UT Tyler
SOULES

MARK 5320.060 Advanced Marketing Fundamentals
5/5/25 to 6/21/25

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 asynchronously online via Canvas with defined due dates for assignments. 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, and critical thinking. You will have opportunities to participate in thought-provoking discussions to learn with and from your fellow scholars.

REQUIRED TEXT: Marketing Management by Kotler, Keller, and Chernev, 16 edition, 2022, ISBN-13:9780135886830 or 13:9780135887158

REQUIRED EQUIPMENT: camera for proctoring (either built into computer or attached)

You can purchase a hard copy, e-book, or a used textbook is acceptable because there are no publisher homework assignments.

Professor Corner

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Professor of Marketing
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Office Hours:
Via Zoom Mondays 8-11am

Available by phone or via Zoom and other times (days, nights & weekends) at your convenience

Course is delivered asynchronously (not live) on Canvas

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MARKETING Management

Philip **Kotler**

Kevin Lane **Keller**

Alexander **Chernev**

Ⓟ   SIXTEENTH EDITION

Course Learning Outcomes

This course provides you with the following learning opportunities:

- Apply the 4 Ps (product, price, place, promotion) in marketing strategies
- Demonstrate capabilities of building a strategic marketing plan
- Identify segmentation, target marketing, and positioning strategies
- Improve critical thinking by identifying marketing problems and providing solutions and managerial implications
- Demonstrate capabilities of building a strategic marketing plan

Assignment Overview

Knowledge Check Quizzes: Knowledge Checks are necessary to review important marketing concepts. Each of the twelve chapters will be included in a Knowledge Check Quiz consisting of multiple-choice questions, with two to three chapters per Knowledge Check Quiz . These are designed to serve as a review of key concepts in each chapter. You will have 10 minutes per chapter included on each Knowledge Check Quiz. LockDown Browser and Respondus Monitor Proctoring will be used for all Knowledge Check Quizzes. Using any artificial intelligence (AI) or quiz software is NOT permitted. I trust that you will demonstrate integrity and respect this course requirement, and by doing so, you will help maintain the integrity of this course and value of your online degree. Copying any questions or answers on a Knowledge Check Quiz or discussing any questions with other students is considered cheating and may result in failing the course and/or other academic dishonesty disciplinary actions.

Midterm and Final Exams: We will have two essay exams to assess your mastery of core marketing concepts. These exams ask you to critically reflect on what you have learned. LockDown Browser and Respondus Monitor Proctoring will be used for the Midterm Exam and the Final Exam. You may use one sheet of 8x11 paper (both sides) for notes as a resource during the exam, but you are NOT permitted to use any form of Artificial Intelligence (AI) or plagiarism. I will be checking for plagiarism and AI and it will result in a zero on the exam and the incident will be reported to the university for academic dishonesty. You will have 120 minutes to complete each exam. There is one question per chapter on each exam (Midterm = 7 questions, Final = 5 questions). It is important to watch my lecture videos because you will be tested on at least one of the examples in my lecture videos. Copying any questions or answers on the exams or discussing any questions with other students is considered cheating and may result in failing the course and/or other academic dishonesty disciplinary actions.

Coursera Foundations of Digital Marketing and E-commerce: It is important to understand digital marketing and e-commerce skills as well as the fundamental principles. Being able to demonstrate those skills by earning an industry certificate is valuable for many potential careers. The University of Texas at Tyler has a contract to offer industry certificates through Coursera at no cost to students and alumni. You will complete and earn a certificate in the first course of the Google Digital Marketing & E-commerce Professional Certificate (a 7-course series although <u>you only complete the first course</u>). You must access Coursera through the link provided on Canvas or Coursera will require you to pay for the course.

<u>Course 1 Foundations of Digital Marketing and E-commerce:</u> This course is self-paced and it takes approximately 18 hours to complete and consists of 4 modules: Introduction to foundations of digital marketing and e-commerce (4 hours), The customer journey and the marketing funnel (4 hours), Digital marketing and e-commerce strategy (11 hours), and Measure performance success (3 hours). If you complete the required course with 80% or better, you will earn 50 points, otherwise the 50 points will be adjusted by the percentage you earn below 80%.

