



**Fall 2019**

**COURSE NUMBER:** MARK 5320.060 Advanced Marketing Fundamentals

**INSTRUCTOR:** Dr. Kerri M. Camp

**REQUIRED TEXT:** Principles of Marketing Version 3.0, Jeff F. Tanner, Jr. and Mary Anne Raymond, Flatworld Knowledge (978-1-4533-7449-8) You can order through the university bookstore or from Flatworld Knowledge <https://students.flatworldknowledge.com/course/2557331>. Either a Study Pass, E-book, or paperback book are acceptable. A used textbook is acceptable because there are no publisher homework assignments or activities.

**REQUIRED EQUIPMENT:** Our exams and class discussions will require a web camera with a microphone to submit these assignments. The assessments in this online course will be proctored using ProctorU. Beyond the cost of initial equipment needed (e.g. a camera for your computer), there will not be any additional cost for proctoring. You will need to create a ProctorU account and install the ProctorU extension before attempting any assessment.

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 \$9.99 [Amazon Web Camera](#)

**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 careers, but it should also help you as you apply these concepts in your personal lives to help you be a better consumer.

1. Provide business solutions using strategic marketing decisions
2. Identify differences between goods and services marketing
3. Compare marketing strategies of 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 augmented reality promotional initiatives can be used in marketing
7. Solve a marketing problem for a non-profit organization

**CLASS MEETING:** Online

**TEACHING METHOD:** lecture, course materials, Flipgrid video discussions, and assignments

**OFFICE & TELEPHONE NUMBER:** COB 312.05, 903.565.5660 [kcamp@uttyler.edu](mailto:kcamp@uttyler.edu)

**OFFICE HOURS:** I am available to meet in my office, by zoom video conferencing, or telephone. 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, exams, 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.

**COURSE SCHEDULE**  
(Modules are two weeks in length to allow more flexibility)

Module	Dates	Topics	Chapters/Quizzes/Major Assignments
1	8/26-9/8	Introduction to Marketing, Strategic Planning	<i>Video lecture</i> Chapter 1-What Is Marketing? <i>Video lecture</i> Chapter 2-Strategic Planning <b>Career Success Conference September 5th</b> <b>Flipgrid 1 is due no later than 11:59 p.m. CST Sunday, September 8th</b>
2	9/9-9/22	Market Segmentation, Targeting, Positioning Marketing Consulting	<i>Video lecture</i> Chapter 5-Market Segmenting, Targeting, and Positioning <b>Flipgrid 2 is due no later than 11:59 p.m. CST Sunday, September 22nd</b> Discussion of Service Learning Client Project
3	9/23-10/6	Consumer Behavior	<i>Video lecture</i> Chapter 3-Consumer Behavior <b>Must self-select into a group project and team no later than 11:59 p.m. CST Sunday, October 6th</b> <b>Flipgrid 3 is due no later than 11:59 p.m. CST Sunday, October 6<sup>th</sup></b>
4	10/7-10/20	Global Marketing, Knowledge Comprehension	<b>Midterm Exam (Chapters 1, 2, 3, &amp; 5) due by 11:59 p.m. CST Sunday, October 20th</b> Work on with your group on your Service Learning Client Project
5	10/21-11/3	Integrated Marketing Communications and Digital Marketing	<i>Video lecture</i> Chapter 11-Integrated Marketing Communications and Traditional Media Marketing <i>Video lecture</i> Chapter 12-Digital Marketing Work with your group on your Service Learning Client Project <b>Flipgrid 4 is due no later than 11:59 p.m. CST Sunday, November 3rd</b>
6	11/4-11/17	Marketing Plan, Marketing Consulting	<i>Video lecture</i> Chapter 16 – The Marketing Plan (covering this chapter now due to the Service Learning Client Project) Work with your group on your Service Learning Client Project
7	11/18-11/24	Professional Selling, Customer Relationship Management	<i>Video lecture</i> Chapter 13-Professional Selling <i>Video lecture</i> Chapter 14-Customer Satisfaction, Loyalty, and Empowerment <b>Service Learning Client Project due no later than 11:59 p.m. CST Sunday, November 24th</b> (project must also be emailed to client with a cc to <a href="mailto:kcamp@uttyler.edu">kcamp@uttyler.edu</a> )
	11/25-12/1		UNIVERSITY HOLIDAY
8	12/2-12/13	Knowledge Comprehension	<b>Final Exam (Chapters 11, 12, 13, 14 &amp; 16) due by 11:59 p.m. CST FRIDAY, December 13th</b> <b>NOTE: This is finals week, so the Final Exam is due on FRIDAY, December 13th</b>

