

Welcome to Fall 2023 MARK 5320.001 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. Class sessions will meet in person, synchronously online via Zoom, and 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: We will have some synchronous online Zoom class discussions which will require a web camera with a microphone. If you do not have a web camera built into your laptop or

Professor Corner

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Available in person or via Zoom at
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**Class meets COB 214 and live
online via Zoom**

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desktop, you will need to purchase an inexpensive one. I found one on Amazon for \$15.99 [Amazon Web Camera](#)

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 Comprehension Exams: We will have two short answer/essay exams to assess your mastery of core marketing concepts. The exams will be taken in class according to the Course Schedule.

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. <https://www.canva.com/free/> but you may use a different software. In Canva there are existing templates that you can modify with your topic and organization. Organizational branding should be included within your infographic. Infographic examples will be provided to the class which show how to share data in an easy-to-read

manner. When you submit the assignment, you are also required to add a comment that describes the organization, explains what message you are trying to convey, and identifies the target audience for the infographic.

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 work in a group to create a marketing plan for a specific client and will present your PowerPoint and written marketing plan to our client.

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 class discussions.** 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 class activities 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 when discussing topics in class.

Evaluation

EVALUATION:

Knowledge Comprehension Exam 1 (Chapters 1, 2, 3, & 5)	100
Knowledge Comprehension Exam 2 (Chapters 11, 12, 13, 14, & 16)	100
Infographic Assignment	50
Research Article Presentation #1	25
Research Article Presentation #2	25
Marketing Plan Assignment (group written and oral presentation)	100
Class Engagement (discussion, reflections, & project reports)	<u>100</u>
Total Possible Points	500

A= 448-500 points (89.6%-100%), B= 398-447 points (79.6%-89.3%),
C= 348-397points (69.6%-79.3%), D= 298-347 points (59.6%-69.3%), F= 0-297 points (0%-59.4%)

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

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.

MARK 5320.0001 Advanced Marketing Fundamentals Course Schedule

Module	Dates	Topics	Chapters/Exams/Assignments
1	8/22	Introduction to Marketing	Chapter 1-What Is Marketing?
6	8/29	Strategic Planning, Marketing Consulting	Chapter 2-Strategic Planning Marketing Plan Client Project
6	9/5	Marketing Consulting, Infographics	Meet with Client during class
6	9/12	Marketing Consulting	Work with group to determine group assignments and develop strategic objectives, SWOT analysis and target market slides and written marketing plan sections
2	9/19	Market Segmentation, Targeting, Positioning	Chapter 5-Market Segmenting, Targeting, and Positioning
3	9/26	Consumer Behavior	Chapter 3-Consumer Behavior Research Article Presentations #1 Marketing Plan Reports – strategic objectives, SWOT, target market
4	10/3	Knowledge Comprehension	Knowledge Check 1 (Chapters 1, 2, 3, & 5) essay exam Work with group on positioning map and marketing strategies (4Ps) and written marketing plan sections
6	10/10	Marketing Plan	Chapter 16 – The Marketing Plan Marketing Plan Reports – positioning map, marketing strategies (4Ps)
5	10/17	Integrated Marketing Communications	Chapter 11-Integrated Marketing Communications and Traditional Media Marketing Research Article Presentations #2
5	10/24	Digital Marketing	Chapter 12-Digital Marketing Work with group on budget and metrics and written marketing plan sections
6	10/31	Infographics	Infographic due and share with class Marketing Plan Reports – budget, metrics
7	11/7	Professional Selling, Customer Relationship Management	Chapter 13 – Professional Selling Chapter 14 – Customer Satisfaction, Loyalty, and Empowerment Work with group to finalize presentation and written marketing plan
6	11/14	Marketing Consulting	Marketing Plan Client Project Presentation to class for feedback
	11/21	University Holiday	Thanksgiving Break – no class
6	11/28	Marketing Consulting	Marketing Plan Presentation to Client
7	12/5	Knowledge Comprehension	Knowledge Comprehension Exam 2 (Chapters 11, 12, 13, 14 & 16) essay exam