

Sul Ross State University – Rio Grande College  
GBUS 4315 – Special Topics in Marketing – Fall 2015 – Web Course

Instructor: Dr. Edison P. Moura  
Office: Del Rio Faculty Building #203 – Phone (830) 703-4840  
Office Hours: Mondays – Del Rio: 11:00-12:30 // Eagle Pass: 5:00-6:00  
Tuesdays & Wednesdays: Del Rio: 11:00-12:30 & 5:00-7:00  
Other hours by appointment.  
E-mail: [emoura@sulross.edu](mailto:emoura@sulross.edu)

Prerequisite: MKTG 3307 – Principles of Marketing (as listed in the fall 2015 Class Schedule).

Textbook: Annual Editions – Marketing – 37<sup>th</sup> Edition – Copyright 2015  
Editor: Nisreen Bahnan – Publisher: McGraw Hill Education.  
ISBN: 978-130-831-8004

**NOTE: Make sure to acquire the 37<sup>th</sup> Edition – Copyright 2015; other editions will have different articles.**

Global Editions, Marketing, published by McGraw Hill, provides students with convenient access to current, carefully selected marketing articles from both the academic and public press.

**Course Objective:**

This is an elective course in marketing in which students will read short articles addressing current topics in consumer marketing. It is a course designed to expand the students' basic marketing knowledge/skills obtained in the core marketing course: MKTG 3307 – Principles of Marketing. The course is also one more option available for our students who desire to have a marketing concentration as part of their business degree.

During this course we will be reading a total of 36 articles selected from the textbook (37<sup>th</sup> Edition). There will be three exams, each one covering 12 articles:

- Exam 1: 12 articles
- Exam 2: 12 articles
- Exam 3: 12 articles

**Evaluation Policy:**

Exam 1: 100-point test covering 12 articles .....	30% of total grade
Exam 2: 100-point test covering 12 articles .....	35% of total grade
Exam 3: 100-point test covering 12 articles .....	35% of total grade
<b>Total =</b>	<b>100%</b>

**Grading Scale:**

A= 90-100	C= 70-79	F= 59 or lower
B= 80-89	D = 60-69	

The articles assigned for each of the three exams are the following:

### Exam 1:

- 1.2 Marketing in 2012: The End of the Middle? P. 14
- 1.3 How to Make Marketing Brilliance. P. 17
- 1.4 Future Tech: The Trends to Watch in 2014. P. 22
- 1.5 Six Strategies for Successful Niche Marketing. P. 24
- 1.6 Revisiting the Marketing Mix. P. 28
- 1.7 75 Years of Marketing History. P. 31
- 1.8 Putting Customers First: Nine Surefire Ways to Increase Brand Loyalty. P. 40
- 1.9 The Purchasing Power of Entertainment. P. 43
- 1.10. Become the Main Attraction. P. 46
- 1.11. Fundamental Tenets of Service Excellence. P. 49
- 1.12. Walking the Talk. P. 54
- 1.13. Walmart Wants You to Believe Its Green Makeover Is Changing the World. Just One Hitch: China. P. 58

### Exam 2:

- 1.14. It's More Than Green to Be Keen. P. 66
- 2.2. Why Traditional Market Research Is a Waste of Time. P. 71
- 2.3. Closer to the Truth. P. 74
- 2.4. Respect Your Elders. P. 77
- 2.5. Do You Have a Millennial Marketing Strategy? P. 80
- 2.6. Targeting Demographics in Beverage Marketing. P. 83
- 2.7. Ad Campaigns are Finally Reflecting Diversity of U.S.: But Why Did It Take So Long to Recognize Socially Liberal Shift? P. 87
- 2.8. Can More Information Be a Bad Thing? P. 90
- 2.9. Our Brands, Ourselves: The Power of Attachment. P. 94
- 3.2. Tapping the Untapped. P. 104
- 3.3. The CMO and the Future of Marketing. P. 107
- 3.4. Lessons in App Building. P.113

