THE UNIVERSITY OF TEXAS AT TYLER
COLLEGE OF BUSINESS ADMINISTRATION
Spring 2015
January 12 to May 2, 2015

COURSE NUMBER: MARK 5320.060

COURSE TITLE: Advanced Marketing Fundamentals

INSTRUCTOR: Dr. Barbara Ross Wooldridge


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. global marketing strategies,
   4. customer relationship marketing
   5. nonprofit marketing, and 
   6. entrepreneurship marketing.

2. COMPETENCIES TO BE DEMONSTRATED IN THIS COURSE INCLUDE:
   1. COMPUTER-BASED SKILLS:
      A. WORD PROCESSING-students will type all their assignments and projects
      B. INTERNET SEARCH SKILLS-students will utilize the Internet to gather information regarding their marketing project
   2. COMMUNICATION SKILLS:
      A. WRITTEN
         a. REPORT ORGANIZATION-lecture will discuss appropriate report organization and students will generate a professional marketing project report
         b. REFERENCING-all sources will be cited
   3. INTERPERSONAL SKILLS:
      A. TEAM-BASED ABILITIES – INTRA-GROUP AND INTER-GROUP COOPERATION-students will work as part of a group to design, conduct, and present their marketing project and case presentation
      B. LEADERSHIP-students will delegate responsibilities required
      C. CONFLICT RESOLUTION-students will resolve all conflicts that arise
4. PROBLEM SOLVING (CRITICAL THINKING):
   A. CONCEPTUAL THINKING-marketing problems will be identified and marketing objectives and tactics will be developed by the marketing groups
   B. CREATIVITY AND INNOVATION-creation of a new product and supporting marketing supplements

5. ETHICAL ISSUES IN DECISION MAKING AND BEHAVIORS: marketing ethics will be covered in modules

6. PERSONAL ACCOUNTABILITY FOR ACHIEVEMENT:
   A. MEETING DEADLINES-project deadlines are set according to the course outline, as well as all assignments, and tests
   B. QUALITY OF WORK PERFORMED-students will be evaluated through assignments, written marketing project, and tests

7. COMPETENCE IN BASIC BUSINESS PRINCIPLES:
   A. COMPETENCE IN MAJOR FIELD AND GROUNDING IN OTHER MAJOR CORE AREAS- students will utilize marketing and business theory in the development of their marketing project
   B. AWARENESS OF INTERNATIONAL AS WELL AS DOMESTIC IMPLICATIONS OF BUSINESS DECISIONS – course module will cover this area
   C. UNDERSTANDING AND APPRECIATION OF STRATEGIC IMPACT OF BUSINESS DECISIONS – course module will cover this area

3. OUTCOMES FOR STUDENTS TO SUCCESSFULLY COMPLETE THIS COURSE INCLUDE:
   1. Thorough knowledge of marketing theory demonstrated through assignments and marketing project
   2. Development of professional marketing project

CLASS MEETING: online

TEACHING METHOD: online

OFFICE & TELEPHONE NUMBER: BUS 142, 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. Students will be notified via an announcement on Blackboard.

<table>
<thead>
<tr>
<th>Date/Week</th>
<th>Topics</th>
<th>Assignments</th>
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<tbody>
<tr>
<td><strong>Week 1</strong>&lt;br&gt;<strong>January 12-17</strong></td>
<td>Classes Begin&lt;br&gt;Complete Getting Started&lt;br&gt;First Discussion Board</td>
<td>• Email Assignment –Due 1/17&lt;br&gt;• You must post your answer by 1/13 and participate the entire week</td>
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<tr>
<td><strong>Week 2</strong>&lt;br&gt;<strong>January 18-24</strong></td>
<td>The Marketing Plan</td>
<td>• Chapter 16&lt;br&gt;• Quiz for Chapter 16 and module materials</td>
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<td><strong>Week 3</strong>&lt;br&gt;<strong>February 1-7</strong></td>
<td>Introduction to Marketing</td>
<td>• Chapter 1&lt;br&gt;• Quiz for Chapter 1 and module materials&lt;br&gt;• Article 1</td>
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<tr>
<td><strong>Week 4</strong>&lt;br&gt;<strong>February 8-14</strong></td>
<td>Consumer Behavior and Business Buying Behavior</td>
<td>• Chapters 3 and 4&lt;br&gt;• Quizzes for Chapter 3, 4, and module materials</td>
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<td><strong>Week 5</strong>&lt;br&gt;<strong>February 15-21</strong></td>
<td>Market Segmentation</td>
<td>• Chapter 5&lt;br&gt;• Quiz for Chapter 5 and module materials&lt;br&gt;• Individual perceptual map assignment</td>
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<tr>
<td><strong>Week 6</strong>&lt;br&gt;<strong>February 22-28</strong></td>
<td>Creating Offerings&lt;br&gt;Developing and Managing Offerings</td>
<td>• Chapters 6 and 7&lt;br&gt;• Quizzes for Chapters 6, 7, and module materials&lt;br&gt;• Article 2</td>
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<tr>
<td><strong>Week 7</strong>&lt;br&gt;<strong>February 29-March 5</strong></td>
<td>MIS</td>
<td>• Chapter 10&lt;br&gt;• Quiz for Chapter 10 and module materials&lt;br&gt;• Individual—create a cereal assignment</td>
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<tr>
<td><strong>Week 8</strong>&lt;br&gt;<strong>March 6-12</strong></td>
<td>IMC (Integrated Marketing Communication)</td>
<td>• Chapter 11&lt;br&gt;• Quiz for Chapter 11 and module materials&lt;br&gt;• Discussion Board—favorite cereal commercial, you must post by 3/2, no duplicate cereals once one cereal used you must select another.</td>
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<tr>
<td><strong>Week 9</strong></td>
<td>SPRING BREAK</td>
<td>• SPRING BREAK</td>
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| March 8-14 | Week 10  
March 15-21 | Public Relations (PR) | • Chapter 12  
• Quiz for Chapter 12 and module materials |
| --- | --- | --- | --- |
| Week 11  
March 22-28 | Personal Selling | * | • Chapter 13  
• Quiz for Chapter 13 and module materials |
| Week 12  
March 29-April 4 | Customer Relationships | * | • Chapter 14  
• Quiz for Chapter 14 and module materials  
• Article 3 |
| Week 13  
April 5-11 | Price | * | • Chapter 15  
• Quiz for Chapter 15 and module material |
| Week 14  
April 12-18 | Team Discussion Board the team must post by April 13 and respond and comment until the 18th | * | • Team Discussion Board |
| Week 15  
April 19-25 | Project Time | * | • Team Time to Complete Project |
| Week 16  
April 26-May2 | Final Project and Evaluations Due | * | • Final Projects and Evaluations of Team Members  
• Due April 30th at 12:00 noon Central Time |
EVALUATION:

