COURSE NUMBER: MARK 5320.001 Advanced Marketing Fundamentals

INSTRUCTOR: Dr. Kerri M. Camp

REQUIRED TEXT: Principles of Marketing Version 2.0, Jeff F. Tanner, Jr. and Mary Anne Raymond, Flatworld Knowledge (no ISBN available on this textbook) You may use an older version. You can order through the bookstore or from Flatworld Knowledge https://students.flatworldknowledge.com/course/2380375

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

PREREQUISITE: none

COURSE LEARNING OBJECTIVES:
Some of the specific skills I hope you will obtain in this course are listed below. Critical analyses of marketing information will help you not only in your professional work, but it will also help apply these concepts in your personal lives to help you a better consumer.

1. Provide business solutions using strategic marketing decisions
2. Identify differences between goods and services marketing
3. Compare marketing strategies of for-profit businesses and non-profit organizations
4. Evaluate the criteria for successful loyalty programs
5. Develop intercultural knowledge that impacts global marketing strategies
6. Understand how an augmented reality promotional initiative can be used in marketing
7. Create a promotional video on ethical decision making

CLASS MEETING: PATSS hybrid (Face-to-Face and Online)

TEACHING METHOD: lecture, course materials, discussion boards, assignments, and service learning client project

OFFICE HOURS: On Thursdays when we meet face-to-face, my office hours are 3-6pm. I am available to meet at other times, so please let me know. I welcome you to contact me at any time if you have any questions. We have all needed help with something at some point in our lives. If you find yourself not understanding the assigned readings, lectures, assignments, quizzes, or my grading feedback, please reach out to me to let me know how I can help you learn better in this course. I respond to all emails within 24 hours during the week (but usually within a few hours), and I respond to emails received during the weekend as well because I know many of you use the weekends for your coursework.

OFFICE & TELEPHONE NUMBER: BUS 128, 903.565.5660 kcamp@uttyler.edu
<table>
<thead>
<tr>
<th>Mod (2wks)</th>
<th>Dates</th>
<th>F2F Class</th>
<th>Topics</th>
<th>Chapters/Quizzes/Major Assignments</th>
</tr>
</thead>
</table>
| 1         | 8/24-9/6    | 8/27      | Introduction to Marketing, Strategic Planning | Chapter 1-What Is Marketing?  
Chapter 2-Strategic Planning  
Module 1 Activities due no later than 11:59 p.m. CST Sunday, September 6th |
| 2         | 9/7-9/20    | 9/10      | Market Segmentation, Targeting, Positioning, Ethics | Chapter 5-Market Segmenting, Targeting, and Positioning  
Ethics video project discussion  
Module 2 Activities due no later than 11:59 p.m. CST Sunday, September 20th  
QUIZ 1 Chapters 1 & 2 due by 11:59 p.m. CST Sunday, September 20th |
| 3         | 9/21-10/4   | 9/24      | Consumer Behavior, Augmented Reality        | Chapter 3-Consumer Behavior  
Module 3 Activities due no later than 11:59 p.m. CST Sunday, October 4th |
| 4         | 10/5-10/18  | 10/8      | Service Learning Client Consulting Project  | Discuss client projects and form consulting groups  
Module 4 Activities due no later than 11:59 p.m. CST Sunday, October 18th  
QUIZ 2 Chapters 3 & 5 due by 11:59 p.m. CST Sunday, October 18th |
| 5         | 10/19-11/1  | 10/22     | Ethics                                      | University Ethics Event – room to be determined  
No Module 5 Activities due  
Date of video submission to be determined by university |
| 6         | 11/2-11/15  | 11/5      | Advertising, IMC, Public Relations, Sales Promotion | Chapter 11-Advertising, IMC, and Media Chapter  
12-Public Relations and Sales Promotion  
Module 6 Activities due no later than 11:59 p.m. CST Sunday, November 15th  
QUIZ 3 Chapters 11 & 12 due by 11:59 p.m. CST Sunday, November 15th |
| 7         | 11/16-11/29 | 11/19     | Service Learning Client Consulting Project, Global Marketing | Service Learning Client due by 11:59 p.m. CST WEDNESDAY, November 18th (submitted to Blackboard and emailed to client with a copy to kcamp@uttyler.edu)  
Client Presentations Thursday, November 19th  
Module 7 Activities due no later than 11:59 p.m. CST Sunday, November 29th |
| 8         | 11/30-12/10 | 12/3      | Professional Selling, Customer Relationship Management | Chapter 13-Professional Selling  
Chapter 14-Customer Satisfaction, Loyalty, and Empowerment  
No Module 8 Activities due since short week  
QUIZ 4 Chapters 13 & 14 due by 11:59 p.m. CST Thursday, December 10th  
NOTE: The last week is a short week, so everything is due on THURSDAY, DECEMBER 10th |
**EVALUATION:**

<table>
<thead>
<tr>
<th>Quiz 1 Chapters 1 &amp; 2</th>
<th>100</th>
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<tbody>
<tr>
<td>Quiz 2 Chapters 3 &amp; 5</td>
<td>100</td>
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<tr>
<td>Quiz 3 Chapters 11 &amp; 12</td>
<td>100</td>
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<tr>
<td>Quiz 4 Chapters 13 &amp; 14</td>
<td>100</td>
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<tr>
<td>6 Module Assignments (10 points each)</td>
<td>60</td>
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<tr>
<td>Ethics Video</td>
<td>50</td>
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<tr>
<td>Service Learning Client Project (Group Assignment)</td>
<td>150</td>
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<tr>
<td><strong>Total Possible Points</strong></td>
<td><strong>660</strong></td>
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</tbody>
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A=594-660 points, 90%-100%, B=528-593 points, 80%-89 %, C=462-527 points, 70%-79%, D=396-461 points, 60%-69%, F=0-395 points, 0-59%

**Quizzes:** Quizzes are necessary to assess your mastery of core marketing concepts. The four quizzes will each consist of multiple choice questions. Although you are permitted to use your notes and/or textbook on the quizzes, you will have insufficient time to look up all the answers, so please make sure you fully comprehend the textbook material before beginning your quiz. You will have 30 minutes to answer 20 questions on each quiz. Copying any questions/answers on a quiz or discussing quiz questions with other students is considered cheating and will result in scholastic dishonesty disciplinary actions.

