module in Canvas.