

THE UNIVERSITY OF TEXAS AT TYLER
COLLEGE OF BUSINESS ADMINISTRATION
Summer 2023 - Second Session
June 26 to August 10, 2023

COURSE NUMBER: MARK 5320.702, 704

COURSE TITLE: Advanced Marketing Fundamentals

INSTRUCTOR: Dr. Barbara Ross Wooldridge

REQUIRED TEXT: Principles of Marketing, v. 4.0 ISBN(Digital) 978-1-4533-9195-2, Jeff F. Tanner, Jr. and Mary Anne Raymond, Flatworld Knowledge,

This book comes in many versions please go to flatword and decide which version works best for you. All I require is that you have a copy of the text. You need the 4th version. You may purchase it at UT Tyler bookstore, Flatworld Knowledge, or anywhere else.

<https://students.flatworldknowledge.com/course/2596887>

COURSE

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

PREREQUISITE: none

COURSE OBJECTIVES:

1. KNOWLEDGE OBJECTIVES OF THIS COURSE INCLUDE:

By the end of this course, the student should be able to:

1. define the 4 ps
2. implement the four ps,
4. create a marketing plan
5. make strategic marketing decisions
6. improve critical thinking by identifying marketing problems and providing solutions/managerial implications.

CLASS MEETING: online

TEACHING METHOD: online

OFFICE: virtual, brosswo@uttyler.edu

OFFICE HOURS: emails will be answer within 24 hours Monday – Thursday. Emails received before 12:00 pm central time on Friday will be answered before 5:00 pm Friday. Emails received after 12:00 pm central time on Friday will be answered the following Monday.

E-MAIL COMMUNICATION: To protect the privacy of students, the university requires that

all e-mail communication with students be conducted through the University Patriot e-mail system. It is the responsibility of the student to regularly check their Patriot e-mail address.

TECHNOLOGY STATEMENT

In this class you will need regular access to a computer and a stable internet connection. While mobile devices are grate for checking your grades and accessing content during hectic times, I do not recommend relying on them as your primary methods for taking this course. Not have a stable internet connection or having computer problems is not a valid excuse for missing a test or late assignments.

EVALUATION:

ITEM	POINTS	PENALTY IF NOT DONE
5 Tests (5 x 150)	750	
OTC Marketing Plan (TEAM)	90	-90***
Evaluations (TEAM)	10	-25*
Discussion Board 1- Introduction	10	-10
Module Knowledge Checks	50	
Word Clouds	40	-10 (per word cloud)
Individual OTC	50	-50
GETTING STARTED QUIZ -BONUS	10	
TOTAL	1000	

*you must evaluate everyone on your team including yourself; any omissions will result in a -25 point penalty. **Evaluations will be taken in consideration when assigning group grades.**

***if you do not participate in the team project or receive a grade below 70% on the team project the highest grade you can earn in the class is a C.

NO LATE ASSIGNMENTS ARE ACCEPTED

IF YOU DO NOT DO AN ASSIGNMENT, YOU DO NOT RECEIVE A ZERO, YOU RECEIVE THE NEGATIVE VALUE OF THE ASSIGNMENT.

Final LETTER grades will then be assigned as follows:

FINAL POINTS	GRADE
1,000 to 900	A
899.9 to 800	B
799.9 to 700	C
699.9 to 600	D
599.9 and below	F

***grades will not be rounded up**

COURSE SCHEDULE

This is a tentative schedule and is subject to modification; if modified students will be notified via an announcement on CANVAS. PLEASE NOTE – except for week 1 which begins on Monday and week 7 which ends on Thursday at 12:00 noon (pm) central time; all weeks begin on **Sunday at 12:01 a.m. Central Time and end on Saturday at 11:59 p.m. Central Time**. You may work ahead but you must work in a progressive order, i.e. one week’s work is complete you can then move to the next week. This is a very fast paced and intense course carefully check your schedule and time commitments.