**Module Assignments:** It is expected that you will complete all the assignments in each course module. This will include in-class assignments, discussion boards, reflection journals, etc. The assignments in each module are worth ten points total. There are no module assignments for Modules 5 and 8.

**Ethics Video:** As part of the university’s ethics week, you and your group will create an ethics video. Instructions will be provided to students by mid-September and the videos will be shown during the event on Thursday, October 22nd in the evening. You are required to attend the university ethics event in lieu of class that evening. If you do not attend the university event, ten points will be deducted from your ethics video assignment individual grade. More information will be given when it is provided by the university.

**Service Learning Client Project:** Students often tell me that the service learning client project is the most meaningful activity in this course because you will work with an actual business or organization that has asked for your help as a marketing consultant. In consulting work, although content is extremely important, the professional appearance (correct grammar, spelling, punctuation, etc.) impacts the perception of quality. Another way to increase the quality and usefulness of your project for the client is to integrate marketing theory and terminology throughout your report. Submit your project directly using the Blackboard link and submit only one paper for the entire group. The **Project Grading Rubric** is provided on Blackboard. It is important that all group members contribute to the project, so you will be asked to evaluate your group members’ contributions at the conclusion of the project via an email to the instructor. Individual grades on the project will be adjusted (if appropriate) based upon the peer evaluations. As with all professional, collaborative group projects, communication with your group members regarding deadlines and workload allocation should be discussed. The project grade will be posted to Blackboard no later than one week after it is due.
Acceptance of Late Work:
Unfortunately, illnesses, death in the family, or other unexpected events are part of life and work. I understand how difficult these times can be, so if you contact me within 24 hours of the event with appropriate documentation, I will consider extending the deadline under these special circumstances.

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.

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.

Students Rights and Responsibilities:
To know and understand the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link:
http://www2.uttyler.edu/wellness/rightsresponsibilities.php

Academic Integrity:
Academic integrity is of the utmost importance. Academic dishonesty will result in the receipt of an F for a final grade in this course. The assessments included in this course are designed to measure your grasp of the information which is examined throughout the course. Please refer to http://www.uttyler.edu/catalog/10-12/1491.htm to review the Academic Standards of Conduct.

Scholastic Dishonesty:
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 regarding scholastic dishonesty are available at http://www.uttyler.edu/housing/ScholasticDishonesty.htm. 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.
Grade Replacement/Forgiveness and Census Date Policies:
Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. Grade Replacement Contracts are available in the Enrollment Services Center or at http://www.utttyler.edu/registrar. Each semester’s Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract. The Census Date is the deadline for many forms and enrollment actions that students need to be aware of. These include:
* Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
* Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
* Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
* Being reinstated or re-enrolled in classes after being dropped for non-payment
* Completing the process for tuition exemptions or waivers through Financial Aid

State-Mandated Course Drop Policy:
Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date). Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

Disability Accommodation:
Any student who feels their performance in this class may be impacted by a disability, in accordance with federal law, must provide documentation of his/her disability. It is university policy to evaluate the need for an accommodation on a case by case basis. In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University offers accommodations to students with learning, physical and/or psychiatric disabilities. If you have a disability, including non-visible disabilities such as chronic diseases, learning disabilities, head injury, PTSD or ADHD, or you have a history of modifications or accommodations in a previous educational environment you are encouraged to contact the Student Accessibility and Resources office and schedule an interview with the Accessibility Case Manager/ADA Coordinator, Cynthia Lowery Staples. If you are unsure if the above criteria applies to you, but have questions or concerns please contact the SAR office. For more information or to set up an appointment please visit the SAR office located in the University Center, Room 3150 or call 903.566.7079. You may also send an email to cstaples@uttyler.edu
**Student Absence due to Religious Observance:**
Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.
Student Absence for University-Sponsored Events and Activities:
If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

Social Security and FERPA Statement:
It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The university issues a unique identifying ID number to all students. The electronic transmission of grades (e.g., email) risks violation of the Family Educational Rights and Privacy Act (FERPA) and therefore will not be transmitted electronically. Further, in accordance with FERPA, any information regarding assignments and grading will be discussed between the instructor and the student only. All requests made to the instructor, which are initiated by someone other than the student, regarding information about a student’s activity, will be advised by the instructor to seek that information from the student.

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
When you email IT Support, be sure to include a complete description of your question or problem including:
*The title and number of the course
*The page in question
*If you get an error message, a description and message number
*What you were doing at the time you got the error message

You may also visit the Help Tab in Blackboard for useful information or check out On Demand Learning Center for Students http://ondemand.blackboard.com/students.htm

Plug-ins and Helper Applications
UT Tyler online courses use Java, JavaScript, browser plug-ins, helper application and cookies. It is essential that you have these elements installed and enabled in your web browser for optimal viewing of the content and functions of your online course.

Adobe Reader allows you to view, save, and print Portable Document Format (PDF) files.
http://get.adobe.com/reader/

Java Runtime Environment (JRE) allows you to use interactive tools on the web.

Adobe Flash Player allows you to view content created with Flash such as interactive web applications and animations. http://get.adobe.com/flashplayer/

QuickTime allows users to play back audio and video files.

Windows Media Player allows you to view, listen and download streaming video and audio