

Welcome to Advanced Marketing Fundamentals MARK 5320.702 and .704 10/14/24 to 12/7/24



Welcome

Welcome to Advanced Marketing Fundamentals, an introductory course about marketing. In this course you will engage with the course content and your fellow scholars. Class sessions will meet asynchronously (without real-time interaction) via Canvas. 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.

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, or 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. Send me an email with the reasons why you need special consideration to submit the assignment after the due date. I will consider your request and will let you know whether or not granting an extension is appropriate.

Professor Corner

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COB 350.33

Available in person, phone, or via
Zoom at your convenience

Class meets asynchronously (not
live) via Canvas

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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? You will be asked to critically reflect on what you have learned.

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

Assignment Overview

Knowledge Checks: Knowledge Checks are necessary to review important marketing concepts. Each of the twelve chapters will have a Knowledge Check consisting of multiple-choice questions. You have two attempts for each chapter Knowledge Check with only the highest score counting towards your course grade. These are designed to serve as a review of key concepts in each chapter and allowing two attempts provides you the opportunity to master these concepts through practice and learning. You will have 20 minutes for each Knowledge Check. 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 or 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 academic dishonesty disciplinary actions.

Midterm and Final Exams: We will have two essay exams to assess your mastery of core marketing concepts. These exams ask you to critically reflect on what you have learned. You may use your textbook and notes as a resource during the exam, but you are NOT permitted to use any form of Artificial Intelligence (AI) or plagiarism. I will be using Turnitin to check for plagiarism and AI and it will result in a zero on the exam and the incident will be reported to the university for academic dishonesty. You will have 120 minutes to complete each exam. Copying any questions or answers on the exams or discussing any questions with other students is considered cheating and may result in failing the course and/or other academic dishonesty disciplinary actions.

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 two courses in the Google Digital Marketing & E-commerce Professional Certificate (a 7-course series although you only complete the first two courses). You will access Coursera through the link provided on Canvas.

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.

Marketing Plan Assignment: Understanding the components of an effective marketing plan is essential to demonstrate how marketing terminology and theory should be applied to a business. You will work individually to create a PowerPoint slide deck marketing plan for a business in your community (although you will not share this with the business). You will upload a pdf of your slide deck. Turnitin will be used to check for plagiarism and the use of AI. You will see the report when you submit so you can make any changes prior to the grading. You are permitted to use AI, but the font on the slide attributed to AI should be in RED. This assignment should demonstrate your critical thinking skills which means most of the content must be your own thoughts and not those of AI. Please review the **Marketing Plan Grading Rubric**.

Discussion Assignment: Throughout this course you will be required to contribute to two discussion assignments (each worth 25 points). For each discussion assignment, you need to submit one response to my prompt and reply to two other students' responses. The purpose of the Discussion Assignments is to address key issues for businesses and provide best practice suggestions based on scholarly research articles. You will be required to cite a peer-reviewed journal article in your original post and then to cite a different peer-review journal article in your student responses by comparing the student's journal article to the journal article you are citing and then to contrast the two articles. You are permitted to use AI, but the font of any content attributed to AI should be in RED. This assignment should demonstrate your critical thinking skills which means most of the content must be your own thoughts and not those of AI. Please review the **Discussion Assignment Grading Rubric** prior to submitting your responses. Only your posts and replies posted before the due date will be considered when determining your grade.

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

12 Knowledge Checks (10 points each)	120
Midterm Exam (Chapters 1, 2, 3, 5, 6, 7 & 8)	100
Final Exam (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
Marketing Plan Assignment	100
2 Discussion Assignments (each worth 25 points)	50
Total Possible Points	570

A= 510-570 points (89.5%-100%), B= 453-509 points (79.5%-89.3%),
C= 396-452points (69.5%-79.3%), D= 339-395 points (59.5%-69.3%), F= 0-338 points (0%-59.3%)

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

MARK 5320.702 and .704 Advanced Marketing Fundamentals Course Schedule

Modules will open one week prior to the module date to give you added flexibility

