

Sul Ross State University – Rio Grande College
MKTG 5305: Seminar in Marketing – MBA – Web Course - Spring 2017

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Office Hours: Mondays: Del Rio: 11:00-12:30 // **Eagle Pass: 5:00-5:45**
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Textbook: MKTG Management 5th Edition by Dawn Yacobucci. Publisher CENGAGE Learning
<https://www.cengagebrain.com/shop/ProductDisplay?catalogId=10057&productId=149755&langId=-1&storeId=10151&krypto=wAhTY%2B%2BTkAx7rSW1md76xwFUrspX6A2DjZ8D5RtNKL%2FvKKwyNPAaB1TpWwx1hKX9jMMQq7TC9xce0FaeJupEIEzYQ9q89%2BaI0LT8FAoXBxDNrsQVg35IyAV8znemzRZ3YpMVGFWsvOCTCob0Esyga26r04PQERnGwGwPpcUJ5bil9acfXD3P0kA%2Fh9TavFs2BbVZfzI6y0YdLEc1bQDanD6SB%2Frnp5RI9ISOqgUyEH4%3D>

Course key: MTPN-37ZP-8835

Course Objectives

Expose students to the consumer-marketing environment and help them acquire the necessary skills and tools for making the best marketing decisions given the constraints of the market place, regardless of whether they become marketing professionals or use the acquired marketing skills in other functional areas.

Course Competencies (Learning Outcomes)

After successfully completing this course, students should demonstrate the following competencies:

1. Understand the core concepts of marketing.
2. Know why marketing is critical to different types of organizations and in different environments
3. Understand and be able to discuss the relationships between marketing and other key functional areas of the firm **(PLO#s 2 and 4)**
4. Understand the importance of marketing research in every phase of the product life cycle.
5. Understand and be able to explain the basic buyer behavior process and what marketing principles can ethically be used to guide consumers through that process **(LO#3a)**.
6. Understand the basic steps in segmenting a market and how to evaluate and select segments for targeting of marketing programs in an ethical manner **(LO#3b)**.
7. Understand how to communicate the organization's marketing program to the target market using a combination of tools such as advertising, public relations, sales promotions, etc.
8. Be able to explain the impact of marketing both in the internal and external environment of organizations (PLO #2, 3, and 4).
9. Be able to discuss the impact of social media on the life cycle of consumer products and services.

Evaluation Policy:

There will be three multiple-choice exams + MindTap® Assignments with the following points and percentage distribution:

- Exam 1 (100 points) 25% of total grade
- Exam 2 (100 points) 25% of total grade
- Exam 3 (100 points) 25% of total grade
- MindTap® Assignments 25% of total grade
- Total points: 100%

A=	90-100	C=	70-79
B=	80-89	D=	60-69

Mind Tap Assignments (25% of total grade)

Most assigned chapters include two MindTap assignments: a 15 question graded quiz and a video exercise with questions to be answered, both graded by MindTap. Chapters 4, 12, 13, and 14, include only the 15-question quiz.

In order to get the 25% for the MindTap portion of the total grade, all the MindTap Assignments must be completed with at least 80% accuracy (correct answers). Each MindTap assignment can be taken up to five (5) times without penalty. Only the highest score will be recorded.

For each chapter’s assignment, (s) not completed, or completed with less than 80% accuracy, five percent points will be deducted from the 25%.

MindTap assignments can be completed at any time, either before or after each chapter but the final deadlines are as follows:

1. Saturday February 26th: Chapters 1-6
2. Saturday April 1st: Chapters 7, 8, 11, 12
3. Saturday May 6th: Chapters 13, 14, 16, 17

Academic Integrity:

An important issue in academic writing is **plagiarism**, which is using others’ ideas or words without giving proper credit. **Whether you do it intentionally or not, you are plagiarizing and will be penalized for that (F in the assignment or in the course, at the discretion of your instructor).**

Power Points

Power Point presentations, summarizing important topics in the assigned chapters will be posted in the “Power Points” link on a weekly basis

Consultation: I am available for consultation via email, phone, or personally during my office hours and other hours by appointment.

By receiving this syllabus, you acknowledge to have read it and understand its content.

American with Disabilities Act (ADA)

Sul Ross State University, Rio Grande College is committed to equal access in compliance with the American with Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility service. Students seeking accessibility services must contact Kathy Biddick at 830-279-3003. kbiddick@sulross.edu

Distance Education Statement:

Students enrolled in distance education courses have equal access to the university's academic support services, library resources, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should submit online assignments through Blackboard or SRSU email, which require secure login information to verify students' identities and to protect students' information. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

Course Outline – MKTG 5305 (MBA) Seminar in Marketing – Web Course - Spring 2017

Week of:

January

Monday 16th Chapter 1: Why is Marketing Management Important?