Date/Week	Topics	Assignments
WEEK 1 Monday June 26 to Saturday July 1	Class Begins Complete the Getting Started section of the course.	<ul style="list-style-type: none"> • Syllabus/Getting Started Bonus Quiz –must be completed by Saturday July 1 at 11:59 pm central time. • Discussion Board (you must post your original post—no later than Tuesday June 27 by 11:59 pm central time). You need to be active on the DB the entire week until July 1. • Read Article 1 • Obtain the book
WEEK 2 Sunday July 2 to Saturday July 8 Only July 4 is a holiday.	What is Marketing Consumer Behavior The Marketing Plan	<ul style="list-style-type: none"> • Word Cloud 1 –what is marketing -words must be submitted by Monday July 3 by 11:59 pm central time • Chapters 1,3, and 16 • Modules 1, 3, and 16 • Chapters and Modules 1, 3, and 16 Knowledge Check TEST • TEST 1: Modules and Chapters 1, 3 and 16 • Read Article 2
WEEK 3 Sunday July 9 to Saturday July 15	Business Buying Behavior Marketing Segmenting	<ul style="list-style-type: none"> • Word Cloud 2- What is Value? Must submit words by Monday July 10 at 11:59 pm central time. • Chapters 4 & 5 • Modules 4 & 5 • TEST 2: Modules and Chapters 4 & 5 Article 3

WEEK 4 Sunday July 16 to Saturday July 22	Creating Offerings Developing and Managing Offerings Using Information	<ul style="list-style-type: none"> • Word Cloud 3 - what is a product? Must submit words by Monday July 17 at 11:59 pm central time. • Chapters 6, 7, & 10 • Modules, 6, 7, &10 • TEST 3: on Modules and Chapters 6, 7, & 10 • Individual—create an OTC drug assignment
WEEK 5 Sunday July 23 to Saturday July 29	IMC and Traditional Marketing, Digital Marketing, Professional Selling	<ul style="list-style-type: none"> • Chapters 11, 12, & 13 • Modules 11, 12, & 13 • TEST 4: on Modules and Chapters 11, 12, & 13 • Word Cloud 4-What is promotion (in respect to marketing)? Must submit words Monday July 24 by 11:59 pm central time.
WEEK 6 Sunday July 30 to Saturday August 5	Customer Satisfaction and Empowerment Price the Only Revenue Generator	Chapters 14 & 15 Modules 14 & 15 TEST 5: on Modules and Chapters 14 & 15
WEEK 7 Sunday August 6 to Thursday August 10 at 12:00 pm (noon) central time.	Group Project Time -	FINAL PROJECT AND EVALUATIONS ARE DUE on Thursday August 10 at 12:00 pm (NOON) Central Time.

IMPORTANT DATE:

- **JULY 28 – LAST DAY TO WITHDRAWL FROM SUMMER 2 CLASSES**

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.

UNIVERSITY POLICIES

The link below takes you to the university policies on Students Rights and Responsibilities', Grade Replacement/Forgiveness and Census Date Policies, State-Mandated Course Drop Policy, Disability Services, and the Social Security and FERPA Statement.

https://www.uttyler.edu/academic-affairs/files/syllabus_information_2021.pdf

TECHNICAL INFORMATION

Technical Support

If you experience technical problems or have a technical question about this course, you can obtain assistance by emailing itsupport@patriots.uttyler.edu or call 903-565-5555, or on the left-hand menu bar is a question mark (with the word Help underneath it). If you click the question mark you will be able to directly access Canvas Support via live chat or phone.

TECHNICAL INFORMATION

1. It is recommended that you use the internet browsers [Google Chrome](#) or [Mozilla Firefox](#) when using Canvas. If you do not have one of those browsers, you may want to download one or both to your computer.
2. If you already have one of the recommended internet browsers on your computer, you may need to update plug-ins that are needed to use all features of Canvas. These plug-ins include:
 - o [Adobe Reader](#)
 - o [Adobe Flash Player](#)
 - o [Java](#)
3. Please review the [UT Tyler Student Resource for Blended and Online Courses](#).

Please Note: The videos for this course are hosted in YouTube. To view at the highest quality, please adjust each video to HD quality. You can also turn on Closed Captioning and/or view the transcript.

Quick Canvas Tips

- Use the **Previous** and **Next** buttons at the bottom of the page to move through pages of the Modules.
- Some links may be followed by a "**Preview the Document**" icon which, when selected, will open the in-line preview to allow you to view the document on the page without

downloading. If you click the text link, the document will download to your computer or device.

- Links that will open an external website or page will show the "**Links to an External Site**" icon following the link.

Netiquette Guide

"Netiquette" is network etiquette, the do's and don'ts of online communication. Netiquette covers both common courtesy online and informal "rules of the road" of cyberspace. Review and familiarize yourself with the guidelines provided.

<http://www.learnthenet.com/learn-about/netiquette/index.php>