

MRKT6310.793 Marketing Management

Summer 7W1, 2020

Syllabus

Basic Information

Instructor Name: Dr. Lili Gai

OFFICE: MB2254

OFFICE PHONE: #2206

E-MAIL: gai_l@utpb.edu. *Emails will be responded within 24 hours and 48 hours during weekends.*

OFFICE HOURS: Mondays **9:00 a.m. -- 12:00 p.m.**

This course is a Web Course and is conducted within Canvas at <http://utpb.instructure.com>

NOTE: The due dates and times for the activities will adhere to the *Central Time Zone.*

Course Description

Course Catalog Description:

An analysis of the customer/market relationships with the company in an open market system characterized by the presence of strong competition within a very fluid business environment. Managerial decision making with this matrix will be stressed. Prerequisite recommended: previous coursework in microeconomics or equivalent.

Measurable Learning Outcomes:

The major objective of this course is to introduce basic marketing concepts. The course will present these concepts from a practitioner's perspective, intending to help develop skills that may be used by a marketing professional in a modern and ever-changing economy. A clear and holistic understanding of the marketing process. **Knowledge** of the different components of a marketing plan. A clear understanding of the application of the marketing plan and all its subcomponents, with respect to **skill development**. The course will be taught in part using an experiential learning approach. If you have a problem participating in marketing activities during the semester, you may like to discuss this with the instructor. Accommodations may be possible.

Prerequisites: Graduate Standing

Materials

Required Materials:

Marketing Management, by Dawn Iacobucci, 5th Edition, Cengage

Loose-Leaf Version -- 9781337271127

E-Book Version -- 9781337100311

- *Students will need to work on a strategic marketing plan for a self-chosen small business unit. Local business is encouraged.*
- **Mega companies or multinational companies won't be allowed.**

Recommended Materials: *New York Times, Business section.*

Important Academic Dates

UTPB Academic Calendar: <https://www.utpb.edu/calendar/academic-calendar.pdf>

Course Overview

- **Readings:** 17 Chapters
- **Project:** Marketing Management/Strategy Plan
- **Assignments:** Written assignments including project-related ones and case analysis.
- **Online Interaction Assignments:**
 - Introduction and Course Concluding assignments.
- **Discussion Topics:** 2 discussion assignments
- **Case Analysis:** 2 assignment

Grading:

Course Activity	Points
Online Authentication -- (<i>Must complete within the first week!</i>)	5
Case Analysis 2*10	20
Discussion Assignments 2*10	20
Introduction & Course Reflection 2*2.5	5
Group Assignment Peer Evaluation	5
Group Course Project	
• Topic Approval	5
• Part I -- Know About Your Project Business -- Qualitative Approach	10
• Part II -- Internal, External & SWOT Analysis	10
• Part III -- One-month Marketing Campaign Design	10
• Sell Your Marketing Plan Presentation	10
Total	100

Grading Scale:

Grade Range	Letter Grade
90% and above	A
80 to 89%	B
70 to 79%	C
60 to 69%	D
Less than 59%	F

**Unless otherwise stated, all materials, activities, and assessments are required and are not optional.*

Communication, Grading & Feedback: There are three ways to contact the Instructor:

- Email: Gai_l@utpb.edu Email is the best way to reach the instructor. Generally, emails will be responded within 24 hours and delays are expected during weekends. **No Emails will be answered on Saturday.**
- Canvas Message System: *Send messages through Canvas Message System*
- Office Telephone: *432-552-2206 during posted office hours.*

Time Management: *A student should expect to spend about 9 hours out of class on assignments in addition to 3 hours of in-class time for a total of about 12 hours per week to obtain an "A" in a class. It is important to develop a Time Management Plan to be successful.*

Policies

1. **Discussion Board:** Discussion Board is primarily for discussing course-related topics and issues.
Best practices are:
 1. Read all message postings in the online discussion.
 2. Respond to the question directly
 3. **Reply to a minimum of two other student posts. Otherwise, points will be deducted.**
 4. Use a person's name in the body of your message when you reply to their message.
 5. Avoid postings that are limited to 'I agree' or 'great idea', etc.
 6. Ensure responses to questions are meaningful, reflective.
 7. Support statements with concepts from course readings, refer to personal experience, examples.
 8. Follow **the Rules of Behavior.**
2. **Rules of Behavior:** Discussion areas are public to every student in this class (including your instructor) who will see what you write. Please pay attention to the language you use and adhere to the following guidelines:
 1. Do not post anything too personal.
 2. Do not use language that is inappropriate for a classroom setting or prejudicial in regard to gender, race, or ethnicity.
 3. Do not use all caps in the message box unless you are emphasizing (it is considered shouting).

