

MKTR 4310 – Current Topics in Marketing – Strategic Marketing – SRSU – RGC – Summer One – 2024 – **Course Syllabus**

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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.

The e-book with the Connect Access Card contains all the instructional material you will need for MKTR 4310—Summer One—2024. However, you cannot complete the course successfully without them.

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),

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 Blackboard's pull-down menu on the left under "MKTR 4310: Strategic Marketing Chapter Assignments."

MKTG 4310 – Strategic Marketing – Summer One 2024 – Course Outline

Date & Chapter	Connect Assignment
Wednesday, May 29 – Chapter 1 Marketing in Today’s Marketing Milieu	Quiz Chapter 1: due on Monday, June 3, no later than 11:00 p.m.
Monday, June 3. Chapter 3 Elements of Marketing Strategy, Planning, and Competition	Quiz Chapter 3: Due Monday, June 10, no later than 11:00 p.m.
Monday, June 10, Chapter 6: Understanding Consumer and Business Markets	Quiz Chapter 6: Due Monday, June 17, no later than 11:00 p.m..
<p>Monday, June 17: Exam 1: Chapters 1-3-6 Forty multiple-choice questions from the assigned chapters in the textbook, PPTs, and videos. The time allowed for completion is one hour (60 minutes)</p>	<p>Exam 1—Chapters 1-3-6 is available on Blackboard’s pull-down menu on the left-hand side under MKTR 4310—Chapter Assignments from 5:00 a.m. until 11:00 p.m.</p>
Tuesday, June 18, Chapter 7: Segmentation, Targeting and Positioning	Quiz Chapter 7: Due Monday, June 24, no later than 11 PM.
Monday, June 24 ^h , Chapter 8: Product Strategy and New Product Development	Quiz Chapter 8: Due Thursday, June 27, no later than 11 PM.
Thursday, June 27, Chapter 9 – Build the Brand	Quiz Chapter 9: Due Wednesday, July 2, no later than 11 PM.

Wednesday, July 3, 2024
Exam Two – Final Exam) Chapters 7-8-9.
Forty multiple-choice questions from the assigned chapters in the textbook, PPTs, and videos.
The time allowed for completion is one hour (60 minutes).

Exam Two—Final Exam—Chapters 7-8-9 is available on Blackboard’s pull-down menu on the left-hand side from 7:00 a.m. until 11:00 p.m.

Marketable Skills for the BBA Program

1. Students will be able to apply the business principles they learn to managing existing businesses or creating 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.

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 must contact Mary Schwartze, Director of Counseling and accessibility services. Email mschwartz@tsulross.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 according to the needs and requirements of the course, as outlined on the SRSU website. Directions for filing a student complaint are in the student handbook.**