

**THE UNIVERSITY OF TEXAS AT TYLER**  
**COLLEGE OF BUSINESS ADMINISTRATION**  
**Spring 2009**

**COURSE NUMBER:** MARK 5320

**COURSE TITLE:** Advanced Marketing Fundamentals

**INSTRUCTOR:** Dr. Kerri Keech

**REQUIRED TEXT:** None. Required material will be discussed in lecture and through the utilization of cases which will be purchased through XanEdu. Purchase information will be provided later in the semester.

**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 understand:

1. strategic marketing decisions,
2. service marketing strategies,
3. global marketing strategies,
4. customer relationship marketing
5. nonprofit marketing, and
6. entrepreneurship marketing.

**2. COMPETENCIES TO BE DEMONSTRATED IN THIS COURSE INCLUDE:**

1. COMPUTER-BASED SKILLS:
  - A. WORD PROCESSING-students will type all their assignments and projects
  - B. SPREADSHEET-students will utilize spreadsheets for data entry and analysis
  - C. PRESENTATION SOFTWARE-students will be required to use presentation software for their marketing project presentation
  - D. INTERNET SEARCH SKILLS-students will utilize the Internet to gather information regarding their marketing project and case analyses
2. COMMUNICATION SKILLS:
  - A. WRITTEN
    - a. REPORT ORGANIZATION-lecture will discuss appropriate report organization and students will generate a professional marketing project report
    - b. REFERENCING-all sources will be cited
  - B. ORAL-students will be required to give an oral presentation of their marketing project findings
3. INTERPERSONAL SKILLS:
  - A. TEAM-BASED ABILITIES – INTRA-GROUP AND INTER-GROUP

- COOPERATION-students will work as part of a group to design, conduct, and present their marketing project and case presentation
  - B. LEADERSHIP-students will delegate responsibilities required
  - C. CONFLICT RESOLUTION-students will resolve all conflicts that arise within the group
  - 4. PROBLEM SOLVING (CRITICAL THINKING):
    - A. CONCEPTUAL THINKING-marketing problems will be identified and marketing objectives and tactics will be developed by the marketing groups
    - B. GATHERING AND ANALYZING DATA-case data will be analyzed
    - C. QUANTITATIVE/STATISTICAL SKILLS-quantitative analysis will be conducted for case analyses
    - D. CREATIVITY AND INNOVATION-oral presentation will utilize creativity and innovative presentation techniques
  - 5. ETHICAL ISSUES IN DECISION MAKING AND BEHAVIORS: marketing ethics will be discussed in lecture and students will address with the marketing project and case analyses
  - 6. PERSONAL ACCOUNTABILITY FOR ACHIEVEMENT:
    - A. MEETING DEADLINES-project deadlines are set according to the course outline
    - B. QUALITY OF WORK PERFORMED-students will be evaluated through assignments, written marketing project, and oral presentation
  - 7. COMPETENCE IN BASIC BUSINESS PRINCIPLES:
    - A. COMPETENCE IN MAJOR FIELD AND GROUNDING IN OTHER MAJOR CORE AREAS- students will utilize marketing and business theory in the development of their marketing project and discussion of that project
    - B. AWARENESS OF INTERNATIONAL AS WELL AS DOMESTIC IMPLICATIONS OF BUSINESS DECISIONS – lecture and class discussion will address domestic and international implications
    - C. UNDERSTANDING AND APPRECIATION OF STRATEGIC IMPACT OF BUSINESS DECISIONS – lecture and class discussion will address the strategic impact of business decisions
3. OUTCOMES FOR STUDENTS TO SUCCESSFULLY COMPLETE THIS COURSE INCLUDE:
- 1. Thorough knowledge of marketing theory demonstrated through case assignments and marketing project
  - 2. Development of professional marketing project including thorough written and oral report

