

MKTR 4310 – Current Topics in Marketing – Strategic Marketing – WEB
SRSU – RGC – Summer One – 2023 – **Course Syllabus**

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Office Hours: By Appointment

Required Textbook: Marketing Management 4th Edition (with Connect), Authors Marshall and Johnston. Published by McGraw-Hill. E-Book version

To register with Connect, follow the instructions posted on Blackboard or click on the link below

<https://www.mheducation.com/highered/support/connect/first-day-of-class/ia-blackboard-ltia.html>

The e-book with the Connect Access Card is all the instructional material you will need for MKTR 4310 – Summer One - 2023. Without the Connect Access Card and the e-Book, however, you will not be able to complete the course successfully.

For Connect Issues, please call McGraw-Hill customer support at 1-800-331-5094

Course Objectives

Strategic Marketing is planning, developing, and implementing maneuvers to obtain a competitive edge in your chosen niche. This process is necessary to outline and simplify a direct map of the company's objectives and how to achieve them. A company wanting to secure a particular market share should ensure that all in the marketing department understand these objectives.

Students Learning Outcomes - SLOs

After successfully completing this course, students will be able to:

1. Define what marketing is and how it can contribute to a firm's success.
2. Appreciate how marketing has evolved from its early roots to how it is practiced today.
3. Identify typical misconceptions about marketing, why they persist, and the challenges for marketing managers and marketers.
4. Understand the consumer decision-making process

Course Requirements and Grading Policy:

1. Blackboard Exam One (100 points) at 35% of the total grade
2. Blackboard Exam Two (100 Points) at 35% of the total grade
3. MindTap Assignments (done on Blackboard) (100 Points) at 30% of the total grade

Total: 35% + 35% + 30% = 100%

Grading Scale:

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = Bellow 60

Blackboard Exams:

Questions for the two Blackboard Exams will come from the material in the textbook, PPTs, videos (generally embedded in the PPTS), and marketing articles (provided by the instructor).

Connect

Every assigned chapter in the text includes a Connect assignment (a quiz with 10 multiple-choice questions) for a total of 100 points @ 30% of the total grade. Each Connect assignment may be taken up to two times without penalty before the deadline. Connect Assignments will not be accepted after the deadline, and the due date will not be changed. NO EXCEPTIONS.

Connect quizzes and the two exams are available on the Blackboard's pull-down menu on the left-hand side under "MKTR 4310: Chapter Assignments".

MKTG 4310 – Strategic Marketing – Summer One 2023 – Course Outline

Day	Chapter	Assignment
Thursday, June 1 st – Chapter 1	Chapter 1: Marketing in Today's Marketing Milieu	Connect Quiz Chapter 1: due on Tuesday, June 6, no later than 11 PM.
Tuesday, June 6. Chapter 3	Chapter 3: Elements of Marketing Strategy, Planning, and Competition	Connect Quiz Chapter 3: Due Monday, June 12, no later than 11 PM.
Monday, June 12, Chapter 6	Chapter 6: Understand Consumer and Business Markets	Connect Quiz Chapter 6: Due Monday, June 20, no later than 11 PM.
Monday, June 19, Exam 1: Chapters 1-3-6	Exam 1: Chapters 1-3-6 is available on the Blackboard's pull-down menu on the left-hand side under "MKTR 4310: Chapter Assignments" from 5 AM until 11 PM. The time allowed for completion is one hour (60 minutes).	Forty multiple-choice questions from the assigned chapters in the textbook, PPTs, videos, and articles.
Tuesday, June 20, Chapter 7	Chapter 7: Segmentation, Target, and Positioning	Connect Quiz Chapter 7: Due Monday, June 26, no later than 11 PM.
Monday, June 26, Chapter 8	Chapter 8: Product Strategy and New Product Development.	Connect Quiz Chapter 8: Due Thursday, June 29, no later than 11 PM.
Thursday, June 29, Chapter 9	Chapter 9: Build the Brand	Connect Quiz Chapter 9: Due Thursday, July 5, no later than 11 PM

Thursday, July 6 Thursday, Exam Two - Final	Exam Two – Final – Chapters 7-8-9 is available on the Blackboard's pull-down menu on the left-hand side under "MKTR 4310: Chapter Assignments" from 5 AM until 11 PM. The time allowed for completion is one hour (60 minutes)	Forty multiple-choice questions from the assigned chapters in the text, PPTs, videos, and Connect Quizzes.
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Marketable Skills for the BBA Program

1. Students will be able to apply the principles of business they learn to the Management of existing businesses or the creation of new businesses.
2. Students will be able to use research and analysis to make informed decisions.
3. Students will have the ability to write business letters, emails, resumes, and reports.
4. Students will have the ability to make effective oral presentations to both professional and general audiences.

American 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 student's responsibility to initiate a request for accessibility service. Students seeking accessibility services must contact Mrs. Paulette Harris, Executive Assistant to the Vice-President and the Dean, at 830-279-3023 or email pharris@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 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 about academic honesty and appropriate student conduct, as described in the student handbook. **Students in web-based courses must maintain proper and reliable equipment and software for taking and submitting exams and other assignments.**