Marketing Plan Assignment: Understanding the components of an effective marketing plan is essential to demonstrate how marketing terminology and theory should be applied to a business. You will work individually to create a marketing plan for a business or nonprofit organization in your community (although you will not share this with the business or organization). You will create a written marketing plan and Turnitin will be used to check for plagiarism and the use of artificial intelligence (AI). You will see the report when you submit the assignment so you can make any changes prior to the grading. You are permitted to use AI, but you should state in the Comment section when you upload the assignment how and where you used AI. This assignment should demonstrate your critical thinking skills which means if you use AI you need to review the content and ensure it is correct because AI is known for inaccuracies. Please review the **Marketing Plan Grading Rubric.**

Discussion Assignment: Throughout this course you will be required to contribute to two discussion assignments (each worth 25 points). For each discussion assignment, you need to submit one response to my prompt and reply to two other students' responses. The Discussion Assignments provide you an opportunity to better understand how AI can be used to create marketing content. You may use any AI software (Microsoft CoPilot, ChatGPT, etc.). Please review the **Discussion Assignment Grading Rubric** prior to submitting your responses. Only your posts and replies <u>posted before the due date</u> will be considered when determining your grade.

Quiz and Exam Proctoring

LockDown Browser + Webcam Requirement:

This course requires the use of LockDown Browser and a webcam for online exams. The webcam can be the type that's built into your computer or one that plugs in with a USB cable.
Watch this brief video to get a basic understanding of LockDown Browser and the webcam feature.
https://www.respondus.com/products/lockdown-browser/student-movie.shtml

LockDown Download Instructions
- Select a quiz from the course (Practice Quiz must be completed in Module 1 PRIOR to any quiz or exam)
- If you have not already installed LockDown Browser, select the link to download the application and follow the installation instructions

- Return to the quiz page in a standard browser
- LockDown Browser will launch and the quiz will begin

Note: LockDown Browser only needs to be installed once per computer or device. It will start automatically from that point forward when a test requires it.

Guidelines for Proctored Quizzes and Exams:

When taking an online exam, follow these guidelines:
- Select a location where you are comfortable having a video recording taken of yourself and your workspace environment. This area should be free of distractions and interruptions.
- Turn off all other devices (e.g. tablets, phones, second computers) and place them outside of your reach
- Before starting the test, know how much time is available for it, and also that you've allotted sufficient time to complete it
- Clear your desk or workspace of all external materials not permitted - books, papers, other devices
- Remain at your computer for the duration of the test
- If the computer, Wi-Fi, or location is different than what was used previously with the "Webcam Check" and "System & Network Check" in LockDown Browser, run the checks again prior to the exam
- To produce a good webcam video, do the following:
  - Avoid wearing baseball caps or hats with brims
  - Ensure your computer or device is on a firm surface (a desk or table). Do NOT have the computer on your lap, a bed, or other surface where the device (or you) are likely to move
  - If using a built-in webcam, avoid readjusting the tilt of the screen after the webcam setup is complete
  - Take the exam in a well-lit room, but avoid backlighting (such as sitting with your back to a window)
- **Remember that LockDown Browser will prevent you from accessing other websites or applications; you will be unable to exit the test until all questions are completed and submitted**

Getting Help with Lockdown Browser and Respondus Monitor:

Several resources are available if you encounter problems with LockDown Browser:
- The Windows and Mac versions of LockDown Browser have a "Help Center" button located on the toolbar. Use the "System & Network Check" to troubleshoot issues. If an exam requires you to use a webcam, also run the "Webcam Check" from this area
- 24/7/365 Live Chat Support is also available from the Help Center, or from within the "it's not working" troubleshooter.
- Respondus has a Knowledge Base available from support.respondus.com. Select "LockDown Browser & Respondus Monitor" as the product to view helpful articles.
- If you're still unable to resolve a technical issue with LockDown Browser, go to support.respondus.com and select "Submit a Ticket". Provide detailed information about your problem and what steps you took to resolve it.