<table>
<thead>
<tr>
<th>ITEM</th>
<th>POINTS</th>
<th>IF NOT DONE</th>
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<tbody>
<tr>
<td>Quizzes (13 x 50 points)</td>
<td>650</td>
<td>0 points in not submitted</td>
</tr>
<tr>
<td>Cereal Marketing Plan</td>
<td>100</td>
<td>-100 point if not submitted</td>
</tr>
<tr>
<td>Discussion Board 1</td>
<td></td>
<td>-25 if not done</td>
</tr>
<tr>
<td>Discussion Board 2</td>
<td>50</td>
<td>-50 points if not done</td>
</tr>
<tr>
<td>Discussion Board 3</td>
<td>50</td>
<td>-50 points if not done</td>
</tr>
<tr>
<td>Individual Create a Cereal</td>
<td>50</td>
<td>-50 points if not done</td>
</tr>
<tr>
<td>Individual Perceptual Map</td>
<td>50</td>
<td>-50 points if not done</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>950</strong></td>
<td><strong>TOTAL</strong></td>
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YOU MUST HAVE A PASSING GRADE ON ALL AREAS (C OR BETTER) TO PASS THE CLASS. IF YOU GET AN A ON THE PROJECT BUT DO NOT HAND IN OR ACHIEVE A PASSING GRADE IN ANOTHER AREA YOU WILL NOT PASS (PASS IS DEFINED AS ACHIEVING A GRADE OF B). 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:

<table>
<thead>
<tr>
<th>FINAL POINTS</th>
<th>GRADE</th>
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<tbody>
<tr>
<td>950-855</td>
<td>A</td>
</tr>
<tr>
<td>854.9-760</td>
<td>B</td>
</tr>
<tr>
<td>759.9-665</td>
<td>C</td>
</tr>
<tr>
<td>664.9-570</td>
<td>D</td>
</tr>
<tr>
<td>569.9 and below</td>
<td>F</td>
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*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.

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

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://www2.uttyler.edu/wellness/rightsresponsibilities.php

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 that students need to be aware of. 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 Services
In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Services counselor. If you have a disability, including a learning disability, for which you request an accommodation, please contact the Disability Services office in UC 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
If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time the instructor will set a date and time when make-up assignments will be completed.

Social Security and FERPA Statement:
It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.
Emergency Exits and Evacuation:
Everyone is required to exit the building when a fire alarm goes off. Follow your instructor’s
directions regarding the appropriate exit. If you require assistance during an evacuation, inform
your instructor in the first week of class. Do not re-enter the building unless given permission by
University Police, Fire department, or Fire Prevention Services.

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

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 also visit Right Answers or check the Help tab in Blackboard for helpful information.

Plug-ins and Helper Applications
UT Tyler online courses use Java, JavaScript, browser plug-ins, helper application and cookies.
It is essential that you have these elements installed and enabled in your web browser for optimal
viewing of the content and functions of your online course.

• Adobe Reader allows you to view, save, and print Portable Document Format (PDF)
  files. (URL: http://get.adobe.com/reader/)
• Java Runtime Environment (JRE) allows you to use interactive tools on the web.
  (URL: http://www.java.com/en/download/)
• Adobe Flash Player allows you to view content created with Flash such as interactive
  web applications and animations.
  (URL: http://get.adobe.com/flashplayer/)
• QuickTime allows users to play back audio and video files.
  (URL: http://www.apple.com/quicktime/download/)
• Windows Media Player allows you to view, listen and download streaming video and
  audio. (URL: http://windows.microsoft.com/en-US/windows/products/windows-media-
  player)
• RealPlayer allows you to view and listen to streaming video and audio.
  (URL: http://www.real.com/)

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.