

**MKTG 5305 – Seminar in Marketing – MBA – Spring 2023 – Web Course
Sul Ross State University – RGC – Course Syllabus XXX**

Instructor: Dr. Edison P. Moura
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Office Hours:

Mondays: 10 AM to 1 PM
Tuesdays: 3:00 to 7:00 PM
Wednesdays: 10:00 AM to 1:00 PM
Other Hours: By Appointment

Required Textbook: Marketing Management 6th Edition, published by CENGAGE Learning. Author: Dawn Iacobucci.
ISBN including the e-Book + MindTap Access Card for MKTG 5305: Seminar in Marketing: 978-133-7100-311

To register for MindTap, click on the link to the course on Blackboard and follow the steps to enroll and purchase MindTap with the eBook.

The instructions below will walk you through the registration process:

<https://startstrong.cengage.com/mindtap-blackboard-ia-no/>

For questions related to MindTap, please call Cengage customer service at 1-800-354-9706

Course Objectives:

Expose the students to the consumer-marketing environment and help them acquire the necessary skills/tools for making the best marketing decisions given the constraints of the marketplace.

Student Learning Outcomes (SLOs)

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

1. Know why marketing is critical to different types of organizations and in different environments.
2. Understand the importance of marketing research in every phase of the product life cycle.
3. Understand and explain the basic buyer behavior process and what marketing principles can ethically guide consumers through that process
4. Understand the basic steps in segmenting a market, evaluating, and selecting segments for targeting marketing programs.

Grading Policy

- 1: Exam 1 – worth 100 points @ 25% of the total grade – **Blackboard**
- 2: Exam 2 – worth 100 points @ 25% of the total grade – **Blackboard**
- 3: Exam 3 – worth 100 points @25% of the total grade - **Blackboard**
- 4: Exam 4 – worth 100 points @ 25\$ of the total grade – **Blackboard**

Total = 25% + 25% + 25% + 25% = 100%

Grading Scale:

A= 90-100 // B= 80-89 // C= 70-79 // D= 60-69 // F = Lower than 60

MindTap Assignments:

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

Each MindTap assignment may be taken up to two times before the deadline without penalty. MindTap assignments will not be accepted after the deadline, and the due dates will not be changed. No exceptions.

Power-Points + Chapter Highlights + Blackboard Exams

PowerPoints + Chapter Highlights summarizing important topics of the assigned chapters will be posted in the "Power-Points" and in the Chapter Highlights links every week.

Chapter Highlights are a summary of the major points in each Chapter; they are available on the Blackboard's pulldown menu on the left-hand-side under **Chapter Highlights**

Blackboard Exams: Questions for the three Blackboard Exams will come from the assigned material in the textbook, PPTs, videos, handouts, Chapter Highlights, and MindTap quizzes. **All three exams and MindTap assignments are available on the Blackboard's pulldown menu on the left-hand side under MindTap Exams and MindTap Assignments**

Course Outline – MKTG 5305 – Seminar in Marketing – MBA – Spring 2

MindTap Quizzes are available on the Blackboard's pulldown menu on the left-hand side under MindTap Quizzes

<p>Wednesday January 18</p>	<p>Chapter 1: Why is Marketing Management Important</p>	<p>MindTap Assignments 1: Quiz Chapter 1: Due Tuesday, January 23, 2023, no later than 10 PM. 2: Video exercise: "Southwest Airlines." Watch the video and answer the questions. Due Monday, January 23, 2023, no later than 10 PM. Blackboard</p>
<p>Monday, January 23</p>	<p>Chapter 2: Customer Behavior</p>	<p>MindTap Assignments 1: Quiz Chapter 2: Due Monday, January 30, 2023, no later than 10 PM. 2: Video "Honda." Due Monday, January 30, 2023, no later than 10 PM. Blackboard</p>
<p>Monday, January 30</p>	<p>Chapter 3: Segmentation</p>	<p>MindTap Assignments 1: Quiz Chapter 3: Due Monday, February 6, 2023, no later than 10 PM. 2: Video: Raleigh Wheels." Due Monday, February 6, 2023 no later than 10 PM. Blackboard</p>
<p>Monday, February 6</p>	<p>Chapter 4: Targeting</p>	<p>MindTap Assignment 1: Quiz Chapter 4: Due Monday, February 20, 2023, no later than 10 PM Blackboard</p>
<p>Monday, February 13 Exam One Chapters 1-2-3-4</p>	<p>The exam is available on the Blackboard's pulldown menu on the left-hand side under MindTap Exam 1</p>	<p>Forty multiple-choice questions from the assigned chapters in the text, PPTs, videos, highlights, and handouts. Available on the Blackboard from 5 AM until 11 PM. Time for completion is one hour (60 minutes). Blackboard</p>

