

# MARK 5320.702 and .704

## Advanced Marketing Fundamentals

### 3/4/24 to 4/27/24

#### 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, 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 5.0, Jeff Tanner and Mary Anne Raymond. Flatworld Knowledge  
ISBN: 978-1-4533-39201-6. 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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Office Hours:  
COB 350.33

Available in person, by phone, or  
via Zoom at your convenience

Course is delivered  
asynchronously on Canvas

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**REQUIRED EQUIPMENT:** We will have some assignments which will require a web camera with a microphone. 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 \$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
- Develop an infographic for a non-profit organization
- Improve critical thinking by identifying marketing problems and providing solutions/managerial implications
- Demonstrate digital marketing and e-commerce skills (understand the customer journey, explain the concepts of a marketing funnel, understand the elements and goals of a digital marketing and e-commerce strategy)



## Assignment Overview

**Knowledge Comprehension Exams:** 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 academic dishonesty disciplinary actions.

**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. You may use Canva for Education in Canvas, the free version of Canva <https://www.canva.com/free/> or 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, identifies the target audience for the infographic, and a

statement that you created this infographic specifically for this assignment. Please review the **Infographic Assignment Grading Rubric** prior to submitting.

**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 earn a Google Foundations of Digital Marketing and E-commerce certificate for completing the first course in the Google Digital Marketing & E-commerce Professional Certificate (a 7-course series). This course is self-paced and it takes approximately 25 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, you will earn 100 points. You may decide to complete the remaining six courses, but only the first course is required for this assignment.

**Video Discussion Assignment:** Throughout this course you will be required to contribute to four video discussion assignments (each worth 25 points). 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, but only the first two responses will be considered in the grading. 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 online communication skills, so hopefully these video discussions will help you develop professionally. Only your video posts and replies posted before the due date will be considered when determining your grade.

## 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. 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 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	100
Coursera Google Foundations of Digital Marketing and E-commerce course	100
4 Video Discussion Assignments (25 points each)	<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 prior to the due date and let me know that you need special consideration to submit the assignment after the due date.

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## Course Schedule

Module	Dates	Topics	Chapters/Exams/Assignments
1	3/4 – 3/10	Introduction to Marketing Coursera Google Course Digital Marketing & E-commerce	Read Chapter 1-What Is Marketing? <i>Watch Video lecture</i> Personal Introduction <i>Watch Video lecture</i> Chapter 1 <i>Watch Video lecture</i> Coursera Google Foundations of Digital Marketing and E-commerce course assignment <b>Video Discussion 1 is due no later than 11:59 p.m. CST Sunday, March 10th</b>
	3/11 – 3/17		<b>Spring Break – no class</b> If you want to use this time to work ahead, you may work on the Coursera course
2	3/18 – 3/24	Strategic Planning, Market Segmentation, Targeting, Positioning and Infographics	Read Chapter 2 – Strategic Planning Read Chapter 5 – Market Segmenting, Targeting, and Positioning <i>Watch Video lecture</i> – Chapter 2 <i>Watch Video lecture</i> – Chapter 5 <i>Watch Video lecture</i> – Infographic assignment <b>Video Discussion 2 is due no later than 11:59 p.m. CST Sunday, March 24th</b>
3	3/25 – 3/31	Consumer Behavior Knowledge Check	Read Chapter 3 – Consumer Behavior <i>Watch Video lecture</i> – Chapter 3 <b>Knowledge Check 1 (Chapters 1, 2, 3, &amp; 5) due no later than 11:59 p.m. CST Sunday, March 31st</b>
4	4/1 – 4/7	Integrated Marketing Communications and Digital Marketing	Read Chapter 11 – Integrated Marketing Communications and Traditional Media Marketing Read Chapter 12 – Digital Marketing <i>Watch Video lecture</i> – Chapter 11 <i>Watch Video lecture</i> – Chapter 12 <b>Video Discussion 3 is due no later than 11:59 p.m. CST Sunday, April 7th</b>
5	4/8 – 4/14	Professional Selling, Customer Relationship Management Infographics	Read Chapter 13 – Professional Selling Read Chapter 14 – Customer Satisfaction, Loyalty, and Empowerment <i>Watch Video lecture</i> – Chapter 13 <i>Watch Video lecture</i> – Chapter 14 <b>Infographic Assignment due no later than 11:59 p.m. CST Sunday, April 14th</b>
6	4/15 – 4/21	Marketing Plan Coursera Google Course Digital Marketing & E-commerce	Read Chapter 16 – The Marketing Plan <i>Watch Video lecture</i> – Chapter 16 <b>Video Discussion 4 is due no later than 11:59 p.m. CST Sunday, April 21<sup>st</sup></b>  <b>Coursera Google Foundations of Digital Marketing and E-commerce course due no later than 11:59 p.m. CST Sunday, April 21st</b>
7	4/22 – 4/27	Knowledge Comprehension	<b>Knowledge Check 2 (Chapters 1, 2, 3, &amp; 5) due no later than SATURDAY, April 27th</b> Saturday due date because this is the end of the course