4. Be courteous and respectful to other people on the list
5. Do not overuse acronyms like you would use in text messaging. Some of the list participants may not be familiar with acronyms.
6. Use line breaks and paragraphs in long responses.
7. Write your full name at the end of the posting.
8. Be careful with sarcasm and subtle humor; one person's joke is another person's insult.

3. **Make-Up/Late Submission Policy:**

All course activities must be submitted before or on set due dates and times. If the student is unable to abide by the due dates and times, it is her or his responsibility to contact the instructor immediately and provide documentation of a university-excused absence from computer access.

Excused late submissions must be completed within one week of your return; unexcused late submissions are assessed a 10% deduction for each 24-hour period after the stated due date and time.

3. **Academic Dishonesty/Plagiarism/Cheating:** The academic community regards academic dishonesty as an extremely serious matter, with serious consequences. Any effort to gain an advantage not given to all students is dishonest whether or not the effort is successful. Any suspicion of academic dishonesty will be reported and investigated. A student who engages in scholastic dishonesty that includes, but is not limited to cheating, plagiarism, and collusion will receive an "F" for the course.

All persons involved in academic dishonesty will be disciplined in accordance with University regulations and procedures. For complete information on UTPB student conduct and discipline procedures consult the university's handbook at <https://www.utpb.edu/campus-life/dean-of-students/scholastic-dishonesty>

Academic dishonesty includes, but is not limited to cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student such as, but not limited to, submission of essentially the same written assignment for two courses without the prior permission of the instructor, or the attempt to commit such acts.

Plagiarism includes, but is not limited to the appropriation of, buying, receiving as a gift, or obtaining by any means material that is attributable in whole or in part to another source, including words, ideas, illustrations, structure, computer code, other expression and media, and presenting that material as one's own academic work being offered for credit.

4. **Attendance and Class Participation:** Regular and active participation is an essential, unmistakably important aspect of this online course. Students will log on a minimum of three times every seven days. All students are expected to do the work assigned, notify the instructor when emergencies arise.

5. **Tracking:** The learning management systems have a tracking feature. Statistics are collected that quantifies how often and when students are active in the course and provide information if the student has accessed different pages of the course.
6. **Absenteeism:** All the course activities have set dates to be completed and submitted. After the due dates, the activities will not be available for the students. Not logging into an online course is considered absenteeism. Contact the instructor immediately in case of an emergency medical situation.
7. **Course Incomplete/Withdrawal/Grade Appeal:**
All students are required to complete the course within the semester they are signed up. Incomplete grades for the course are rarely given, will only be granted if the student provides a valid, documented excuse for not being able to complete the course on time, and has contacted the instructor prior to the scheduled last class to request an extension. The student signs a contract that includes incomplete course activities and the new due dates.

Find information and dates regarding drops and withdrawals at <http://www.utpb.edu/services/academic-affairs/office-of-the-registrar/adds-drops>

For grade appeal process go to <http://www.utpb.edu/campus-life/dean-of-students/grievances>.

8. **Students with Disabilities:**
The University of Texas Permian Basin in compliance with the Americans with Disabilities Act and Section 504 of the Rehabilitation Act provides “reasonable accommodations” to students with disabilities. Only those students, who an Instructor has received an official Letter of Accommodation (LOA) sent by the Office of ADA for Students, will be provided ADA academic accommodations.

ADA Officer for Students: Mr. Paul Leverington

Address: Mesa Building 4242/4901 E. University, Odessa, Texas 79762

Voice Telephone: 432-552-4696

Email: ada@utpb.edu

Computer Skills, Technical & Software Requirements

Describe any special prerequisite skills (word processing, spreadsheet, presentation software, YouTube account, etc) Student will need to create word processing documents, save files, submit files.

Students can use cloud version of Word, PowerPoint and other Microsoft products through the use of their UTPB Outlook 365 and UTPB email address. For more information refer to Student Services below or visit: <http://www.utpb.edu/services/ird/information-on-computer-accounts-e-mail/office-365>

Computer Technical Requirements: Information at <http://www.utpb.edu/online/reach/technical-requirements>

Online Student Authentication

UTPB requires that each student who registers for a distance course is the same student who participates in, completes, and receives credit for the course. UTPB's Distance Education Policy requires faculty members to employ at least two methods of verification to ensure student identities. To access online courses students must log in to the UTPB learning management system using their unique personal identifying username and secure password. UTPB's Distance Education Policy requires at least one additional student identification method within the course that has been determined and approved by the faculty or academic program.

