



Spring 2022

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 class discussions will require a web camera with a microphone to submit these assignments. 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. Define the 4 Ps (product, price, place, promotion)
2. Implement the 4 Ps (product, price, place, promotion)
3. Make strategic marketing decisions
4. Create a marketing plan
5. Develop an infographic for a non-profit organization
6. Improve critical thinking by identifying marketing problems and providing solutions/managerial implications

CLASS MEETING: Online

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

OFFICE & TELEPHONE NUMBER: COB 350.33, 903.565.5660 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.

EXPECTATIONS FOR VALUING DIFFERENCES THROUGH RESPECTFUL DIALOGUE:

We all come to the table with differing experiences and viewpoints, which means that we have so much to learn from each other! In order to get the most out of this opportunity, it is important that we do not shy away from differences. Rather, we should show respect for differences by seeking to understand, asking questions, clarifying our understanding, and/or respectfully explaining our own perspective. This way, everybody comes away with a new way of seeing the issue and respecting others with different values or beliefs.

If someone says something that bothers you for any reason, assume that your peer did not mean to be offensive, and ask your peer to clarify what he or she meant. Then explain the impact it had on you. If your classmates tell you something you said or wrote bothered them, assume that they are not attaching you, but rather that they are sharing something that might be important for you to know.

EVALUATION:

Knowledge Check 1 (Chapters 1, 2, 3, & 5)	50
Knowledge Check 2 (Chapters 11, 12, 13, 14, & 16)	50
Infographic Assignment	50
Marketing Plan Assignment	100
4 Video Discussion Assignments (25 points each)	<u>100</u>
Total Possible Points	350

A= 314-350 points (89.7%-100%), B= 279-313 points (79.7%-89.4%),
C= 244-278 points (69.7%-79.4%), D= 209-243 points (59.7%-69.4%), F= 0-208 points (0%-59.4%)

*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.utt Tyler.edu/writingcenter/ and <https://owl.english.purdue.edu/owl>

If you need assistance with writing in this class, I recommend using the free services provided by the Writing Center: <https://www.utt Tyler.edu/writingcenter/>

COURSE SCHEDULE

NOTE: Each module is set up as two weeks to allow you flexibility EXCEPT Module 6 which is three weeks

Module	Dates	Topics	Chapters/Knowledge Checks/Assignments
1	1/10-1/23	Introduction to Marketing, Strategic Planning	<i>Video lecture</i> Chapter 1-What Is Marketing? <i>Video lecture</i> Chapter 2-Strategic Planning Video Discussion 1 is due no later than 11:59 p.m. CST Sunday, January 23rd
2	1/24-2/6	Market Segmentation, Targeting, Positioning Marketing Consulting and Infographics	<i>Video lecture</i> Chapter 5-Market Segmenting, Targeting, and Positioning Discussion of Service Learning Client Project Video Discussion 2 is due no later than 11:59 p.m. CST Sunday, February 6th Infographic Assignment due no later than 11:59 p.m. CST Sunday, February 6th
3	2/7-2/20	Consumer Behavior	<i>Video lecture</i> Chapter 3-Consumer Behavior Video Discussion 3 is due no later than 11:59 p.m. CST Sunday, February 20th
4	2/21-3/6	Global Marketing, Knowledge Comprehension	Knowledge Check 1 (Chapters 1, 2, 3, & 5) due by 11:59 p.m. CST Sunday, March 6th
	3/7-3/13		SPRING BREAK
5	3/14-3/27	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 marketing project Video Discussion 4 is due no later than 11:59 p.m. CST Sunday, March 27th
6	3/28-4/17	Marketing Plan, Marketing Consulting	<i>Video lecture</i> Chapter 16 – The Marketing Plan (covering this chapter now due to the Service Learning Client Project) Marketing Plan Assignment due no later than 11:59 p.m. CST Sunday, April 17th EXTRA WEEK in this module to complete assignment
7	4/18-4/29	Professional Selling, Customer Relationship Management, Knowledge Comprehension	<i>Video lecture</i> Chapter 13-Professional Selling <i>Video lecture</i> Chapter 14-Customer Satisfaction, Loyalty, and Empowerment Knowledge Check 2 (Chapters 11, 12, 13, 14 & 16) due by 11:59 p.m. CST FRIDAY, April 29th NOTE: This is finals week, so the Knowledge Check 2 is due on FRIDAY, April 29th

Knowledge Checks: 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 scholastic dishonesty disciplinary actions.

Video Discussion Assignments: Throughout the course you will be required to contribute to four video discussion assignments (each worth 25 points). You are permitted to “work ahead” on your video discussion assignments. 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. 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 virtual communication skills, so hopefully these videos will help you develop professionally. 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 video discussion. Only your video responses and replies posted before the due date will be considered when determining your grade.

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 by using Canva for Education software. Organizational branding should be included within your infographic. Infographic examples will be provided to the class. When you submit the assignment, you will add a comment that explains what the organization is, what message you are trying to convey, and what is your target audience.

Marketing Plan Assignment: Understanding the components of an effective marketing plan is essential to demonstrate how marketing terminology and theory should be applied to an organization. You will create an individual marketing plan slide deck that covers all areas of a marketing plan for a specific organization. More assignment details will be provided within Module 6.

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. We are also experiencing unprecedented times. Please let me know if you need additional time for any of your assignments.

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.