MindTap Assignments:

- 1: Graded Quiz – 15 multiple-choice questions
- 2: Video Exercise: “Southwest Airlines”. Watch the video and answer the questions

Monday 23rd Chapter 2: Customer Behavior

MindTap Assignments:

- 1: Grade Quiz – 15 multiple-choice questions
- 2: Video Exercise – “Honda”. Watch the video and answer the questions

Monday 30th Chapter 3: Segmentation

MindTap Assignments:

- 1: Graded Quiz – 15 multiple-choice questions
- 2: Video Exercise – “Raleigh Wheels”. Watch the video and answer the questions

February

Monday 6th Chapter 4: Targeting

MindTap Assignment:

- 1: Graded Quiz – 15 multiple-choice questions

Monday 13th Chapter 5: Positioning

MindTap Assignments:

- 1: Graded Quiz – 15 multiple-choice questions
- 2: Video Exercise: “Numi’s Organic Tea”. Watch the video and answer the Questions.

Monday 20th Chapter 6: Products: Goods and Services

MindTap Assignments:

- 1: Grade Quiz – 15 multiple-choice-questions
- 2: Video Exercise: “Kodak”. Watch the video and answer the questions

Saturday 25th Final deadline to complete the MindTap assignments – Chapters 1-6

Monday 27th Exam 1: Chapters 1-2-3-4-5-6 will be available in the Quiz, Test, and Exam link of the Blackboard from 7:00 a.m. to 10:p.m. After 10:00 p.m., the link will no longer be operational. There will be 40 multiple-choice questions selected from the assigned chapters in the textbook, PPTs, videos and handouts.

Tuesday 28: Chapter 7: Brands

MindTap Assignments:

- 1: Graded Quiz: 15 multiple-choice questions
- 2: Video Exercise: “Method”. Watch the video and answer the questions

March

Monday 6th Chapter 8: New Products and Innovations
MindTap Assignments:
1: Graded Quiz: 15 multiple-choice questions
2: Video Exercise: "Smart Car". Watch the video and answer the questions

Monday 13th Spring Break – No Assignment

Monday 20th Chapter 11: Advertising Messages and Marketing Communications
MindTap Assignments:
1: Graded Quiz: 15 multiple-choice questions
2: Video Exercise: "Ogden Publications". Watch the video & answer the questions

Monday 27th Chapter 12: Integrated Marketing Communications and Media Choices
MindTap Assignment:
1: Graded Quiz: 15 multiple-choice questions

Saturday April 1st: final deadline to complete the MindTap assignments Chapters 7, 8, 11, 12

April

Monday 3rd Exam 2: Chapters 7, 8, 11, 12 will be available in the Quiz, Test, and Exam link of the Blackboard from 7:00 a.m. to 10:00 p.m. After 10:00 p.m., the link will no longer be operational. There will be 40 multiple-choice questions selected from the assigned chapters in the textbook, PPTs, videos and handouts.

Monday 4th: Chapter 13: Social Media
MindTap Assignment:
1: Grade Quiz: 15 multiple-choice questions

Friday April 7th: Last day to withdraw from the course with a grade of "W." Drops must be processed by the Administration Office by 4:00 p.m.

Monday 10th Chapter 14: Customer Satisfaction and Customer Relationships
MindTap Assignment:
1: Graded Quiz: 15 multiple-choice questions

Monday 17th Chapter 16: Marketing Strategy
MindTap Assignments:
1: Graded Quiz: 15 multiple-choice questions
2: Video Exercise: "Blue Dot". Watch the video and answer the questions

Monday 24th Chapter 17: Marketing Plans
MindTap Assignments:
1: Grade Quiz: 15 multiple-choice questions
2: Video Exercise. "White Rock". Watch the video and answer the questions

May

Monday 1st Study for the final exam

Saturday May 6th final deadline to complete the MindTap assignments Chapters 13,14,16,17

Monday 8th Final Exam: Chapters 13, 14, 16, 17 will be available in the Test, Quiz, and Exam link of the Blackboard from 7:00 a.m. to 10:00 p.m. After 10:00 p.m., the link will no longer be operational. There will be 40 multiple-choice questions selected from the assigned chapters in the textbook, PPTs, videos and handouts.

This schedule should be followed as presented but changes may need to be made at the discretion of the instructor and will be communicated to the class as soon as possible.