Evaluation

Knowledge Check Quiz #1 (Chapters 1, 2, & 3)	30
Knowledge Check Quiz #2 (Chapters 5 & 6)	20
Knowledge Check Quiz #3 (Chapters 7 & 8)	20
Knowledge Check Quiz #4 (Chapters 10, 11, & 12)	30
Knowledge Check Quiz #5 (Chapters 15 & 17)	20
Midterm Exam (Chapters 1, 2, 3, 5, 6, 7 & 8)	100
Final Exam (Chapters 10, 11, 12, 15 & 16)	100
Coursera Google Foundations of Digital Marketing & E-commerce Certificate	50
Marketing Plan Assignment	100
2 Discussion Assignments (each worth 25 points)	50
Total Possible Points	520

A= 466-520 points (89.6%-100%), B= 414-465 points (79.6%-89.4%), C= 362-413 points (69.6%-79.4%), D= 310-361 points (59.6%-69.6%), F= 0-309 points (0%-59.4%)

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

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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 **prior** to the due date and let me know that you need special consideration for approval to submit the assignment after the due date.

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.

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Course Schedule

**Each Module opens one week early to give you added flexibility with your assignments, so please plan your work and personal obligations accordingly.

Module	Dates	Topics	Chapters/Exams/Assignments – DUE 11:59 P.M. CST ON LAST DAY OF MODULE
1	5/5-5/11	Introduction to Marketing, Marketing Planning, Consumer Behavior	Chapter 1 - Defining Marketing for the New Realities Chapter 2 - Marketing Planning and Management Chapter 3 - Analyzing Consumer Markets *Watch Video lecture* Personal Introduction *Watch Video lecture* Chapter 1 *Watch Video lecture* Chapter 2 *Watch Video lecture* Chapter 3 **Practice Quiz must be completed PRIOR to Knowledge Check Quiz #1** **Knowledge Check Quiz #1 (Chapters 1, 2, & 3) due Sunday, May 11th**
2	5/12-5/18	Digital Marketing – Google certificate, Marketing Plan	Coursera Google Foundations of Digital Marketing & E-commerce Certificate *Watch Video lecture* Digital Marketing Google Certificate Assignment *Watch Video lecture* Marketing Plan Assignment **Discussion Assignment 1 due Sunday, May 18th**
3	5/19 – 5/25	Marketing Research, Market Segmentation, Target Marketing	Chapter 5 - Conducting Marketing Research Chapter 6 – Identifying Market Segments and Target Customers *Watch Video lecture* – Chapter 5 *Watch Video lecture* – Chapter 6 **Knowledge Check Quiz # 2 (Chapters 5 & 6) due Sunday, May 25th** **Discussion Assignment 2 Sunday, May 25th**
4	5/26 –6/1	Value Proposition, Positioning, Product Development, Knowledge Comprehension	Chapter 7 – Crafting a Customer Value Proposition and Positioning Chapter 8 – Designing and Managing Products *Watch Video lecture* – Chapter 7 *Watch Video lecture* – Chapter 8 **Knowledge Check Quiz #3 (Chapters 7 & 8) due no later than 11:59 p.m. CST Sunday, June 1st** **Midterm Exam (1, 2, 3, 5, 6, 7, & 8) essay exam due no later than 11:59 p.m. CST Sunday, June 1st**
5 & 2	6/2 –6/8	Pricing, Sales Promotion, Marketing Communications Google Digital Marketing & E-commerce	Chapter 11 - Managing Pricing and Sales Promotions Chapter 12 – Managing Marketing Communications *Watch Video lecture* – Chapter 11 *Watch Video lecture* – Chapter 12 **Coursera Google course due no later than 11:59 p.m. CST Sunday, June 8th**
6 & 2	6/9-6/15	Branding, Marketing Plan	Chapter 10 – Building Strong Brands *Watch Video lecture* – Chapter 10 **Knowledge Check Quiz #4 (Chapters 10, 11 & 12) due no later than 11:59 p.m. CST Sunday, June 15th** **Marketing Plan Assignment due no later than 11:59 p.m. CST Sunday, June 15th**
7	6/16 – 6/21	Distribution Channels, Competitive Markets, Knowledge Comprehension	Chapter 15 – Designing and Managing Distribution Channels Chapter 17 – Driving Growth in Competitive Markets *Watch Video lecture* – Chapter 15 *Watch Video lecture* – Chapter 17 **Knowledge Check Quiz #5 (Chapters 15 & 17) due no later than 11:59 p.m. CST SATURDAY, June 21st** **Final Exam (Chapters 10, 11, 12, 15 & 17) essay exam due no later than 11:59 p.m. CST SATURDAY, June 21st**