## EVALUATION:

Midterm Exam (Chapters 1, 2, 3, & 5)	100
Final Exam (Chapters 11, 12, 13, 14, & 16)	100
Service Learning Client Project	100
4 Flipgrid Assignments (10 points each)	<u>40</u>
Total Possible Points	340

A= 305-340 points (89.5%-100%), B= 271-304 points (79.5%-89.4%),  
C= 237-270 points (69.5%-79.4%), D= 203-236 points (59.5%-69.4%), F= 0-202 points (0%-59.2%)

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

**NOTE:** For any writing assignment, I recommend the following two resources to help you with your grammar, punctuation, style, formatting, and citations:

[www.utttyler.edu/writingcenter/](http://www.utttyler.edu/writingcenter/) and <https://owl.english.purdue.edu/owl>

Although no particular formatting style is required, your paper should be referenced consistently throughout. I also provide examples from previous students, so it is important to review those examples to understand my expectations.

**Exams:** The Soules College of Business is pleased to offer MBA courses online in an asynchronous environment in order to enhance their accessibility. In order to preserve academic integrity in these online courses, we observe the following testing policy.

- 1) [Classes](#) offered online may have up to two tests/examinations offered in a proctored setting.
- 2) These proctored exams should have meaningful impact on a student's grade in class.
- 3) Exams administered online should be proctored live using a proctoring service approved by the University.
- 4) Students must register for the proctoring service using information provided by the instructor (on Canvas).
- 5) Exam proctoring will be at no cost to the student provided that the exam is scheduled in a timely manner per the course instructions. Students may be billed for cancelling or rescheduling an exam per the provider's fee schedule.
- 6) To create a ProctorU account, follow the ProctorU tool within Canvas. Please make sure you are using the current version of Chrome or Firefox and download the ProctorU extension available at <http://bit.ly/proctoruchrome> or <https://www.proctoru.com/firefox>.

In order to use ProctorU, you will need the following:

- High-speed Internet connection
- Webcam (internal or external)
- Windows, Mac, or Chrome Operating System
- Up-to-date Chrome or Firefox browser and ProctorU extension installed
- Valid photo ID
- Quiet environment to take your assessment

You can visit the Test Taker Resource Page for additional information at <https://bit.ly/ProctorMe>

Exams are necessary to assess your mastery of core marketing concepts. The two exams will consist of multiple choice questions. You will have 60 minutes on each exam. **You are not permitted to use your textbook, notes, or any other resources on the exam. Your exams will be proctored via a web camera with a microphone by ProctorU. During your exam you are not permitted to leave the computer (bathroom breaks, etc.), you must take the exam in a quiet room, and you must have good lighting and sound.** You will need to follow the registration instructions for ProctorU posted in the Getting Started section on Canvas to avoid any expenses for late registration. If you register by the time required, The University of Texas at Tyler is covering the cost of proctoring. Copying any questions/answers on an exam or discussing exam questions with other students is considered cheating and may result in failing the course and/or other scholastic dishonesty disciplinary actions.

