

THE UNIVERSITY OF TEXAS AT TYLER
COLLEGE OF BUSINESS ADMINISTRATION
Summer 2022, session 1
May 31 to July 2

COURSE NUMBER: MARK 5320.060

COURSE TITLE: Advanced Marketing Fundamentals

INSTRUCTOR: Dr. Barbara Ross Wooldridge

REQUIRED TEXT: Principles of Marketing, version 4 Jeff F. Tanner, Jr. and Mary Anne Raymond, Flatworld Knowledge,
www.FlatWorldStudents.com

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

PREREQUISITE: none

COURSE OBJECTIVES KNOWLEDGE OBJECTIVES:

By the end of this course, the student should understand:

1. strategic marketing decisions,
2. service marketing strategies,
3. customer relationship marketing

CLASS MEETING: online

TEACHING METHOD: online

OFFICE & TELEPHONE NUMBER: Soules College of Business, COB 350.023, 903-566-7246, brosswoo@uttyler.edu

OFFICE HOURS: emails will be answer within 24 hours Monday – Thursday. Emails received before 12:00 pm on Friday will be answered before 5:00 pm Friday. Emails received after 12:00 pm Friday will be answered the following Monday.

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.

COURSE SCHEDULE

This is a tentative schedule and is subject to modification; if modified students will be notified via an announcement on CANVAS. PLEASE NOTE – this is a very fast paced course, review the syllabus and see if it fits in with your summer schedule.

| Date/Week | Topics | Assignments |
|---|---|--|
| Week 1 May 31 to June 5 Tuesday to Sunday | Class Begins Complete the Getting Started section of the course. What is Marketing Consumer Behavior The Marketing Plan | <ul style="list-style-type: none"> • Chapters 1,3, and 16 • Practice Test -no grade 1, 3, and 16. • Test on Modules and Chapters 1, 3 and 16 • Articles 1 & 2 |
| Week 2 June 6 to June 12 Monday to Sunday | Business Buying Behavior Marketing Segmenting | <ul style="list-style-type: none"> • Chapters 4 & 5 • Modules 4 & 5 • Test on Modules and Chapters 4 & 5 • Article 3 |
| Week 3 June 13 to 19 Monday to Sunday | Creating Offerings Developing and Managing Offerings Using Information | <ul style="list-style-type: none"> • Chapters 6, 7 & 10 • Modules, 6, 7 & 10 by • Test on Modules and Chapters 6, 7 & 10 • Individual—design a cereal assignment |
| Week 4 June 20 to June 26 Monday to Sunday | IMC and Traditional Marketing, Digital Marketing, Professional Selling | <ul style="list-style-type: none"> • Groups will be formed – check in with your group no later than 6/21 • Chapters 11, 12 & 13 • Modules 11, 12 & • Test on Modules and Chapters 11, 12 & 13 |
| Week 5 June 27 to July 1 Monday to Friday | Customer Satisfaction and Empowerment Price the Only Revenue Generator | <ul style="list-style-type: none"> • Chapters 14 &15 • Modules 14 & 15 • Test on Modules and Chapters 14 & 15 -due July 1 by 11:59 pm central time. • FINAL PROJECT AND EVALUATIONS ARE DUE on July 1 at 12 pm (noon) central time. |

IMPORTANT DATES

June 3, Census Date

June 15, Final Filing Deadline for Summer 2022 Graduation

June 21, Last day to withdrawal from one or more classes

EVALUATION

This is an online class you are expected to have a stable internet connection. Not having a good connection is not an accepted excuse for late or incomplete work.

| ITEM | POINTS | PENALTY IF NOT DONE |
|-------------------------------|--------|---------------------|
| Getting Started/Syllabus Quiz | 5 | -5 |
| Tests (5 X 169 Points) | 845 | |
| Individual Create A Cereal | 50 | -50 |
| Team Cereal Marketing Plan | 90 | -90 |
| Evaluations | 10 | -10 |

YOU MUST HAVE A PASSING GRADE ON ALL AREAS (C OR BETTER) TO EARN ABOVE A C IN THE CLASS. IF YOU GET AN A ON THE PROJECT BUT DO NOT HAND IN OR ACHIEVE A C GRADE IN ANOTHER AREA YOU CANNOT EARN OVER A C GRADE. **TEAM PROJECT SCORES MAY BE ADJUSTED UP OR DOWN DEPENDING ON EVALUATION SCORES. IF YOU DO NOT DO AN ASSIGNMENT, YOU DO NOT RECEIVE A ZERO, YOU RECEIVE THE NEGATIVE VALUE OF THE ASSIGNMENT. NO LATE ASSIGNMENTS OR QUIZ ARE ACCEPTED.**

Final LETTER grades will then be assigned as follows:

| FINAL POINTS | GRADE |
|-----------------|-------|
| 1000 to 900 | A |
| 899.9 to 800 | B |
| 799.9 to 700 | C |
| 699.9 to 600 | D |
| 599.9 and below | F |

***grades will not be rounded up**

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.

TECHNICAL INFORMATION

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 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> .

SYLLABUS POLICY

This link will take you to all of the syllabus policies concerning UT Tyler Honor Code, Students Rights and Responsibilities, Camus Carry, UT Tyler a Tobacco Free University, Grade Replace and Forgiveness and Census Date Policy, State-Mandated Course Drop Policies, Disability/Accessibility Services, etc.

<https://www.uttyler.edu/academic-affairs/files/syllabuspolicy.pdf>

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.