Module	Dates	Topics	Chapters/Exams/Assignments
1	10/14-10/20	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 <i>Watch Video lecture</i> Personal Introduction <i>Watch Video lecture</i> Chapter 1 <i>Watch Video lecture</i> Chapter 2 <i>Watch Video lecture</i> Chapter 3 Knowledge Check Chapter 1 due no later than 11:59 p.m. CST Sunday, October 20 Knowledge Check Chapter 2 due no later than 11:59 p.m. CST Sunday, October 20 Knowledge Check Chapter 3 due no later than 11:59 p.m. CST Sunday, October 20
2	10/21-10/27	Digital Marketing – Google certificate, Marketing Plan	Coursera Google Foundations of Digital Marketing & E-commerce Certificate Coursera Google Attract and Engage Customers with Digital Marketing Coursera Google From Likes to Leads: Interact with Customers Online <i>Watch Video lecture</i> Digital Marketing Google Certificate Assignments <i>Watch Video lecture</i> Marketing Plan Assignment Discussion Assignment 1 due no later than 11:59 p.m. CST Sunday, October 27th
3	10/2 – 11/3	Marketing Research, Market Segmentation, Target Marketing	Chapter 5 - Conducting Marketing Research Chapter 6 – Identifying Market Segments and Target Customers <i>Watch Video lecture</i> – Chapter 5 <i>Watch Video lecture</i> – Chapter 6 Knowledge Check Chapter 5 due no later than 11:59 p.m. CST Sunday, November 3rd Knowledge Check Chapter 6 due no later than 11:59 p.m. CST Sunday, November 3rd Discussion Assignment 2 due no later than 11:59 p.m. CST Sunday, November 3rd
4	11/4 –11/10	Value Proposition, Positioning, Product Development, Knowledge Comprehension	Chapter 7 – Crafting a Customer Value Proposition and Positioning Chapter 8 – Designing and Managing Products <i>Watch Video lecture</i> – Chapter 7 <i>Watch Video lecture</i> – Chapter 8 Knowledge Check Chapter 7 due no later than 11:59 p.m. CST Sunday, November 10th Knowledge Check Chapter 8 due no later than 11:59 p.m. CST Sunday, November 10th Midterm Exam (1, 2, 3, 5, 6, 7, & 8) essay exam due no later than 11:59 p.m. CST Sunday, November 10th
5 & 2	11/1 –11/17	Branding, Marketing Plan	Chapter 10 – Building Strong Brands <i>Watch Video lecture</i> – Chapter 10 Knowledge Check Chapter 10 due no later than 11:59 p.m. CST Sunday, November 17th Marketing Plan Assignment due no later than 11:59 p.m. CST Sunday, November 17th
6 & 2	11/18-11/24	Pricing, Sales Promotion, Marketing Communications	Chapter 11 - Managing Pricing and Sales Promotions Chapter 12 – Managing Marketing Communications <i>Watch Video lecture</i> – Chapter 11 <i>Watch Video lecture</i> – Chapter 12 Knowledge Check Chapter 11 due no later than 11:59 p.m. CST Sunday, November 24th Knowledge Check Chapter 12 due no later than 11:59 p.m. CST Sunday, November 24th 2 Coursera Google courses due no later than 11:59 p.m. CST Sunday, December 1st (extra week)
	11/25-12/1		Thanksgiving Holiday Break
7	12/2 – 12/5	Distribution Channels, Competitive Markets, Knowledge Comprehension	Chapter 15 – Designing and Managing Distribution Channels Chapter 17 – Driving Growth in Competitive Markets <i>Watch Video lecture</i> – Chapter 15 <i>Watch Video lecture</i> – Chapter 17 Knowledge Check Chapter 15 due no later than 11:59 p.m. CST THURSDAY, December 5th Knowledge Check Chapter 17 due no later than 11:59 p.m. CST THURSDAY, December 5th Final Exam (Chapters 10, 11, 12, 15 & 17) essay exam due no later than 11:59 p.m. CST THURSDAY, December 5th