

MKTR 4310 – Current Topics in Marketing - Services Marketing – Fall 2023 SRSU – RGC – Course Syllabus

Instructor: Dr. Edison P. Moura
Email: emoura@sulross.edu
Office: Del Rio Office Building # 203
Office Phone: 830-703-4840.
Office Hours:
Mondays: 3:00 -7:00 PM
Tuesdays: 3:00 - 7:00 PM
Wednesdays: 10:00 AM – 12:00 PM

Required textbook: Foundations of Marketing, CENGAGE Learning 9th Edition. Authors: Pride and Ferrell

To register for MindTap, and acquire the course material, go to MindTap eBook access and Activities and "[Clique Here to Access MindTap](#)" on the course website on Blackboard and follow the steps to enroll and purchase MindTap with the e-Book.

The e-book + the Mind Tap access card are all the instructional materials you need for MKTR 5306 Summer 2 - 2023. However, you can't complete the course successfully without the e-Book and the Mind Tap Access Card.

[For Mind Tap Issues, please call Cengage customer support at 1-800-354-9706](#)

Course Objectives:

MKTR 4310 – Services Marketing addresses the fact that the decline in established ways of shopping is changing the retail landscape students are used to. As consumers change how they purchase products, they become aware that brand names and brand equity are some of the firm's most valuable assets. Our objective is to distinguish business marketing from consumer goods marketing. Sometimes the products are identical, but a fundamentally different approach is needed to reach the organizational buyer.

Student Learning Outcomes (SLOs)

After successfully completing MKTR 4310 – Services Marketing, students should demonstrate the following competencies:

1. Understand the fundamental principles of branding and brand management both in the B2C (Consumer Marketing) and B2B (Business Marketing)
2. Explain how to build brand equity and maintain it in both environments
3. Understand the link between a brand and the image of the corporation
4. Identify the importance of building consumer relationships
5. Understand that a strong brand is one of the most effective tools to help the corporation (whether in a B2C or B2B environment).

Course Requirements and Grading Policy

1. MindTap Exam One worth 100 points at 25% of the total grade
2. MindTap Exam Two worth 100 points at 25% of the total grade
3. MindTap Exam Three worth 100 points at 25% of the total grade
3. MindTap Concept Check Quizzes worth 100 points at 25% of the total grade

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

Grading Scale:

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

MindTap Blackboard Exams: Questions for the three **MindTap Blackboard Exams** will come from the assigned material in the textbook, PPTs, videos, and MindTap quizzes. They are available in the **MindTap eBook Access and Activities under MindTap Assignments – Quizzes and Exams.**

Mind Tap Concept Check Quizzes

Every assigned chapter in the textbook includes a Mind Tap Concept Check Quiz for 25% of the total grade. Each Mind Tap assignment may be taken up to two times before the deadline without penalty. However, **they will not be accepted after the deadline**, and due dates will not be changed. **NO EXCEPTIONS**

Practice Tests: before Exams 1-2 and 3, there is a multiple-choice **practice test** with about 15 questions each. They are not counted for grades, only practice. Their dates are listed on the Course Outline.

Course Outline – MKTR 4310 – Services Marketing – Fall 2023

Date	Chapters
Monday, August 28 – Chapter 1: Customer-Driven Strategic Marketing	MindTap Concept Check Quiz Chapter 1. Due Tuesday, September 5, 2023, no later than 11 PM
Tuesday, September 5 – Chapter 2: Planning, Implementing, and Evaluating Marketing Strategies	Mindtap Concept Check Quiz Chapter 2. Due Monday, September 11, 2023, no later than 11 PM.
Monday, September 11 – Chapter 4: Marketing Research and Analytics	Mindtap Concept Check Quiz Chapter 4. Due Monday, September 18, 2023, no later than 11 PM.
Monday, September 18 – Chapter 5 Target Markets: Segmentation and Evaluation	MindTap Concept Check Quiz Chapter 5. Due Monday, October 2, no later than 11 PM
Practice Test – Exam 1: Chapters 1-2-4-5.	Practice Test – Exam 1 – Chapters 1-2-4-5 will be available on MindTap Assignments, Quizzes, and Exams on September 22
Monday, September 25, and Tuesday, September 26: Exam 1 Chapters 1-2-4-5. Available from 5 AM until 11 PM on the MindTap eBook Access and Activities under Quizzes and Exams	Forty multiple-choice questions from the assigned chapters in the text, PPTs, videos, and quizzes. The time for completion is one hour (60 minutes)
Monday, October 2 – Chapter 6: Consumer Buying Behavior	MindTap Concept Check Quiz Chapter 6. Due October 9, 2023, no later than 11 PM.
Monday, October 9 – Chapter 7: Business Markets and Buying Behavior	MindTap Concept Check Quiz Chapter 7, 2023. Due Monday, October 16, 2023
Monday, October 16: Chapter 9: Digital Marketing and Social Networking	MindTap Concept Check Quiz Chapter 9. Due Monday, October 30, no later than 11 PM.
Practice Test for Exam 2: Chapters 6-7-9	Practice Test for Exam Two – Chapters 6-7-9 will be available on MindTap Assignments, Quizzes, and Exams on October 20.

Monday, October 23, and Tuesday, October 24: Exam Two – Chapters 6-7-9. Available from 5 AM until 11 PM on the MindTap eBook Access and Activities under Quizzes and Exams.	40 multiple-Choice questions from the assigned chapters in the Text, PPTS, videos, and quizzes. The time allowed for completion is one hour (60 minutes.)
Monday, October 30, Chapter 10, Product, Branding, and Packaging Concerns	MindTap Concept Check Quiz, Chapter 10. Due November 6, 2023, no later than 11 PM.
November 6, 2023, Chapter 11 Developing and Managing Goods and Services	MindTap Concept Check Quiz, Chapter 11. Due November 13 no later than 11 PM
November 13, Chapter 15 Integrated Marketing Communications	MindTap Concept Check Quiz Chapter 15 due November 20 no later than 11 PM.
Practice Test for Exam 3 – Chapters 10-11-15.	Practice Test for Exam 3 - Chapters 10-11-15 will be available on MindTap Assignments, Quizzes, and Exams on Tuesday, November 21
Monday, November 27, and Tuesday, November 28, Exam 3: Chapters 10-11-15. Available from 5 AM until 11 PM on the MindTap eBook Access and Activities under Quizzes and Exams	40 multiple-choice questions from the assigned chapters in the text, PPTS, videos, and quizzes. The time allowed for completion is one hour (60 minutes).

Marketable Skills – MBA

1. Students will understand the business enterprise's functions 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 existing and new businesses.
4. Students will be able to make effective oral presentations to both professional and business audiences.

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. However, It is the student's responsibility to initiate a request for accessibility service. Students seeking accessibility services should contact Mary Schwarze, Director of Counseling and Accessibility Services. Email mschwartz@sulross.edu or call 432-837-8203

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 academic honesty and appropriate student conduct policies, as described in the student handbook. Students in web-based classes must maintain proper equipment and software according to the needs and requirements of the course as outlined on the SRSU website.