Monday, February 20	Chapter 5: Positioning	MindTap Assignments 1: Quiz Chapter 5: Due Monday, February 27, 2023, no later than 10 PM. 2: Video: "Numi's Organic Tea." Due Monday, February 27, no later than 10 PM. Blackboard
Monday, February 27	Chapter 6: Products: Goods and Services	MindTap Assignments 1: Quiz Chapter 6: Due Monday, March 6, 2023, no later than 10 PM. 2: Video: "Boltbus." Due Monday, March 6, 2023, no later than 10 PM. Blackboard
Monday, March 6	Chapter 7: Brands	MindTap Assignments 1: Quiz Chapter 7: Due Monday, March 20, 2023, no later than 10 PM. 2: Video "Method." Due Monday, March 20, 2023, no later than 10 PM. Blackboard
Week of March 13	Spring Break	No Class
Monday, March 20	Chapter 8: New Products & Innovation	MindTap Assignments 1: Quiz Chapter 8: Due Monday, March 27, 2023, no later than 10 PM. 2. Video "Smart Car." Due Monday, March 27, 2023, no later than 10 PM. - Blackboard
Monday, March 27 - Exam Two – Chapters 5-6-7-8	The exam is available on the Blackboard's pulldown menu on the left-hand side under Exam 2	Forty multiple-choice questions from the assigned chapters in the text, PPTs, videos, highlights, and handouts. Available on the Blackboard from 5 AM until 10 PM. Time for completion is one hour (60 minutes)

Monday, April 3	Chapter 13: Social Media	MindTap Assignment: Quiz 1. Chapter 13: Due Monday, April 10. No, later than 10 PM - Blackboard 1: Quiz Chapter 13: Due Monday, April 10, 2023, no later than 10 PM. Blackboard
Monday, April 10	Chapter 14: Customer Satisfaction & Customer Relationships	MindTap Assignment Quiz Chapter 14: Due Monday, April 17, 2023, no later than 10 PM Blackboard
April, Monday 17	Chapter 16: Marketing Strategy	MindTap Assignment 1: Quiz Chapter 16: Due Monday, April 24, 2023, no later than 10 PM 2. Video "Blue Dot." Due Monday, April 24, 2023, no later than 10 PM. Blackboard
April, Monday 24	Chapter 17: Marketing Plans	MindTap Assignment: 1: Quiz Chapter 17: Due Monday, May 1, 2023, no later than 10 PM.2: Video "White Rock." Due Monday, May 1, 2023, no later than 10 PM. Blackboard
Monday, May 1 Final Exam – Chapters 13-14-16-17	The exam is available on the Blackboard's pulldown menu on the left-hand side under Exams 3	Forty multiple-choice questions from the assigned chapters in the text, PPTs, videos, and Chapter Highlights. Available on the Blackboard from 5 AM until 10 PM. Time for completion is one hour (60 minutes).

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 requires secure login information to verify students' identities and 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 proper equipment and software according to the needs and requirements of the course, as outlined on the SRSU website.

Americans with Disabilities Act (ADA)

Sul Ross State University, Rio Grande College is committed to equal access in compliance with the Americans with Disabilities Act of 1973. It is the students' responsibility to initiate a request for accessibility service. Students seeking accessibility services must contact Mrs. Paulette Harris, Executive Assistant to the Vice-President and Dean, at 830-279-3023 or email pharris@sulross.edu

Marketable Skills for the MBA Program

- 1: Students will understand the functions of the business enterprise in the general economy.
- 2: Students will have the skills needed to lead a business effectively.
- 3: Students will be able to craft effective business strategies for both existing businesses and new businesses.
- 4: Students will be able to make effective oral presentations to both professional and general audiences.

Personal Responsibility

Personal Responsibility: Students will develop principles of personal responsibility for living in a diverse world, to include intercultural competency, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.

Social Responsibility: Students will develop principles of social responsibility for living in a diverse world, to include the ability to connect choices, actions, and consequences to ethical decision-making