

Welcome to Fall 2024 MARK 5320.001 Advanced Marketing Fundamentals

Welcome

Welcome to Advanced Marketing Fundamentals, an introductory course about marketing. In this course you will engage with the material and your fellow scholars. Class sessions will meet in person, synchronously online via Zoom, and asynchronously (without real-time interaction). Each module provides you with information about how businesses and nonprofits use marketing to accomplish strategic objectives. My role as your professor is to guide you through the modules, help to create an environment where questions, conversation, and learning are valued, and provide you with ideas and feedback that will help you better understand the foundational principles of marketing. It is also expected that you will learn from your fellow scholars in this course through engagement activities.

Course Overview

You will learn several content areas of marketing throughout this course. Each module addresses the core set of knowledge and skills needed to be effective in understanding and applying these principles. This course should broaden your understanding by of the 4Ps, strategic marketing decisions, marketing plans, and critical thinking. You will have opportunities to participate in thought-provoking discussions to learn with and from your fellow scholars.

REQUIRED TEXT: Marketing Management by Kotler, Keller, and Chernev, 16 edition, 2022, ISBN-13:978-0-13-588715-9 You can purchase a hard copy, e-book, or a used textbook is acceptable because there are no publisher homework assignments.

REQUIRED EQUIPMENT: We will have some synchronous online Zoom class discussions which will require a web camera with a microphone. 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 \$15.99 [Amazon Web Camera](#)

Professor Corner

Kerri M. Camp, Ph.D.
Professor of Marketing
903.565.5660

Office Hours: Tuesdays 3-6 PM
COB 350.33

Available in person or via Zoom at
your convenience

Class meets COB 212 and live
online via Zoom

Table of Contents

Professor Contact Information p. 1

Course Overview p. 1

Course Learning Outcomes p. 2

Assignment Overview pp. 2-3

Building our Community pp. 3-4

Evaluation p. 4

Course Schedule p. 5

Course Learning Outcomes

This course provides you with the following learning opportunities:

- Define the 4 Ps (product, price, place, promotion)
- Implement the 4 Ps (product, price, place, promotion)
- Make strategic marketing decisions
- Create a marketing plan
- Develop digital marketing skills
- Improve critical thinking by identifying marketing problems and providing solutions and managerial implications



Without reflection, how do we fully process what we have learned? At the end of each subject area, you will be asked to reflect critically on what you have learned.

“Reflection is one of the most underused yet powerful tools for success.”

—Richard Carlson

Assignment Overview

Knowledge Comprehension Exams: We will have two short answer/essay exams to assess your mastery of core marketing concepts. The exams will be taken in class according to the Course Schedule.

Coursera Foundations of Digital Marketing and E-commerce: It is important to understand digital marketing and e-commerce skills as well as the fundamental principles. Being able to demonstrate those skills by earning an industry certificate is valuable for many potential careers. The University of Texas at Tyler has a contract to offer industry certificates through Coursera at no cost to students and alumni. You will complete and earn a certificate in each of the following three courses in the Google Digital Marketing & E-commerce Professional Certificate (a 7-course series although you only complete the first three courses).

Course 1 Foundations of Digital Marketing and E-commerce: This course is self-paced and it takes approximately 18 hours to complete and consists of 4 modules: Introduction to foundations of digital marketing and e-commerce (4 hours), The customer journey and the marketing funnel (4 hours), Digital marketing and e-commerce strategy (11 hours), and

Measure performance success (3 hours). If you complete the required course, you will earn 50 points.

Course 2 Attract and Engage Customers with Digital Marketing: This course is self-paced and it takes approximately 21 hours to complete and consists of 4 modules: Introduction to attract and engage customers with digital marketing (6 hours), Understand search engine optimization (SEO) (3 hours), Apply search engine optimization (SEO) (5 hours), and Search engine marketing (SEM) and display advertising (6 hours). If you complete the required course, you will earn 50 points.

Course 3 From Likes to Leads: Interact with Customers Online: This course is self-paced and it takes approximately 28 hours to complete and consists of 5 modules: Introduction to from likes to leads: interact with customers online (3 hours), Social media strategy, planning, and publishing (5 hours), Listening and engagement on social media (10 hours), and Social media analytics and reporting (4 hours). If you complete the required course, you will earn 50 points.

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 work in a group to create a marketing plan for a specific client and will present your PowerPoint marketing plan to our client.