This course satisfies the second method of student authentication by uploading a picture of your UTPB Student ID card or other State Issued Picture ID card in the Introduction Forum, due by the end of the first week.

*Approved photo identifications are passports, a government-issued identification, driver's licenses, military ID from DoD; dual credit and early college high school students use school district identifications.

Preparation for Emergencies

Computer Crash: Not having a working computer or a crashed computer during the semester will NOT be considered as an acceptable reason for not completing course activities at a scheduled time. NOTE: Identify the second computer before the semester begins, that you can use when/if your personal computer crashes.

Complete Loss of Contact: If you lose contact with course connectivity completely (i.e. you cannot contact me via Canvas or email), you need to call the instructor, and leave a message regarding connectivity loss and contact information.

Lost/Corrupt/Missing Files: You must keep/save a copy of every project/assignment on an external drive, UTPB Outlook 365 OneDrive, or personal computer. In the event of any kind of failure (e.g. virus infection, student's own computer crashes, loss of files in cyberspace, etc) or any contradictions/problems, you may be required to resubmit the files.

End-of-Course Evaluation & Instructor Evaluation

Every student is encouraged to complete an end-of-course evaluation/survey provided by UTPB. During the last few weeks of class, you will receive an announcement through email notifying you that the Course/Instructor Survey is available. You may follow the link in the email to complete the survey using the same credentials to access your courses here. When entering the emailed Survey link you will see a list of surveys for you to complete. Another way to find End-of-Course Evaluations is through your my.utpb.edu account > My Surveys & Evaluations are on the first page after you log in.

The survey is anonymous and your responses are confidential. Your feedback is critical to us and to your instructor as we strive to improve our offerings, and our support of you, the students.

Student Support Services

SERVICE	CONTACT
ADA Accommodation/Support	Testing Services & Academic Accommodations Department (432) 552-2630 http://www.utpb.edu/academics/undergraduate-success/TSAAD
Advising	UTPB E-Advisor at http://www.utpb.edu/academics/undergraduate-success/academic-advising-center/e-advisor
Bookstore	(432) 552-0220 http://www.bkstr.com/texas-permianbasinstore/home
Email, Outlook 365, my.utpb.edu	Information Resources Service http://www.utpb.edu/services/ird
Financial Aid and Scholarship	(432) 552-2620 http://www.utpb.edu/campus-life/financial-aid
Library	(432) 552-2370 The J. Conrad Dunagan Library Online at http://library.utpb.edu/
Registrar	(432) 552-2635 http://www.utpb.edu/services/academic-affairs/office-of-the-registrar
Student Services	http://www.utpb.edu/campus-life/dean-of-students
Technical Support	Canvas 1-866-437-0867 https://guides.instructure.com/
Tutoring & Learning Resources	If you are taking courses through UTPB the following links provide services: Smarthinking Online Tutoring (provides tutoring services), SmarterMeasure (measures learner readiness for an online course). http://www.utpb.edu/online/reach/smarthinking-online-tutoring

Disclaimer & Rights

The information contained in this syllabus was to the best knowledge of the instructor considered correct and complete when distributed for use at the beginning of the semester. However, the instructor reserves the right, acting within the policies and procedures of UTPB to make changes in the course content or instructional techniques without notice or obligation. The students will be informed about the changes if any.

Copyright Statement

Many of the materials that are posted within UTPB courses are protected by copyright law. These materials are only for the use of students enrolled in the course and only for the purpose of the course. They may not be further retained or disseminated.

Schedule

The syllabus/schedule may be revised during the semester to increase learning efficiency/effectiveness.

Week	Topic/Reading	Assignments
1	Introduction to Marketing Management, Marketing Strategy & Marketing Research Tools; Chapters 1, 15-17	1. Online Authentication 2. Self-Introduction 3. Project Business & Marketing plan Objective Approval
2	Customer Behavior & STP Chapters 2-5, 14	Discussion 1 – Consumer Behavior & STP
3	Marketing Mix -- Product & Branding Chapters 6-8	Part A Due
4	Marketing Mix -- Pricing & Distribution Chapters 9-10	Case Analysis I Discussion II
5	Marketing Mix -- Marketing Advertising & Promotion; Chapters 11-12	Part B Due
6	Marketing Mix -- Marketing Advertising & Promotion, cont. Chapter 13, 17	Case II Part C due
7	Present your Marketing Plan to your “CMO”! Course Wrap-up	Narrated PPT due on June 24 Course Wrap-up Due on June 26