

THE UNIVERSITY OF TEXAS AT TYLER
COLLEGE OF BUSINESS ADMINISTRATION
Summer 2020, session 1
June 1 to July 3

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:

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. 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 June 1 to June 7 Monday 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"> • Word Cloud 1 –what is marketing -words must be submitted by June 2 by 11:59 pm central time • Chapters 1,3, and 16 • Modules 1, 3, and 16 and the chapter and module and knowledge check quizzes. • Quizzes for Modules and Chapters 1, 3 and 16 • Articles 1 & 2
Week 2 June 8 to 14 Monday to Sunday	Business Buying Behavior Marketing Segmenting	<ul style="list-style-type: none"> • Word Cloud 2 - What is Value? Must submit words by June 9 at 11:59 pm central time. • Chapters 4 & 5 • Modules 4 & 5 • Quizzes for Modules and Chapters 4 & 5 • Article 3
Week 3 June 15 to 21 Monday to Sunday	Creating Offerings Developing and Managing Offerings Using Information	<ul style="list-style-type: none"> • Word Cloud 3 - what is a product? Must submit words by 6/16 at 11:59 pm central time. • Chapters 6, 7, & 10 • Modules, 6, 7rd by • Quizzes for Modules and Chapters 6, 7, & 10 • Individual—design a cereal assignment •
Week 4 June 22 to June 28 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 6/23 • Chapters 11, 12, & 13 • Modules 11, 12, &

		<ul style="list-style-type: none"> • Quizzes for Modules and Chapters 11, 12, & 13 • Word Cloud 4-What is promotion (in respect to marketing)? Must submit words June 23 by 11:59 pm central time. •
Week 5 June 29 to July 3 Monday to Friday	Customer Satisfaction and Empowerment Price the Only Revenue Generator	<ul style="list-style-type: none"> • Quizzes for Modules and Chapters 14 & 15 • FINAL PROJECT AND EVALUATIONS ARE DUE on Friday July 3 at 11:59 pm.

IMPORTANT DATES

June 4, Census Date

June 15, Final Filing Deadline for Summer 2020 Graduation

June 23, Last day to withdrawal from one or more classes

EVALUATION

ITEM	POINTS
Getting Started/Syllabus Quiz	10
Quizzes (13 x 50 points)	650
Individual Create a Cereal	50
Team Cereal Marketing Plan	100
Word Clouds (4 x 10)	40
Total Points	850

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
850 to 765	A
764.9 to 680	B
679.9 to 595	C
594.9 to 510	D
509.9 and below	F

**grades will not be rounded up*

TECHNICAL INFORMATION

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.

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 or call 903-565-5555, or on the left-hand menu bar is a question mark (with the word Help underneath it). If you click the question mark you will be able to directly access Canvas Support via live chat or phone.

TECHNICAL INFORMATION

1. It is recommended that you use the internet browsers [Google Chrome](#) or [Mozilla Firefox](#) when using Canvas. If you do not have one of those browsers, you may want to download one or both to your computer.
2. If you already have one of the recommended internet browsers on your computer, you may need to update plug-ins that are needed to use all features of Canvas. These plug-ins include:
 - [Adobe Reader](#)
 - [Adobe Flash Player](#)
 - [Java](#)
3. Please review the [UT Tyler Student Resource for Blended and Online Courses](#).

Please Note: The videos for this course are hosted in YouTube. To view at the highest quality, please adjust each video to HD quality. You can also turn on Closed Captioning and/or view the transcript.

Quick Canvas Tips

- Use the **Previous** and **Next** buttons at the bottom of the page to move through pages of the Modules.

- Some links may be followed by a **"Preview the Document"** icon which, when selected, will open the in-line preview to allow you to view the document on the page without downloading. If you click the text link, the document will download to your computer or device.
- Links that will open an external website or page will show the **"Links to an External Site"** icon following the link.

Netiquette Guide

"Netiquette" is network etiquette, the do's and don'ts of online communication. Netiquette covers both common courtesy online and informal "rules of the road" of cyberspace. Review and familiarize yourself with the guidelines provided.

<http://www.learnthenet.com/learn-about/netiquette/index.php>

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.

UNIVERSITY POLICIES AND ADDITIONAL INFORMATION THAT MUST APPEAR IN EACH COURSE SYLLABUS

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.utt Tyler.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.

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.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 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.

Student Absence for University-Sponsored Events and Activities Revised 01/18