

**MKTG 5305 – Seminar in Marketing – MBA – WEB Course
Fall 2023
Course Syllabus**

Instructor: Dr. Edison P. Moura
Email: emoura@sulross.edu

Office: Del Rio Faculty Office Building # 203
Office Phone: 830-703-4840

Office Hours:

Mondays: 3 PM to 7 PM
Tuesdays: 3 PM to 7 PM
Wednesdays: 10 AM to 12 PM
Other Hours: By Appointment

Required Textbook: Marketing Management 6th Edition, published by CENGAGE Learning. Author: Dawn Iacobucci.

To register with MindTap, go to MindTap eBook Access and Activities and “Click Here to Access MindTap on the course website on Blackboard and follow the steps to enroll and purchase eBook with the MindTap Access Card.

The e-book + MindTap is all your instructional materials for MKTG 5305 - Spring 2022. However, you cannot complete the course successfully without the e-Book + the MindTap Access Card.

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.

For MindTap-related questions, call Cengage customer support at 1-800-354-9706

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.

Course Requirements and Grading Policy

- 1: MindTap Exam 1 – worth 100 points @ 25% of the total grade –
 - 2: MindTap Exam 2 – worth 100 points @ 25% of the total grade –
 - 3: MindTap Exam 3 – worth 100 points @ 25% of the total grade –
 - 4: MindTap Concept Check Quizzes – worth 100 points @ 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 = Lower than 60

MindTap Assignments: Concept Check Quizzes

Every assigned chapter in the textbook includes a MindTap Concept Check Quiz for 25% of the total grade.

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

Power-Points + Chapter Highlights + MindTap 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**

MindTap Exams: Questions for the three MindTap Exams will come from the assigned material in the textbook, PPTs, videos, Chapter Highlights, and MindTap quizzes. All three exams and MindTap assignments are available on the MindTap eBook Access and Activities under MindTap Assignments – Quizzes and Exams.

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

Course Outline – MKTG 5305 – Seminar in Marketing – MBA – Fall 2023

Date & Chapter

Assignment

Monday, August 28 – Chapter 1: Why is Marketing Important	1.MindTap Concept Check Quiz Chapter 1. 2: Video exercise: "Southwest Airlines." Watch the video and answer the questions. Due Tuesday, September 5, 2023, no later than 11 PM.
Tuesday, September 5 – Chapter 2: Customer Behavior	1.MindTap Concept Check Quiz Chapter 2 2: Video "Honda." Due Monday, September 11, 2023, no later than 11 PM.
Monday, September 11 – Chapter 3: Segmentation	1.MindTap Concept Check Quiz Chapter 3 2: Video: Raleigh Wheels." Due Monday, September 18, 2023, no later than 11 PM.
Monday, September 18 - Chapter 4: Targeting	1: MindTap Concept Check Quiz Chapter 4: Due Monday, October 2, 2023, no later than 11 PM
Practice Test – Exam 1: Chapters 1-2-3-4	The Practice Test for Exam 1 – Chapters 1-2-3-4 will be available on MindTap Assignments, Quizzes, and Exams on September 22
Monday, September 25, and Tuesday, September 26: Exam One Chapters 1-2-3-4 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, highlights, and Quizzes. The time for completion is one hour (60 minutes).
Monday, October 2, Chapter 5: Positioning	1.MindTap Concept Check Quiz Chapter 5 2: Video: "Numi's Organic Tea." Due Monday, October 9, no later than 11 PM
Monday, October 9 Chapter 6: Products, Goods, and Services.	1. MindTap Concept Check Quiz Chapter 6 2. Video: "BoltBus." Due Monday, October 16, 2023, no later than 11 PM.

Monday, October 16 Chapter 7: Brands	: 1. MindTap Concept Check Quiz Chapter 7 2. Video "Method." Due Monday, October 23, no later than 11 PM.
Monday, October 23 Chapter 8: New Products & Innovation	1. MindTap Concept Check Chapter 8 2. Video "Smart Car." Due Monday, October 30, 2023, no later than 11 PM. -
Practice Test Exam 2 – Chapters 5-6-7-8.	The Practice Test for Exam 2 -Chapters 5-6-7-8 will be available on MindTap Assignments Quizzes and Exams on October 27
Monday, October 30 – and Tuesday, October 31, Exam Two – Chapters 5-6-7-8. 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, highlights, and quizzes. Available on the Blackboard from 5 AM until 11 PM. The time for completion is one hour (60 minutes)
Monday, November 6 – Chapter 13: Social Media	1. MindTap Concept Check Quiz Chapter 13. Due Monday, November 13, no later than 11 PM,
Monday, November 13: Chapter 14 – Customer Satisfaction & Customer Relationships	1. MindTap Concept Check Quiz Chapter 14. Due Monday, November 20, 2023, no later than 11 PM
Monday, November 20: Chapter 16 Marketing Strategy.	1. MindTap Concept Check Quiz Chapter 16 2. Video "BluDot." 3. Video "White Rock" Due Monday, November 27, no later than 11 PM
Practice Test for Exam 3 – Chapters 13-14-16	The Practice Test for Exam 3 – Chapters 13-14-15 will be available on MindTap Assignments, Quizzes, and Exams on Tuesday, November 21.
Monday, November 27, and Tuesday, November 28 – Exam #3 Final Exam – Chapters 13-14-16 is 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 Chapter Highlights. Available on the Blackboard from 5 AM until 11 PM. The time for completion is one hour (60 minutes).

Marketable Skills for the MBA Program

- 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 compelling business strategies for existing and new businesses.
- 4: Students will be able to make effective oral presentations to both professional and general audiences.

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