

**THE UNIVERSITY OF TEXAS AT TYLER**  
**COLLEGE OF BUSINESS ADMINISTRATION**  
**Summer 2021 - Second Session**  
**June 28 – August 12, 2021**

**COURSE NUMBER:** MARK 5320.702, 704, 706

**COURSE TITLE:** Advanced Marketing Fundamentals

**INSTRUCTOR:** Dr. Barbara Ross Wooldridge

**REQUIRED TEXT:** Principles of Marketing, v. 4.0, eISBN: 978-1-4533-7449-8, Jeff F. Tanner, Jr. and Mary Anne Raymond, Flatworld Knowledge,

**This book comes in many versions please go to flatword and decide which version works best for you. All I require is that you have a copy of the text. You need the 4<sup>th</sup> version. You may purchase it at UT Tyler bookstore, Flatworld Knowledge, or anywhere else.**

<https://students.flatworldknowledge.com/course/2596887>

**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 be able to:

1. define the 4 ps,
2. implement the four ps,
4. create a marketing plan
5. make strategic marketing decisions

**CLASS MEETING:** online

**TEACHING METHOD:** online

**OFFICE & TELEPHONE NUMBER:** Soules College, 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 central time on Friday will be answered before 5:00 pm Friday. Emails received after 12:00 pm central time on 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.

**EVALUATION:**

<b>ITEM</b>	<b>POINTS</b>	<b>PENALTY IF NOT DONE</b>
Quizzes (13 x 50)	650	
OTC Marketing Plan (TEAM)	100	-100***
Evaluations (TEAM)	0	-25*
Discussion Board 1- Introduction	0	-25**
Module Knowledge Checks	50	
Word Clouds	50	-12.5
Individual OTC	50	-50
<b>BONUS GETTING STARTED QUIZ</b>	<b>10</b>	
<b>TOTAL</b>	<b>900</b>	

\*you must evaluate everyone on your team including yourself; any omissions will result in a -25 point penalty. **Evaluations will be taken in consideration when assigning group grades.**

\*\* this discussion board is not graded, there is a 25 point penalty if you do not complete the assignment.

\*\*\*if you do not participate in the team project or receive a grade of 70% or above on the team project the highest grade you can earn in the class is a C.

**NO LATE ASSIGNMENTS ARE ACCEPTED**

**IF YOU DO NOT DO AN ASSIGNMENT, YOU DO NOT RECEIVE A ZERO, YOU RECEIVE THE NEGATIVE VALUE OF THE ASSIGNMENT.**

**Final LETTER grades will then be assigned as follows:**

<b>FINAL POINTS</b>	<b>GRADE</b>
<b>900 - 810</b>	<b>A</b>
<b>809.9 - 720</b>	<b>B</b>
<b>719.9 – 630</b>	<b>C</b>
<b>629.9 – 540</b>	<b>D</b>
<b>539.9 and below</b>	<b>F</b>

**\*grades will not be rounded up**

**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 – except for week 1 which begins on Monday and week 7 which ends on Thursday at 12:00 noon (pm) central time; all weeks begin on Sunday at 12:01 a.m. Central Time and end on Saturday at 11:59 p.m. Central**

**Time. You may work ahead but you must work in a progressive order, i.e. one week's work is complete you can then move to the next week. This is a very fast paced and intense course carefully check your schedule and time commitments.**

Date/Week	Topics	Assignments
<b>Week 1</b> <b>June 28 to July 3rd</b> <b>Monday to Saturday</b>	Class Begins Complete the Getting Started section of the course.	<ul style="list-style-type: none"> <li>• Syllabus/Getting Started Bonus Quiz –must be completed by July 3 at 11:59 pm central time.</li> <li>• Discussion Board (you must post your <b>original post—no later than June 30 by 11:59 pm central time</b>). You need to be active on the DB the entire week until July 3</li> <li>• Read Article 1</li> <li>• Obtain the book</li> </ul>
<b>Week 2</b> <b>July 4 to July 10</b> <b>Sunday to Saturday</b>	What is Marketing Consumer Behavior The Marketing Plan	<ul style="list-style-type: none"> <li>• Word Cloud 1 –what is marketing -words must be submitted by <b>July 5 by 11:59 pm central time</b></li> <li>• Chapters 1,3, and 16</li> <li>• Modules 1, 3, and 16 and the chapter and module and <b>knowledge check questions.</b></li> <li>• Quizzes for Modules and Chapters 1, 3 and 16</li> <li>• Read Article 2</li> </ul>
<b>Week 3</b> <b>July 11 to July 17</b> <b>Sunday to Saturday</b>	Business Buying Behavior Marketing Segmenting	<ul style="list-style-type: none"> <li>• Word Cloud 2- What is Value? Must submit words by <b>July 12 at 11:59 pm central time.</b></li> <li>• Chapters 4 &amp; 5</li> <li>• Modules 4 &amp; 5</li> <li>• Quizzes for Modules and Chapters 4 &amp; 5</li> <li>• Article 3</li> </ul>
<b>Week 4</b> <b>July 18 – July 24</b> <b>Sunday to Saturday</b>	Creating Offerings Developing and Managing Offerings Using Information	<ul style="list-style-type: none"> <li>• Word Cloud 3 - what is a product? Must submit words by <b>July 19 at 11:59 pm central time.</b></li> <li>• Chapters 6, 7, &amp; 10</li> <li>• Modules, 6, 7, &amp;10</li> <li>• Quizzes for Modules and Chapters 6, 7, &amp; 10</li> </ul>

		<ul style="list-style-type: none"> <li>• Individual—create a OTC drug assignment</li> </ul>
<b>Week 5</b> <b>July 25 to July 31</b> <b>Sunday to Saturday</b>	IMC and Traditional Marketing, Digital Marketing, Professional Selling	<ul style="list-style-type: none"> <li>• Chapters 11, 12, &amp; 13</li> <li>• Modules 11, 12, &amp; 13</li> <li>• Quizzes for Modules and Chapters 11, 12, &amp; 13</li> <li>• Word Cloud 4-What is promotion (in respect to marketing)? Must submit words <b>July 26 by 11:59 pm central time.</b></li> </ul>
<b>WEEK 6</b> <b>August 1 to August 7</b> <b>Sunday to Saturday</b>	Customer Satisfaction and Empowerment Price the Only Revenue Generator	<ul style="list-style-type: none"> <li>• Chapters 14 &amp; 15</li> <li>• Modules 14 &amp; 15</li> <li>• Quizzes for Modules and Chapters 14 &amp; 15</li> </ul>
<b>WEEK 7</b> <b>August 8 to August 12</b> <b>Sunday to Thursday</b>	Group Project Time -	<ul style="list-style-type: none"> <li>• <b>FINAL PROJECT AND EVALUATIONS ARE DUE on Thursday August 12 at 12:00 pm (NOON) Central Time.</b></li> </ul>

#### **IMPORTANT DATES:**

- **JUNE 28 – CLASSES BEGIN**
- **JULY 27- LAST DAY TO WITHDRAW FROM CLASS**

#### **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

The link below takes you to the university policies on Students Rights and Responsibilities', Grade Replacement/Forgiveness and Census Date Policies, State-Mandated Course Drop Policy, Disability Services, and the Social Security and FERPA Statement.

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

## 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) 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>