

## MKTR4310 – Current Topics in Marketing

Fall 2022 2<sup>nd</sup> 8 WEEK SESSION  
Online

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### **AVAILABILITY HOURS:**

Via CHAT, EMAIL or PHONE,  
830 407-9178  
Monday, Tuesday 2:00 PM to 6:00 PM

**GRADING:** Grades will be determined as follows:

Weekly Question (4)	200 Points
Assignments (2)	200 points
Final	100 points
Total Points	500 points

### **COPYRIGHT NOTICE:**

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**ONLINE COURSE PROCEDURES:** It will be your responsibility to check the Blackboard website frequently. You are also required to check your Sul Ross email account since all individual communication will be sent to that address.

### **REQUIRED TEXTS:**

1. *"The Mirror Makers"* by Stephen Fox, University of Illinois Press, (1997) ISBN-13: 978-0252066597

**OFFICIAL COMMUNICATION:** All official communication by the University or me will be sent to your Sul Ross email account. As a result, you are required to activate your email account and check it from to time

to time for personal communication. I encourage you to email me if you have questions or comments, BUT PLEASE include your full name and the course for which you have questions. Even if you submit your email through the Blackboard site, I cannot tell which course you are in nor what your real name is (i.e., egar123) unless you put it in the body of your email.

**TECHNOLOGY HELP:** Obtain your SRSU email account name and password directly from the **Central Help Desk at 1-888-837-2882**. For most technology problems, first go to the Lobo Technology Assistance Center (LTAC). The quicklink to this site is available from our home page under the “My SRSU” tab. For specific help with any aspect of Blackboard, including problems with online exams, contact our Blackboard administrators in Alpine.

**BLACKBOARD HELP:** The Online Support Desk

The Support Desk is where you can direct your more technical questions. For example, if you are having issues submitting a document, getting videos to play, or you are dealing with a technical error in the course. The support desk is open 24 hours a day/7 days a week for your convenience. You can reach the support desk:

- By calling 888.837.6055
- Via email [blackboardsupport@sulross.edu](mailto:blackboardsupport@sulross.edu)
- Using resources from the Technology Support tab within blackboard
- Clicking the Support Desk graphic on the course homepage

As always, academic questions about course assignments, due dates and general course questions should be directed to me (instructor).

**STUDENT LEARNING OUTCOMES:**

1. Develop a general understanding of the history of marketing in America

*Assessment: Written assignments, exams and class discussion.*

2. Describe how technological and economic forces which shaped the marketing

*Assessment: Written assignments, exams and class discussion.*

3. Integrate these lessons from the history of marketing to apply them to the development of innovative marketing strategies

*Assessment: Written assignments, exams and class discussion.*

## Marketable Skills for the Aligned BBA Degrees

**Marketable Skill 1:** Students will have the ability to apply the principles of business they learn to the management of existing businesses or the creation of new businesses.

**Marketable Skill 2:** Students will have the ability to use research and analysis to make informed decisions.

**Marketable Skill 3:** Students will have the ability to write business letters, emails, resumes and reports

**Marketable Skill 4:** Students will have the ability to make effective oral presentations to both professional and general audiences.

### ADA STATEMENT:

*Sul Ross State University is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Kathy Biddick in Student Services, Room C-102, Uvalde campus. The mailing address is 2623 Garner Field Road, Rio Grande College-Sul Ross State University, Uvalde, Texas 78801. Telephone: 830-279-3003. E-mail: [kbiddick@sulross.edu](mailto:kbiddick@sulross.edu)*

### DISTANCE EDUCATION STATEMENT

Students enrolled in distance education courses have equal access to the university's academic support services, such as Smarthinking, library resources, such as online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login information to verify students' identities and to protect students' information. ***[If the course requires students to take proctored exams or to purchase additional software or equipment, please describe those requirements here.]*** 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.

## Schedule for MKTR4310 - Fall 2022

Week	Topic	Readings
Oct 17	No Class this week	
Oct 24	No Class this week	
Oct 31	No Class this week	
Nov 7	The Birth of American Marketing <i>Assignment 1 due July 18, 2021</i>	None
Nov 14	Consumer Markets Emerge <i>Assignment 1 due Nov 20, 2022</i>	The Mirror Makers Chapters 1-2
Nov 21	Modern Marketing Emerges	The Mirror Makers Chapters 3-5
Nov 28	The Marketing Revolution <i>Assignment 2 due Dec. 4, 2022</i>	The Mirror Makers Chapters 6-8
Dec 5	<b>Final Essay Exam</b>	<b>Due on Tuesday, DEC 6, 2022</b>