

# Welcome to MARK 5320.060: Advanced Marketing Fundamentals

## Welcome

Welcome to Advanced Marketing Fundamentals, an introductory course about marketing. In this course you will dedicate approximately 3-5 hours per week, engaging with the material and your colleagues. All class sessions will meet online asynchronously (without real-time interaction). Each module provides you with information about how businesses and nonprofits use marketing to accomplish strategic objectives. My role as your professor is to guide you through the modules, help to create an environment where questions, conversation, and learning are valued, and provide you with ideas and feedback that will help you better understand the foundational principles of marketing. You will learn from your colleagues in this course through engagement activities.

## Course Overview

You will learn several content areas of marketing throughout this course. Each module addresses the core set of knowledge and skills needed to be effective in understanding and applying these principles. This course should broaden your understanding by of the 4Ps, strategic marketing decisions, marketing plans, infographics, and critical thinking. You will have opportunities to participate in thought-provoking discussions to learn with and from your colleagues as well as experts in their fields.

**REQUIRED TEXT:** Principles of Marketing Version 4.0, Jeff Tanner and Mary Anne Raymond. Flatworld Knowledge (978-1-4533-9195-2). You can purchase a hard copy, e-book, or a used textbook is acceptable because there are no publisher homework assignments.

**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](#)

## Professor Corner

**Kerri M. Camp, Ph.D.**  
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Office Hours:  
COB 350.33

Tuesday & Thursday 8-9:30 am and  
other days/times by appointment

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## Course Learning Outcomes

*This course provides you with the following learning opportunities:*

- Define the 4 Ps (product, price, place, promotion)
- Implement the 4 Ps (product, price, place, promotion)
- Make strategic marketing decisions
- Create a marketing plan
- Develop an infographic for a non-profit organization
- Improve critical thinking by identifying marketing problems and providing solutions/managerial implications



Without reflection, how do we fully process what we have learned? At the end of each subject area, you will be asked to reflect critically on what you have learned.

*“Reflection is one of the most underused yet powerful tools for success.”*

*—Richard Carlson*

## Assignment Overview

**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.

**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 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 develop an infographic on a topic of your choice for a non-profit organization by using Canva for Education software. Organizational branding should be included within your infographic. Infographic examples 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.

**Marketing Plan Assignment:** Understanding the components of an effective marketing plan is essential to demonstrate how marketing terminology and theory should be applied to an organization. You will create an individual marketing plan slide deck that covers all areas of a marketing plan for a specific organization. More assignment details will be provided within Module 6.

## Building Our Community

Community building is an important component for meeting our course outcomes. To ensure a productive and collegial learning experience for all students, we need everyone to do their best to:

- **Actively participate.** The course experience is more enriching when it includes a greater number of diverse voices and perspectives.
- **Read and respond to the discussion threads.** Research shows that learning is enhanced when discussion participants read each other's posts, provide meaningful feedback, offer encouragement, and share relevant resources.
- **Demonstrate respect for differences.** We all come to the table with different experiences and viewpoints. In order to get the most out of this learning opportunity, show respect for differences by seeking to understand, asking questions, clarifying understanding, and/or respectfully explaining your own perspective.
- **Be timely.** It is important to engage with your fellow students in our module activities in a timely manner to increase the depth of discussions.
- **Be specific.** I encourage you to offer specific evidence from resources or your own experiences or those you have read about.

• **Use an appropriate tone and language.** In online environments without verbal or physical cues, humor and sarcasm can be mistaken as cold or insulting. Please pay special attention to your tone and language use before submitting discussion posts and when discussing topics in class.

## Evaluation

### EVALUATION:

Knowledge Check 1 (Chapters 1, 2, 3, & 5)	50
Knowledge Check 2 (Chapters 11, 12, 13, 14, & 16)	50
Infographic Assignment	50
Marketing Plan Assignment	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.utt Tyler.edu/writingcenter/](http://www.utt Tyler.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.utt Tyler.edu/writingcenter/>

### Life Happens

Due dates for every module are provided on the course schedule (and posted in Canvas). However, I recognize that sometimes things come up, such as illnesses, work issues, and personal events. In these instances, please reach out to me and let me know that you need special consideration to submit the assignment after the due date.

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## Course Schedule – Class Meets ONLINE

**NOTE: Each module is set up as two weeks to allow you flexibility EXCEPT Module 6 which is three weeks due to university holiday and Module 7 which is one week due to finals week**

Module	Dates	Topics	Chapters/Knowledge Checks/Assignments
1	8/22-9/4	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, September 4th</b>
2	9/5-9/18	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 <b>Video Discussion 2 is due no later than 11:59 p.m. CST Sunday, September 18th</b> <b>Infographic Assignment due no later than 11:59 p.m. CST Sunday, September 18th</b>
3	9/19-10/2	Consumer Behavior	<i>Video lecture</i> Chapter 3-Consumer Behavior <b>Video Discussion 3 is due no later than 11:59 p.m. CST Sunday, October 2nd</b>
4	10/3-10/16	Global Marketing, Knowledge Comprehension	<b>Knowledge Check 1 (Chapters 1, 2, 3, &amp; 5) due by 11:59 p.m. CST Sunday, October 16th</b>
5	10/31-11/13	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, November 13th</b>
6	11/14-12/4	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>Marketing Plan Assignment due no later than 11:59 p.m. CST Sunday, December 4th</b> <b>EXTRA WEEK in this module due to university holiday</b>
7	12/5-12/8	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 THURSDAY, December 8th</b> <b>NOTE: This is finals week, so the Knowledge Check 2 is due on THURSDAY, December 8th</b>

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