**Flipgrid Assignments:** Throughout the course you will be required to contribute to four Flipgrid assignments (each worth 10 points). You are permitted to “work ahead” on your Flipgrid Assignments. For each Flipgrid assignment, you are 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. 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 **Flipgrid Assignment Grading Rubric** prior to uploading your video. In today’s business environment it is extremely important to develop your virtual communication skills, so hopefully these videos will help you develop professionally. You will be randomly assigned to a group for the purpose of your Flipgrid assignments. Remember to share any professional or personal experiences and examples that could enhance the quality of your group interactions. Please follow the instructions for each Flipgrid. Only your video responses and replies posted before the due date will be considered when determining your grade. You have two weeks for each module which means no late submissions will be accepted. It is best to not wait until the last minute to submit these assignments in case you have technical difficulties.

**Service Learning Client Project:** Service learning is a method of teaching that combines classroom instruction with meaningful community service. This form of learning emphasizes critical thinking and reflection while encouraging a heightened sense of community, civic engagement, and personal responsibility. Students often tell me that the service learning client project is the most meaningful activity in this course because you will work with a real 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.

You be allowed to self-select into your group project and into your team for the project. **If you do not sign up by October 6<sup>th</sup>, you will be randomly assigned to a project and team.** Please remember that the client has requested assistance with a real marketing problem, so I expect you to approach this assignment as if you have been hired as a marketing consultant.

Submit your project directly using the Canvas link for your group and submit only one paper for the entire group. You must also email the client with a cc to [kcamp@uttyler.edu](mailto:kcamp@uttyler.edu). The *Project Grading Rubric* is provided on Canvas. 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 a peer evaluation that will be given at the end of the semester. 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 Canvas 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.

.....

### **UT Tyler Honor Code**

Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do. 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://www.uttyler.edu/wellness/rightsresponsibilities.php>

**Campus Carry** We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at

<http://www.uttyler.edu/about/campus-carry/index.php>

**UT Tyler a Tobacco-Free University** All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit [www.uttyler.edu/tobacco-free](http://www.uttyler.edu/tobacco-free).

**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. (For Fall, the Census Date is Sept. 9) Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.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 (Sept. 9th) is the deadline for many forms and enrollment actions of which students need to be aware. 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/Accessibility Services** In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Texas at Tyler offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student application. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with Cynthia Lowery, Assistant Director of Student Services/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079. 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. Revised 05/17

**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 has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

**Emergency Exits and Evacuation** Everyone is required to exit the building when a fire alarm goes off. Follow your instructor's directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class. Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

### **Student Standards of Academic Conduct**

Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts. **i.** "Cheating" includes, but is not limited to:

- copying from another student's test paper;
- using, during a test, materials not authorized by the person giving the test;
- failure to comply with instructions given by the person administering the test;
- possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed "crib notes". The presence of textbooks constitutes a violation if they have been specifically prohibited by the person administering the test;
- using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;
- collaborating with or seeking aid from another student during a test or other assignment without authority;
- discussing the contents of an examination with another student who will take the examination;
- divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;
- substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;
- paying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;
- falsifying research data, laboratory reports, and/or other academic work offered for credit;
- taking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and
- misrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially. **ii.** "Plagiarism" includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another's work and the submission of it as one's own

academic work offered for credit. **iii.** “Collusion” includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty. **iv.** All written work that is submitted will be subject to review by plagiarism software.

### **UT Tyler Resources for Students**

- UT Tyler Writing Center (903.565.5995), [writingcenter@uttyler.edu](mailto:writingcenter@uttyler.edu)
- UT Tyler Tutoring Center (903.565.5964), [tutoring@uttyler.edu](mailto:tutoring@uttyler.edu)
- The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.
- UT Tyler Counseling Center (903.566.7254)

## **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](mailto: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 visit the Help Tab in Canvas for useful information. Call the Canvas Support Hotline 844-214-6949 or Chat with Canvas Support <https://cases.canvaslms.com/apex/liveagentchat> .