### Exam 3 (final):

- 3.5. Brand Apathy Calls for New Methods: Turn Customer Preference from “No Brand” to “Some Brand.” P. 116
- 3.6. Branding's Big Guns. P. 118
- 3.7. Playing Well Together. P. 123
- 3.8. The Devolution of Marketing: Is America's Marketing Model Fighting Hard Enough to Keep Up? P. 126
- 3.9. Made in America? P. 131
- 3.10. The Rebirth of Retail. P. 136
- 3.11. Marketing Communication in a Digital Era. P. 139
- 3.12. Selling Green. P. 145
- 3.13. Social Gathering. P. 149
- 3.14. Advertising's New Campaign. P. 152
- 4.2. New World Order for Global Brands. P. 159
- 4.4. Understanding the Arab Consumer. P. 166

Each exam will have 40 multiple-choice questions worth 2.5 points each for a total of 100 points and will be available on the “Quiz, Test, Exam” link of the Blackboard on the following dates and times:

**Exam 1:** Monday September 28 from 7:00 a.m. to 9:00 p.m. After 9:00 p.m. the link will no longer be operational.

**Exam 2:** Monday, October 26 from 7:00 a.m. to 9:00 p.m. After 9:00 p.m. the link will no longer be operational.

**Exam 3:** Monday, November 30 from 7:00 a.m. to 9:00 p.m. After 9:00 p.m. the link will no longer be operational.

*Read the assigned articles at your own pace and be prepared to take each exam on the dates and times listed above.*

Below are examples of questions from articles, which will may or may not be part of the exams, but have the same format (the option with the (x) is the correct answer):

1. According to “Walking the Talk,” the busiest online shopping day of the year is:
  - a. Cyber Monday (x)
  - b. iTuesday
  - c. Web Wednesday
  - d. Black Friday
  - e. Purple Sunday.
  
2. A large-scale study of contact-center and self-service interactions, as explained in “Stop Trying to Delight Your Customers,” found that what customers really want from their customer service encounter is:
  - a. Financial compensation for their efforts
  - b. Genuine apology if a product is defective or unsatisfactory
  - c. Just a satisfactory solution to their service issue (X)
  - d. An experience they can later share with their friends.
  - e. All of the above.
  
3. Managers often assume, as pointed out in “Stop Trying to Delight Your Customers,” that the more satisfied customers are, the more likely they are to:
  - a. Recommend the product or service to others
  - b. Remain loyal to the company (x)
  - c. Disparage other companies and their service
  - d. Upgrade their product or service
  - e. Options “a” and “d” are correct.

4. According to “Made in America?” , although there is still a good deal of manufacturing in the United States, foreign-made products account for 90 percent of:
  - a. Cars
  - b. Appliances
  - c. Clothes and shoes (x)
  - d. Small household goods
  - e. None of the above.
  
5. Value, as presented in “Pricing to Create Shared Value,” neither originates with nor belongs solely to a firm because:
  - a. It must be shared across the entire industry
  - b. It is part of the overall common good
  - c. Without a willing customer, there is no value (x)
  - d. A large part of overall value is tied to company reputation
  - e. Both options “a” and “b” are correct.
  
6. As reported in “Walking the talk,” more than 80 percent of people who receive Patagonia’s paper catalog make their purchases online.
  - a. True (X)
  - b. False.
  
7. More than half of all products sold in Wal-Mart stores, as pointed out in “Wal-Mart Wants you to believe Its Green Makeover is Changing the World,” are produced in China.
  - a. True (X)
  - b. False.
  
8. According to “Six Strategies for Successful Niche Marketing,” variety and standardization rarely coexist profitably.
  - a. True
  - b. False (X).

Notice in the sample above that *each and every question*, to facilitate your recall, makes reference to a specific article and that will happen with every question in the three exams.