Building Our Community

Community building is an important component for meeting our course outcomes. To ensure a productive and collegial learning experience for all students, we need everyone to do their best to:

- **Actively participate.** The course experience is more enriching when it includes a greater number of diverse voices and perspectives.
- **Read and respond to the class discussions.** Research shows that learning is enhanced when discussion participants read each other's posts, provide meaningful feedback, offer encouragement, and share relevant resources.
- **Demonstrate respect for differences.** We all come to the table with different experiences and viewpoints. To get the most out of this learning opportunity, show respect for differences by seeking to understand, asking questions, clarifying understanding, and/or respectfully explaining your own perspective.
- **Be timely.** It is important to engage with your fellow students in our class activities to increase the depth of discussions.

- **Be specific.** I encourage you to offer specific evidence from resources or your own experiences or those you have read about.
- **Use an appropriate tone and language.** In both face-to-face and online environments, humor and sarcasm can be mistaken as cold or insulting. Please pay special attention to your tone and language use when discussing topics in class.

Evaluation

Knowledge Comprehension Exam 1 (Chapters 1, 2, 3, 5, 6, 7 & 8)	100
Knowledge Comprehension Exam 2 (Chapters 10, 11, 12, 15 & 16)	100
Coursera Google Foundations of Digital Marketing & E-commerce Certificate	50
Coursera Google Attract and Engage Customers with Digital Marketing Certificate	50
Coursera Google From Likes to Leads: Interact with Customers Online Certificate	50
Research Article Presentation #1	25
Research Article Presentation #2	25
Marketing Plan Assignment (group PowerPoint and oral presentation)	100
Class Engagement (discussion, reflections, & project reports)	100
Total Possible Points	600

A= 537-600 points (89.6%-100%), B= 477-536 points (79.5%-89.3%),
 C= 417-476points (69.5%-79.3%), D= 357-416 points (59.5%-69.3%), F= 0-356 points (0%-59.3%)

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

Life Happens

Due dates for every module are provided on the course schedule (and posted in Canvas). However, I recognize that sometimes things come up, such as illnesses, work issues, and personal events. In these instances, please reach out to me before the due date, just as you would with your employer if you could not meet a deadline, and let me know that you need special consideration to submit the assignment after the due date. I will consider your request and let you know if an extension is appropriate.

MARK 5320.001 Advanced Marketing Fundamentals

Course Schedule

Module	Dates	Topics	Chapters/Exams/Assignments
1	8/27	Introduction to Marketing Marketing Planning Consumer Behavior	Chapter 1 - Defining Marketing for the New Realities Chapter 2 - Marketing Planning and Management Chapter 3 - Analyzing Consumer Markets
2	9/3	Digital Marketing – Google certificate	Coursera Google Foundations of Digital Marketing & E-commerce Certificate
2	9/10	Marketing Plan and Consulting	Meet with Clients during class to discuss client project
2	9/17	Marketing Plan and Consulting	Work with group to determine group assignments and develop strategic objectives, SWOT analysis and target market slides and written marketing plan sections
3	9/24	Marketing Research Market Segmentation Target Marketing	Chapter 5 - Conducting Marketing Research Chapter 6 – Identifying Market Segments and Target Customers Research Article Presentations #1
2	10/1	Digital Marketing – Google certificate	Coursera Google Attract and Engage Customers with Digital Marketing
4	10/8	Value Proposition Positioning Product Development	Chapter 7 – Crafting a Customer Value Proposition and Positioning Chapter 8 – Designing and Managing Products Research Article Presentations #2
2	10/15	Marketing Plan and Consulting	Work with group on positioning map and marketing strategies (4Ps) and written marketing plan sections
5	10/22	Knowledge Comprehension Branding	Knowledge Check 1 (Chapters 1, 2, 3, 5, 6, 7, & 8) essay exam Chapter 10 – Building Strong Brands
2	10/29	Digital Marketing – Google certificate	Coursera Google From Likes to Leads: Interact with Customers Online Work with group on budget and metrics and written marketing plan sections and finalizing written marketing plan and PowerPoint presentation
2	11/5	Marketing Plan and Consulting	Marketing Plan required practice presentations via Zoom
6	11/12	Pricing Sales Promotion Marketing Communications	Chapter 11 - Managing Pricing and Sales Promotions Chapter 12 – Managing Marketing Communications
2	11/19	Marketing Plan and Consulting	Marketing Plan Client Project Presentations and PowerPoint slide deck emailed to client with a cc to kcamp@uttyler.edu
	11/26	University Holiday	Thanksgiving Break – no class
7	12/3	Distribution Channels Competitive Markets	Chapter 15 – Designing and Managing Distribution Channels Chapter 17 – Driving Growth in Competitive Markets Coursera Google three courses due no later than 11:59 p.m. CST
7	12/10	Knowledge Comprehension	Knowledge Comprehension Exam 2 (Chapters 10, 11, 12, 15 & 17) essay exam