**CLASS MEETING:** Mondays, 6:00 p.m. – 8:40 p.m, BUS 106

**TEACHING METHOD:**Lecture, cases, class discussion, applied marketing

**OFFICE & TELEPHONE NUMBER:** BUS 137, 903.565.5660, kerri\_keech@uttyler.edu

**OFFICE HOURS:** Monday 11AM-12PM and 4:45 PM-5:45PM, Wednesday 12:45PM-1:45PM and by appointment

**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.

**TOPICS COVERED:**

<b>Date</b>	<b>Lecture Topic</b>	<b>Case Discussion/Activities</b>
Week 1: Jan 12	Introduction to Course	
Week 2: Jan 19	NO CLASS – UT TYLER HOLIDAY	
Week 3: Jan 26	Ben Franklin Apothecary Client Presentation	<b>Ben Franklin Assignment Due</b>
Week 4: Feb 2	Marketing Overview and Review Discussion of Marketing Project and Case Analysis Determination of Groups	
Week 5: Feb 9	Customer Retention Strategies and Customer Satisfaction	<b>Marketing Project Proposal Due</b>
Week 6: Feb 16	<b>Case #1 GoodLife Fitness Clubs</b> Entrepreneurship Marketing Strategies, Niche Strategies, Marketing Plan Development, and Distribution Strategies	<b>Case #1 Summary Due</b>
Week 7: Feb 23	<b>Case #2 Cowgirl Chocolates</b> Services Marketing, Product Life Cycle, and Porter’s Generic Strategy Framework	<b>Case #2 Summary Due</b>
Week 8: Mar 2	<b>Case #3 Pacific Cataract and Laser Institute: Competing in the LASIK Eye Surgery Market</b> Service Target Market Segmentation, Ansoff Product/Market Expansion Grid	<b>Case #3 Summary Due</b>
Week 9: Mar 9	NO CLASS – UT TYLER SPRING BREAK	
Week 10: Mar 16	<b>Case #4 The Robert Trent Jones Golf Trail: “Golf’s Greatest Road Trip”</b> Global Marketing Strategies	<b>Case #4 Summary Due</b>
Week 11: Mar 23	<b>Case #5 Global Market Opportunity in the Olive Oil Industry: The Case of Baser Food</b> Customer Relationship Marketing and GE Matrix	<b>Case #5 Summary Due</b>
Week 12: Mar 30	<b>Case #6 Emergency Care Group</b> Nonprofit Promotional and Pricing Strategies, and Marketing Mix	<b>Case #6 Summary Due</b>

Week 13: Apr 6	<b>Case #7 The Broach Theatre</b> Market Positioning in Fragmented Markets	<b>Case #7 Summary Due</b>
Week 14: Apr 13	<b>Case #8 Balancing Cruise Revenue Sources: The Case of Empress Cruise Lines</b> Industry Situational Analysis and Strategic Marketing	<b>Case #8 Summary Due</b>
Week 15: Apr 20	<b>Case #9 The Great Minnesota Get Together</b> Global Marketing Strategies and the Impact of Dollar Valuation and Oil Prices	<b>Case #9 Summary Due</b> <b>Marketing Project Written Report Due</b>
Week 16: Apr 27	<b>Case Embryo: PEC Manufacturing –Can It Compete With China?</b> Graded Marketing Project Written Reports Returned to Groups for Corrections	<b>PEC Case Critique Due</b>
Week 17: May 4	<b>Marketing Project Client Presentation</b>	<b>Corrected Written Reports Due to Client</b>

**EVALUATION:**

Ben Franklin Assignment	10 points		
Group Marketing Project Written Proposal	20 points		
Ten Case Assignments (20 points each)	200 points		
Group Case Presentation (50%group/50%individual)	50	points	(50%
Group Written Marketing Project	60 points		
Group Marketing Project Oral Presentation (50%group/50%individual)	60		<u>points</u>
	400 points		

**Grading Scale:**

- 358-400 = A
- 318-357 = B
- 278-317 = C
- 238-277 = D
- 0-237 = F

## **COLLEGE OF BUSINESS STATEMENT OF ETHICS:**

The ethical problems facing local, national and global business communities are an ever-increasing challenge. It is essential the College of Business and Technology help students prepare for lives of personal integrity, responsible citizenship, and public service. In order to accomplish these goals, both students and faculty of the College of Business and Technology at The University of Texas at Tyler will:

- Ensure honesty in all behavior, never cheating or knowingly giving false information.
- Create an atmosphere of mutual respect for all students and faculty regardless of race, creed, gender, age or religion.
- Develop an environment conducive to learning.
- Encourage and support student organizations and activities.
- Protect property and personal information from theft, damage and misuse.
- Conduct yourself in a professional manner both on and off campus.

## **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.

## **DISABILITY STATEMENT**

If you have a disability, including a learning disability, for which you request an accommodation, please contact Ida MacDonald in the Disability Support Services office so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Support Services counselor. For more information, call or visit the Student Services Center located in the University Center, Room 111 or phone 566-7079 (TDD 565-5579).